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EFFECTIVE TOOLS OF DIGITAL MARKETING

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Резюме – в данной статье описывается понятие цифрового маркетинга, а также наиболее эффективные его инструменты. Успех бизнеса зависит от того, насколько продуктивно он будет использовать цифровой маркетинг, который является абсолютно новой стратегией понимания поведения потребителя, как на рынке, так и в сети. Этот вопрос является важным для рассмотрения, так как непосредственно связан с развивающимся сейчас рынком и технологиями.

Resume – this article describes the concept of digital marketing, as well as its most effective tools. The success of a business depends on how productively it will use digital marketing, which is an absolutely new strategy for understanding consumer behavior, both on the market and on the web. This issue is important to be considered, as it is directly related to the market and technologies that are currently developing.

Introduction. An important today's condition is the transition to the digital economy. Because digital technologies are replacing the methods that business usually used or uses. SMS and MMS alerts are losing their popularity, while phones and tablets are increasingly becoming necessary gadgets in the life of a modern person; digital television in most cases replaces terrestrial.

The main part. Firstly, we need to consider what digital marketing is about. Digital marketing is the use of digital technology to attract and retain customers. The effectiveness of digital marketing largely depends on the skillful use of its tools. One such tool is SMM or social marketing. A huge active audience, which is characteristic of the social network, allows you to use it to promote the brand, expand the audience and participate in active sales. With the help of SMM, there is a chance to find a loyal audience and increase their activity, while receiving feedback [1].

The face of the company, its business card is a landing page (or a whole website) where consumers can find all the information about its product. Whether the website is effective or not can be judged by the conversion rate, which

shows the ratio of the number of buyers to the number of visitors to the website. It is measured as a percentage. To increase brand awareness, expand the audience, increase user's loyalty, some companies use such a tool as strategic partnerships, which make it possible through cooperation to establish good mutually beneficial relationships with partners who are not competitors of the company.

Email is a classic tool that allows you to send information about a product by email to a certain person or group of users. But the effectiveness of this tool depends largely on how well it is used. It should be added that today firms are most actively using such digital marketing tools as marketing influence, contextual advertising, targeted advertising, advertising in mobile applications. For example, in order to influence users and attract their attention to the company and its product, they use an authoritative person or a successful company that is not its competitor [2]. Contextual advertising adjusts the content of online ads to the context of the page's content as well as the user's preferences. For example, if the advertising network has somehow become aware that you have recently searched frequently for the information about renting an apartment or have visited websites on this topic, the system may decide that you would be interested in seeing an advertisement about real estate agencies. Targeted advertising also belongs to advanced digital marketing tools. This tool refers to the promising direction of product promotion in social networks such as VKontakte, Ok, Facebook and Instagram. With the help of this type of advertising, ads consisting of text and graphic information are distributed, aimed at the target audience interested in the products or services being promoted. Then users themselves begin to distribute the videos or advertising links that interest them, sending them to their friends or simply posting them on their page in the social network [3]. Another tool of digital marketing, which is actively developing, is native advertising, it is also called natural advertising. Native advertising is the kind of advertising that fits into the context as organically as possible, that is, it looks natural. It can be found in articles, videos, social networks. The audience reacts positively to this advertising, because it is different from conventional advertising. According to the research, the intention of buyers to make a purchase after viewing native ads is much greater than after viewing regular ads [4].

Conclusion. The use of digital technologies in marketing activities will open up great possibility for enterprises and organizations to retain regular customers and arrange long-term partnerships with them, boost the positive attitude of consumers, trust in their goods and services, guarantee an individual approach to each customer and a flexible response to changes in their tastes and preferences. The advantages of digital marketing mentioned in the article will become the main directions for the establishment of a customer-oriented approach, the handle of which will allow companies to increase their competitiveness and effectively promote their brand in the market.

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ROLE OF FLEXIBLE SKILLS IN SHAPING THE LABOR MARKET OF THE FUTURE

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Резюме – цифровизация меняет мир: чтобы оставаться экономически выгодными на рынке труда, нужны другие навыки. Переход на автоматические процессы уже наступил во многих случаях, роботизация всего и вся не за горами. В данной статье рассматривается эффективность использования навыков, которые помогут убежать от глобализации и роботов.

Resume – digitalization is changing the world: in order to remain competitive in the modern labor market, we need other skills. The transition to automated processes has already come in many areas, the robotization of everything and everything is just around the corner. This article discusses the skills which will help to escape from globalization and robots.

Introduction. Soft skills, or "flexible" skills, are something that has been talked about a lot in the last ten years and it seems that they are not going to stop at all. To understand why this trend will not fade in any way, I studied the reports of the Organization for Economic Cooperation and Development (OECD) Future of Education and Skills 2030 and Skills Outlook 2019 on the prospects for the development of skills in modern society.

The main part. In general, a robot can be taught a lot, but these are exclusively hard skills – special knowledge and skills that can be gleaned from books, textbooks or algorithms of actions. Therefore, soft skills are becoming increasingly important in the labor market – conditionally, these are all those human qualities that technology cannot be taught (at least for now): creativity, time management, leadership qualities, as well as social and communication skills, such as an ability to negotiate or a positive approach.