

The most important in storytelling is understanding of core values of the target audience and picking up the story that was clear and vital.

Storytelling also is very active in domestic politics of companies. Corporate history more interesting and more memorable than directives and regulations. The company will tie with great success to his team deliver strategically relevant information. This allows to distribute new technologies and working methods of the company among employees, thereby increasing the efficiency of labor.

It can be concluded that storytelling is a promising marketing tool because it allows to reach the most demanding customers, create emotional stable relationship between the firm and its audience. He deepest reveals the values of the company and its competitive advantages, and most importantly - make a product or brand more appealing to customers.

**Mikhnenko Y.
Gubkina V., research supervisor
National Mining University**

CURRENT TRENDS OF INTERNET MARKETING

Key words: internet marketing

A significant part of network users in the world is moving away from other sources of information. There are people who have not watched TV for many years, have not read the paper press, and received all the necessary information from the universe of the Internet. This way of getting information is considered to be not only faster and easier but more efficient as well. The time when a majority of the purchases are to be performed through a network is getting closer. The percentage of such transactions in the total sales is gradually growing.

New sites dealing with such type of commerce are created on the Internet every day, and they demonstrate a constant expand of integrated marketing solutions. Resorting the use of different methods at the same time, you can get multiple sources to increase the customer base. This trend contributes to the development of online marketing. Network communications are characterized by their speed and efficiency. Sometimes a couple of seconds is required to make an order through online market, and methods applied to deliver goods are improved and accelerated constantly.

Internet marketing involves activities aimed to promote goods and services on the Internet. The main goal of the Internet marketing is to turn website visitors into customers and increase profits. There are three major advantages that distinguish it from the classical marketing in internet marketing [1]:

- **Interactivity.** On the Internet you can communicate directly with the audience and keep in touch with customers and control the situation.
- **Targeting.** This is the mechanism that selects the target audience from all available customers and proposes suitable ads.
- **Web Analytics.** It provides understanding what actions were effective and possible. Also it helps attract more visitors to the site with further pursue to make

purchases.

It should be noted that website is the main element of the Internet marketing. It is considered not just the possession of any page on the Internet but a platform as a starting point of selling definite brands, products or services. But in that case Web resource is required to satisfy a high quality. The design is just a part of the business, that is not more important than content. The user who follows a website link should see a comfortable structure, which can quickly and easily find whatever interests him [2].

Content marketing finally gets into the mainstream and becomes a key to marketing online strategy of worldwide companies in 2016. A recent study carried out by Hubspot in 2016 showed that 75% of businesses give the priority to marketing content [3].

There are a few modern methods to determine the success of marketing strategy. The first one is natural advertising that looks the same as the other content on the platform, but the advertiser is promoting content to achieve its goal and show ads to more people. Using natural advertising can be very effective in getting new audience without creating an obvious feeling of selling something. Recent studies have shown that 40% of people consider natural advertising to be effective and only 29% give their voices for classic banner advertising [4].

The second method to be mentioned is mobile optimization that rapidly becomes the most valuable element of the marketing strategy.

Social networks are getting great popularity in marketing as well. When users are doing the shopping they turn to smaller search engines. Increasingly, people are looking for products directly on social networks, where other users openly discuss the disadvantages and advantages of the product. Marketing budget of successful companies, in addition to costs of SEO, will present a new line of cost optimization in social media.

But it should be emphasised that video content is clearly one of the defining trends of 2016. People, who want to see you, hear, what you are going to do and what you have done, to see your products in the context of reality, not in the form of abstracted photo [5]. In 2016, more than ever before, the quality of content is becoming priority amounts. Video and visual story will determine the traffic leaders. Ironically, oddly enough, a personal touch in the online world will be crucial.

References:

1. <http://www.wsicorporate.com/Converting-online-visitors-into-customers>
2. <http://www.practicalecommerce.com/articles/100394-12design>
3. <http://www.hubspot.com/marketing-statistics>
4. Content marketing Institute (North America) //“B2B Benchmarks, Budgets and trends”
5. The Guardian // 30 July 2015 // Why online video is the future of content marketing