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TRENDS IN INTERNET MARKETING

In the 21st century the leading role belongs to innovations which are developing quickly and changing our way of life. Internet marketing strategies and tools are an indispensable part of the business plan for most people running a company nowadays. Internet is a powerful worldwide system and businesses all over the world are learning that using effectively digital marketing methods is a key component of a successful marketing campaign and a healthy profit-making.

Internet marketing is the process of promoting a business or brand and its products or services over the internet using means that help drive traffic to company's website and lead to bigger sales. Almost all modern commercial companies and non-profit organizations have an online app, blog or page for increasing brand awareness, encouraging new customers, promoting products and rising sales.

As commerce continues to go global, companies that lack an easy-to-find, accessible website or simple- to- use page won't reach customers that don't live in the same town or have never heard of the company [1]. The biggest advantage of internet marketing is informativeness because each potential customer can get an information about a product and most importantly buy it.

As the number of internet users grows, so does the reach of product, brand or services [2, p.15]. That can be achieved through various implements and methods that are up-to-date and easy to work with such as mobile apps, advertising in video format, brand advocates, email marketing, etc.

Nowadays we can see a dynamic usage of mobile marketing. With widespread growth of smartphone use, every average Internet user spends about 2.8 hours surfing the net in 2016, which is 51% of the total time spent on the network [3, p.30]. So we are involuntarily made to use this trend. Mobile applications are easy to use and are effective to attract new prospects. They are handy and it's a good way to tell more people about your product or service and consequently increase your net profit.

Video marketing is another part of internet marketing. Video is more personal and accessible for an audience to connect with. It can be not just informative and promotional, but interesting, useful and entertaining. Furthermore, video content allows business to target more audience, promote brand awareness, stimulate purchases and advertise the brand as efficiently as possible.

Brand advocates are the most powerful force of influence in the consumer marketplace. These special people will bring the desired message to the right audience [4, p.44]. Companies choose bloggers, stars or well-known and influential people with a large audience because people trust "opinion leaders". If your idol advises you to try a product, you will surely buy it.

If you want to make your brand famous the best way is to use social media marketing (SMM) because there are over 2 billion social media users. SMM is the use of social media platforms and websites to promote a product or service. Instagram, Facebook, Twitter, YouTube, Telegram are the most popular social networking sites and every day they update information about a great variety of products and services.

With increasing progress, it's progressively difficult for entrepreneurs to market their product or service, especially in a competitive environment. They need not only work with traditional marketing instruments but also introduce and use all the brand-new methods and approaches, understand customers' needs and interests. That's why they should become innovators to be the best in their marketing area. With all the benefits that internet marketing offers to business, using a professional internet marketing strategy can make your business grow more and more.

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PROBLEMS OF LABOR FORCE TRAINING ACCORDING TO THE NEEDS OF MARKET ECONOMY

The growth of industrial production volumes and rates during the last five years and the increase of employers demands on the quality of labor have highlighted one of the most important problems of the country's economic development: the problem of labor force shortage. There is also a situation where the graduates of vocational-technical schools cannot find the vacation by the profession, because of lack of its demand.

Many researchers are paying attention to the problems of training, retraining and professional development of personnel in the country. Thus, these problems are devoted to the scientific works and publications of S. Melnyk, P. Koropets, S. Dudnikov, V. Konovalov. The methodical basis for determining the need in qualified personnel is highlighted in the works of E.