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SPECIAL FEATURES OF MODERN INTERNET-MARKETING

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Resume – Different ways to promote business on the Internet on the example of the social network Instagram are considered in this article. The main objective of the study is to systematize the principles of advertising business in social networks to compile a personalized advertising trajectory. The proposed models will be useful in building individual advertising strategies within the framework of the modern international market.

Резюме – В данной статье рассматриваются способы продвижения бизнеса в интернете на примере социальной сети Инстаграм. Основная задача исследования – систематизировать принципы рекламы бизнеса в социальных сетях для составления персональной рекламной траектории. Предложенные модели будут полезны при построении индивидуальных рекламных стратегий в рамках современного международного рынка.

Introduction. In 2019 many small and medium-sized businesses, as well as individual entrepreneurs, are increasingly using the social network Instagram as the main means of advertising and sales. Firstly, advertising on Instagram gives more response and coverage. A year ago, Forrester published data on which the number of reactions to Instagram posts already exceeded metrics on Facebook by a factor of 58. Secondly, mobile traffic is cheaper for an advertiser. Spending twice less money, it is possible to attract three times more target customers. At the same time, the popularity of mobile platforms is only increasing. In five years, the consumption of information on smartphones will reach a peak of 90%. The remaining 10% of users will use desktops to work and generate professional content. Thirdly, it is possible to target advertising via Instagram as efficiently as possible thanks to Facebook algorithms. Using advertising on Instagram may seem simple, but still it is not.

The main part. The first thing a company should do is create a “correct” profile on this social network. The buyer should understand what the company does by the nickname of the profile, the profile photo and its description. The name of the product and its cost must be specified. In many profiles, there are screenshots of reviews, delivery methods. Lately, there are more and more profiles in this social network, so companies must somehow advertise themselves.

There are several ways to promote Instagram account. First is mass following. It consists of a large-scale subscription to customers of potential competitors manually (free of charge) or through special programs-bots (for a fee). It was popular a few years ago, but now it is ineffective. As a result they either subscribe, or nobody pays attention, or account can be added to the ban list. To follow the first way, a page needs to be prepared. Photos need to be uploaded in a sufficient amount to let people understand the image of profile. Secondly, it is worth remembering that Instagram has imposed a limit on the number of subscriptions and formal replies at a time – so it is necessary to do it gradually.

Also Instagram ads manager can be really helpful. Advertising costs about \$ 6 for 46,000 ad views. This method is one of the most popular, but may be ineffective due to the "fatigue" of users from advertising. To use this ad very catchy photos are needed. It is also very important to choose the right target audience for a greater response to advertising.

Carrying out giveaways is one of the best ways of advertising. Many stores make giveaways of their services and buy advertising on them. The following conditions should be met: subscription to a company's profile, or mentioning it in user's profile. There are also services for the automatic creation of giveaways, tracking the fulfillment of conditions and the selection of winners.

Some other accounts can be advertised by bloggers. Many bloggers' subscribers trust their taste and try to buy everything they buy. If the blogger advises company, then a large influx of customers is possible. This method can be expensive (if the blogger is very popular), or carried out on a barter basis (the company shares production with the blogger and he advertises it). If a blogger advertises something too often, this method may not be very effective.

Distribution of messages with advertising was also popular some years ago. This happens with the help of paid services with bots. This method only annoys users, but sometimes annoying advertising allows the new company to become more popular and well-known in the market.

Businessmen often face difficulties in working with advertising. There are several ways to optimize it:

1. To test. This means checking how different bundles of videos and pictures work for different audiences.
2. To redistribute the budget. It is necessary to constantly check which audience gives the best feedback at what time and select the most profitable way to spend money.
3. To use retargeting. To attract a new audience is good, but it is even better to warm the interest of the people concerned. Companies need to come up with a system of lucrative offers and use it to increase the effectiveness of advertising on Instagram.

Conclusion. The principles of creating advertising on Instagram are changing rapidly. It is possible to achieve the desired efficiency, increase the number of regular customers and increase the company's profit only if you use relevant methods when developing ingenious advertising strategies on Instagram. It is also necessary to study the target audience, correctly determine what result is necessary for an advertising campaign. A high-quality photo, picture or video, a well-designed profile and fine-tuning of the audience ensure that the placement of advertisements on Instagram will bring a lot of quality traffic. This social network is built on the most "easily digestible" format - images and consists of active users who even respond to advertising twice as often as on other social networks.

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ENVIRONMENTAL MANAGEMENT

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Resume - Ecology is a significant aspect of the development, prosperity and existence of humanity. Therefore, it is important to consider this concept in all spheres of human activity. This research work considers an economic activity and its direct participation in the preservation and protection of the environment.

Резюме – экология является существенным аспектом развития, процветания и существования человечества. Поэтому так важно учитывать данное понятие во всех сферах деятельности человека. В данной работе рассматривается экономическая деятельность и её непосредственное участие в сохранении и охране окружающей среды.

Introduction. Environmental management is a special method of management at the enterprise, the main task of which is maintaining the quality of the environment, ensuring the regulatory and legal environmental parameters. Environmental management is based on the principles of eco-efficiency and eco-friendliness. Eco-friendliness is awareness of the company's management of moral responsibility for the negative impact on the environment and the irrational use of natural resources.

Nowadays, it is difficult to find a more important global problem covering the entire globe than environmental safety. The people of the world must make an important choice: either to normalize their economic and social desires, guided by the limited resources and capabilities of nature, or the line will be crossed beyond which irreversible processes of human extinction will begin. If in the nearest future humanity does not draw conclusions about the impending threat, it will face the problem of destroying itself and all higher forms of life. All this shows the importance of such a thing as environmental management.