

De Beers enterprise [1]. According to the official website of the company, production of "ALROSA" reaches virtually 100% of all diamonds extracted in Russia and almost 20% of world production. Moreover, the company is provided a mineral resource base for the next 30 years [2].

Years of acting De Beers on the diamond market prove the effectiveness of their strategy. Using benchmarking, we can make changes in the marketing activities of ALROSA, based on successful De Beers' experiences. These include the production of goods under its own name, the artificial creation of demand and consumer expectations [3,4]. The first way will help to reduce costs. Due to the second, the company will be able to control the amount of rough diamonds on the market. In addition, you can reduce costs by decreasing production volumes. The SWOT analysis showed it is possible [5].

Moreover, it is necessary to develop a sustainable development strategy for the company. The main directions of development in this area – environmental and social sphere [6]. The company ALROSA strictly observes the laws on the protection of the environment and invests to improve the situation. For their employees the company is building a small city; however, it should pay more attention to this point. Also, the number of accidents in production increase. It shows a lack of control of security measures.

The final results of the research and evaluation data allow us to judge the impact of marketing innovations. In conclusion, we can say that ALROSA is able to take the place of a world leader, taking into account all external factors and aforementioned measures.

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## CONTENT MARKETING NOVELTIES 2016

*Key words: content marketing*

Qualitative and useful content becomes the safest and very effective way of business promotion in Internet. It can be applicable for different kinds of content marketing, such as article marketing, e-mail newsletter, social networks, etc. Conversion will be more effective, if ads and content will be executed correctly and beautifully.

Content marketing trends:

Development of long-term step-by-step communication strategies: advertising in search services, retarget, remarketing, series of thematic articles, shares with special offers and a discount, loyalty programs and encouraging, strategies of presence in social networks.

More original forms of content. Google strongly recommends to abandon the creation of content on the basis of known facts and data and to generate original content not to repeat someone.

Performance management of content in search services. It is about using different kinds of microlayout, full filled page's metatags.

Content visualization – if you want to stand out and attract attention of users you need to generate different kinds of visual content: graphics, movies, slideshows, etc.

Content socializing - user motivation for social activity and the generation of original content. In this aspect very important role plays motivational semantic orientation of the content, and implementation of a platform for users to create content, setting up crossposting in social networks.

Interactive content: adapting to the user's interests (example: setting up the newsfeed according to tags), and original and convenient ways of interaction between user and site.

Maximum precision and specification our site is adding to search services: labels on the maps, official reference books according to rules of search service.

Using the e-mail marketing. Prepare e-mail newsletters with chain of letters – “cold” or “long” sells. In this letter chain we steps lead to purchase. Collecting database of subscribers in different ways and from all Internet traffic channels we can reach. Developing of interest to our company and products or services.

Viral content: a dream for any business to create content, which willingly will distribute by users themselves. Viral content has different kinds, as an example: This video gained more than 16 million views, so you can judge of its contents by yourselves.

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## **PRIORITIES OF MARKETING COMMUNICATIONS IN POLITICAL MARKETING**

*Key words: political marketing, marketing communications, political advertisement, political public relationships.*