

After you've identified your influencer and determined your needs, you can officially begin your search. The first place to start is to just do a search inquiry on Google. Besides publications, you should also search for blogs in your niche. Once you find these blogs, reach out to the owner and start building a relationship. You also do a little monitoring on social media. Once you have identified potential influencers, make a list and start getting in contact with them.

**Grab the Attention of the Influencer.**

By getting in touch with the influencer, don't send them a quick email or message on a social channel and asking them for a plug. You have to grab their attention by anything from sharing their content, commenting on their social channels, or giving them a shoutout in one of your articles. Try to mention them in a guest post or on your own website. Influencers are usually enthusiastic about their niche, but that doesn't mean they don't have bills to pay.

**Do Your Own Thing.**

Instead of copying someone else's approach, focus on the content you're producing. This means creating quality content that is also compelling, original and designed specifically to attract the attention of influencers in your industry.

Finding the right influencer for your marketing campaign takes a lot of hard work, networking, and patience. But, if you establish goals, know what type of influencer you're looking for, woo them, and create amazing content, you'll be on the right track.

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## **SURVEY OF MODERN eCOMMERCE**

*Key words: Internet, online trading, e-commerce, online store.*

Late 20 - early 21 century are called the digital era, or the era of the Internet, which quickly spread to all areas of the economy, business and society in general.

The process of expanding the number of active Internet users, due to the dynamic development of network infrastructure and new technologies of mass communication, provides a brand new way of consumption, opens new opportunities for consumers access to goods and services. The number of people using the Internet is growing by the minute, thereby causing a sharp increase in Internet commerce infrastructure.

Despite the fact that Ukraine Online shopping is a pretty young sector of the economy, but demonstrates the extremely rapid development. However it still cannot be equated with ordinary retailers because only 3,1-3,2% of total retail trade was made by e-commerce by the end of 2014 [1].

Today in the Ukrainian Internet space can be found about eight thousand online stores, but only about 300 have significant circulation of goods.

The most popular products for Internet commerce in Ukraine are: electronics

and small household appliances, cosmetics and perfumes, clothing, tickets to events and transport, goods for kids.

According to research of shopping on the Internet could rank as follows: 1st place - electronics, 2 - place - clothes and shoes, 3rd place – make-up and perfumes, 4th place - children’s goods and accessories. The most popular Internet shops of electronics is Rozetka.ua and Allo.ua and to make purchases of clothing and shoes most of the Ukrainians are turning websites Modnakasta, Leboutique and Lamoda.

We don’t have an official statistical data on e-commerce in Ukraine, because this industry is not yet considered by the State Statistics Committee. Instead, this issue explore analytical Ukrainian and foreign companies, including Ukrainian Marketing Association. According to them in 2015 17% of Internet users in Ukraine constantly buy online it is about 3.7 million customers. Also becoming very popular shopping via mobile devices, today they make up 40% at some online stores and show a considerable tendency to growth [2].

Also, the study showed that between young people are popular such websites on the Internet that allow you to exchange goods and also buy goods that were already in use. The most popular site that provides such services is OLX.ua.

Growth or a fall the volume of e-commerce market in 2015 is quite difficult to estimate because of the dollar fell by 30-40% and in UAH increased by 20-25%. This is caused by an unexpected increase in the dollar and the fall of the UAH.

Because of the military conflict in eastern Ukraine and annexation of Crimea, the e-commerce market by geography coverage decreased by 20% in 2014. Although forecasts for 2015 were very disappointing Online shopping has started to show positive signs. In mid-2015 the fund Horizon Capital bought a share in the biggest Ukrainian online store Rozetka.ua, and this is a great expression of trust in our economy. [3]

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## **POLITICAL MARKETING AND ITS ROLE AT THE POLL**

*Key words: political marketing, business marketing, voting.*