

Qualitative and useful content becomes the safest and very effective way of business promotion in Internet. It can be applicable for different kinds of content marketing, such as article marketing, e-mail newsletter, social networks, etc. Conversion will be more effective, if ads and content will be executed correctly and beautifully.

Content marketing trends:

Development of long-term step-by-step communication strategies: advertising in search services, retarget, remarketing, series of thematic articles, shares with special offers and a discount, loyalty programs and encouraging, strategies of presence in social networks.

More original forms of content. Google strongly recommends to abandon the creation of content on the basis of known facts and data and to generate original content not to repeat someone.

Performance management of content in search services. It is about using different kinds of microlayout, full filled page's metatags.

Content visualization – if you want to stand out and attract attention of users you need to generate different kinds of visual content: graphics, movies, slideshows, etc.

Content socializing - user motivation for social activity and the generation of original content. In this aspect very important role plays motivational semantic orientation of the content, and implementation of a platform for users to create content, setting up crossposting in social networks.

Interactive content: adapting to the user's interests (example: setting up the newsfeed according to tags), and original and convenient ways of interaction between user and site.

Maximum precision and specification our site is adding to search services: labels on the maps, official reference books according to rules of search service.

Using the e-mail marketing. Prepare e-mail newsletters with chain of letters – “cold” or “long” sells. In this letter chain we steps lead to purchase. Collecting database of subscribers in different ways and from all Internet traffic channels we can reach. Developing of interest to our company and products or services.

Viral content: a dream for any business to create content, which willingly will distribute by users themselves. Viral content has different kinds, as an example: This video gained more than 16 million views, so you can judge of its contents by yourselves.

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## **PRIORITIES OF MARKETING COMMUNICATIONS IN POLITICAL MARKETING**

*Key words: political marketing, marketing communications, political advertisement, political public relationships.*

The purpose of political marketing is the acquisition of “political capital” (for example, deputy mandates, parliamentary seats, positions in the civil service, benefits and preferences), which provides an ability to influence on allocation of authority resources and political relationships in country. One of the most important components is electoral marketing.

In this market we have special consumers who are the voters. All eyes are aimed towards them with attempts to sell an idea or politician. So, in the best case scenario with the product sold to the customer, the candidate has to decide –is it a way to format personality with ambiguous and ambitious positions, sayings and preferences or no matter what he has to support recently created “brand”, and accept depersonalization playing role of “superman”. Over a period of time PR campaigns create from the usual politician “legend-man”, who is able to do everything, who has the ideal traits, but with supporting the main idea of political doctrine. However nothing is forever, and by the bright experience of politics we can conclude about the discrepancy between features of brand-politician and human-politician.

In general, definition of political marketing is divided on different forms of political communication – political advertisement, political PR, personal meetings of politician with nationals, representative political marketing, direct political marketing, political branding. Political PR is a different way of market communication. It represents the idea on its own, which differs with high level of confidence, because information that is shown in mass media inspires more confidence than outdoor advertising such as billboards. Political PR is an effective management instrument during the electoral process; it is an important component of management activities and the core of the political process. Today, management in an election campaign is one of the most valued types of political management, and the communications system is based in a modern election process. Awareness and competence from the nation’s electoral choice mostly depends on this modern election process. The minimum condition for a successful political activity is the attention from the press. Modern political PR – deals with a multi-political consulting mostly tied to the information range.

An especially efficient mechanism of influence in the electorate is political television advertisements. This mostly affects public who are unaware of the political subjects and this information is in high demand during an election, political and marketing campaign. It is rather an organic part of the information system and the communication of political marketing complex. The purpose is to represent in an unusual, emotional and informative way the essence of political program to voters, so that it may give them the feeling of confidence and helps form a positive attitude. This will help people create a fundamental and long term social and psychological view on the subject of politics. This is one of the most powerful and effective tools for expanding the audience and growing supporters to the subject of politics by delivering views and ideas to the voters, and at the same time, helping to stimulate citizens to be more politically active.

Political and marketing communication can be seen as creating and granting informational messages to target groups, and at the same time produce feedback towards the political marketing program. So, in the future one of the key issues for

participants in election competition is going to be providing a full content of their function.

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## **PACKING OF CHOCOLATE BAR, AS A FACTOR OF INFLUENCE ON CONSUMER CHOICE**

*Key words: product, product packaging*

Nowadays, the Ukrainian market has a wide assortment of chocolate bar of different companies and tastes. The consumer is confronted with the question on what are the criteria to choose this product and what to pay special attention.

Since the appearance package is the factor on which the consumer's attention is drawn first, I consider exactly it. Association about chocolate formed on the basis of appearance of product.

First, the color is important factor of packaging. Chocolate "Korona" chose a red color scheme for the brand. It definitely attracted the first attention of consumers.

But there is a second factor of associative perception. It is packaging design. Chocolate "Roshen" have a combined package made of cardboard and transparent mica. This design is a distinctive feature of the brand and it attracts the consumer's attention when they choose chocolate bar.

The third factor I would like to highlight is the packaging material. Consumers often choose goods according to the criterion of usability. This way, the chocolate bars in the box on mica "Zip" mechanism of closing win on the most cases. That's why after consuming this product you can pack remains and put into a bag. Package content does not spoil things and not miss the chocolate, if it is melt.

The fourth factor is a form of packaging. If you need the chocolate bar for the road, it should be compact and does not take up much space in your bag. To do this,