

We should strive to build a common scheme of interaction with the customer at different stages of communication.

Such integration of marketing communications is a laborious process that requires intelligence and expertise. Qualification requirements for Internet marketers are rising. The majority of advertisers and businesspeople know nothing about marketing, furthermore about digital-marketing, so, there are many of unexperienced and incompetent people, who pull the wool over client's eyes. In this situation, a clear trend is increasing demand for learning internet marketing. And, as on the part of contractors and promotion services customers.

The next trend is increasing the volume of information and variety of marketing tools. If you want to be a leader, you must track novelties from different resources (news, forums, blogs, newsletters), use your own and others experience of testing new technologies and trends.

Golden rules are still work! Of course, the big companies will inevitably need sophisticated large-scale solutions. But if we are talking about a small business, your own engage in marketing is quite possible.

Remembering Pareto principle: 20% of efforts gives 80% of result. It is important to understand what are the options for business online you have, and customize them for yourself step by step.

Studied competitors. Did almost the same landings. let it contextual advertising. Tested this option and made a profit.

Book the site, fulfill with text information, conduct or book technical optimization of site, compose semantic core and SEOing all pages according to requests, so you have already done the SEO! Then filling articles according to keywords and keyphrases, later registering site in catalogs by our own, and purchase some web links.

Learning how to work with analytics of attendance, read useful materials in the Internet, trying to improve our website. Then develop active in social networks and make email-newsletter with a series of sales letters.

**Bezdrovnyaya M.**  
**Chumachenko T., research supervisor**  
**National Mining University**  
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## **THE ROLE OF PACKAGING IN MARKETING**

*Key words: product, product packaging, product packaging rules*

Packaging is the face of the product. Than more attractive for the customer it will look, the more likely that he will buy this product. And very often the consumer is buying the packaging and not the product inside it. At the same time, there are cases when due to poor packaging sales fell sharply. This is especially noticeable after the re-branding of any product. Many manufacturers, in order to "win" the buyer, coming up with unusual forms of packaging.

What should be the selling product packaging that it does not cause rejection of the person and at the same time attracted the attention? Next, consider the basic rules of packaging:

Functionality. Most importantly, the packaging, despite his appearance, had always fulfilled its main functions. The main properties that typically carries any packaging maintaining the properties of the product, ease of transportation, information about the product, etc.

Inner packing. The packaging is external and internal. Inner packing is necessary not only to preserve the goods. After all, the person who bought your product, want to see it well Packed.

Color. Color is a main factor of attracting human attention to the packaging. And this is a very important element to consider. For example, the luxury goods have to be in the package with strong, cold colors – dark blue, black, grey, white.

Easy. Know what makes a good package from a bad one? Bad design is always an extremely complex and overloaded, and good, on the contrary – very simple.

Rebranding. Rebranding packaging is needed because people gradually get bored and want to try something new. And if your product does not apply to "legendary" (Coca-Cola, Snickers, diapers), which actually came from people in the habit, it is very important once in 3-4 years to do the rebranding packaging. This will allow consumers to take a new look at an old product.

Hence it can be concluded that the package must exactly match the goods. First and foremost, this is a very important source of information about the product, i.e. firm - manufacturer, terms of use, terms of storage, the composition of the product, etc. the Presence of the product of the "right" packaging directly affects sales. Recently, packaging of steel to use as samples of applied art, as objects to collect; as substantive evidence of the history of the development of society. Used packaging can be used for children's creativity, to use as a secondary raw material.

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