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“PAIN SALES” AS A MARKETING TOOL

Key words: marketing, tools, painsales, retailers, purchase, sales, competitors.

People spend a lot of money to alleviate the suffering in their lives: physical, mental, psychological, or just some made-up. People want to get rid of the pain. They are ready to do anything just to stop the suffering.

But one thing when we talk about pharmacology, traditional medicine or psychological assistance. There is a clear and pain is sold by itself. Another thing, when the goods or services of everyday life that we do not perceive as a means of getting rid of some pain.

However, the pain - the strongest motivator, which is silly not to use in sales. Most people in the world are dissatisfied with something: work, neighbors, relations. In general, each of us there is some pain that we want to get rid of.

And smart marketer knows it. He realizes that he only has to pour "insult to injury" and the client will buy this product. It does not cost anything. If you understand the pain of their customers, then find a way to "put pressure on the toes" and the buyer will be willing to pay money for your help.

The main task to understand where the customer actually hurts. Ask your customers what they want from the get rid of most. And help them with this. Not necessarily completely, but even slightly softened the pain, you already get their fee.

Travel agencies do it well. They did not give a warm haven for life, just a 2-week vacation. But people can feel quietly at this time.

Pain is also regarded as a psychological reality, and not as an experience that can be operated in the sales process. A marketer must determine discomfort and optimize the marketing strategy based on it, rather than reinforce negative emotions to bring to the market.

The main disadvantage is the pain of sales based on the manipulation of feelings and trust. However, with the right approach, the concept of manipulation technique transformed into an effective component of a marketing strategy. When you are using the correct technique sales pain you can use them as an excellent tool for making transactions.

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TARGETING

Key-words: targeting, audience, advertising, Internet, information, results, retargeting.

Targeting is a sampling of all, and a concentration of the group, which meets the set criteria (by the target audience). The concept of targeting comes from English.

The purpose of targeting is the creation of targeted advertising and information messages with a focus on a certain part of the audience, and, thereby in increasing the efficiency of interaction with the audience and getting the most benefit from synergies.

Targeting allows you to show advertising target audience, resulting in increased efficiency of the advertising message. Targeting on the Internet allows you to display advertising banners, in accordance with the interests of the visitors information site (home page).

Targeting mechanism.

At the stage of gathering the information is monitored by the audience. At this stage, the targeting monitor consumer tastes, learns how to use a Web page, visits the shops, takes any action on the Internet and searches something interesting according to his interests.

The information analysis step allows drawing conclusions about the preferences of the target audience, tastes, ways of communication, purchasing methods, etc. through a detailed research of user data. Accordingly, the campaign selects only the target groups, which include the largest number of potential recipients of your advertising.

The next step may be advantageous for the target audience to present an informational message, product, service. Once the audience is defined, company creates advertising and informational message.

Advertising is placed only on the information resources which are visited by the potential audience (specific sites, pages, sections of shops, sections in magazines, TV shows).

Types of targeting:

- topic targeting;
- contextual targeting;
- geographic targeting (geo-targeting);
- time targeting;
- socio-demographic targeting;
- behavioral targeting (behavioral targeting, BT).
- by type of targeting objectives:

Topic targeting displays advertising and information messages on the information exchanges and the relevant specific topics;

Contextual targeting (targeting on interests, contextual advertising) demonstrates posts in accordance with the interests of the visitor advertising site;

Geo-targeting displays advertising to those target audiences that are limited to some geographic region;

Behavioral Targeting is one of the most promising types of targeting. The essence of behavioral targeting is reduced to the implementation of the collection of information about user actions mechanism: transportation routes, favorite places to visit, how to go shopping, etc.

The peculiarity of behavioral targeting. The best behavioral marketing works

neither by itself nor in combination with other techniques. Behavioral targeting is also often used for so-called retargeting. Behavioral targeting works especially well when selling niche products and in cases where the producers do not need to cover a large part of the Internet audience.

Retargeting is a re-targeting of advertising and information messages to those who have already been covered in the previous stages of the campaign, and to take some action, signaling its readiness to purchase.

Limited number of attending advertised links lets you adjust the amount of exposure of the advertising message to each unique user in the process of interaction with the advertising platform. Pay-per-impressions most often used in banner advertising pay.

Targeting Example:

The Internet audience moves between sites, visits certain sites tracked that use cookie-files in the subsequent analyzes. Information is collected in so-called profiles, and contains data about the sites, searches, purchases in shops and so on. Companies have a profile advertising service and can clearly imagine the portrait of the object, to know his habits and addictions, to become the owner contact information. Once the audience is defined, an advertising message is created, advertising is placed on those resources, which are visited by the potential audience. As soon as one of these users opens those thousands of sites and sees banner advertising.

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INCREASED SALES VIA AUGMENTED REALITY

Key-words: augmented reality, increased, sales, advertising, promotion, audience.

Augmented reality - it's not just PokemonGo such as toys, but also a powerful tool to increase sales, the current trend in merchandising and promotional activities.

The British agency conducted a study that compared the results of the sale of the same product using augmented reality and without. Researchers have shown printed advertising of children's toys and to more than a hundred parents, the same toy was presented with the use of augmented reality. Then all two hundred respondents were asked the same two questions:

Are you going to BUY this toy?

What are you ready to pay for it?

Results:

- 45% of parents who saw the print ad were going to buy it, and also 74% of