

underwear! In no case can not wear a chic dress does not produmavshy set of underwear! This underwear store Oysho will allow you to enjoy the benefits of figures.

Oysho - shop aims to meet only women need intimate wardrobe.

The purpose of the enterprise:

- increase the number of customers by 13%, and increase profitability by 14 million USD. season to 18000000 USD;
- increasing the number of potential customers for the development of loyalty programs in the form of bonus cards.

For this company it is advisable to enter a bonus cards that are planned for the year will increase the number of customers by 13% and increase profit at 4000000.

**Merkulova D.
Yevseytseva O., research supervisor
Kyiv National University of Technology and Design**

STORYTELLING IN MODERN MARKETING

Key words: modern marketing

Nowadays height of quantity and quality of content aimed at the promotion of a product and services, led to a change in attitude of the audience to conventional methods of marketing. The tools that we used to take effective, already haven't sufficient impact on the consumer. In order to keep up with innovations and succeed in the market, marketers often have to turn to new tools of interaction with customers. But as we know, something new - is just well forgotten old. In the case of storytelling – it is old way which used to inform the target group relevant information and well customized under current trends.

In broad sense, storytelling - is the transfer of information through interesting instructive stories. In ancient times it was used to transfer tales, myths and other types of folklore. In 21th century storytelling gets popular in pedagogical practice, film making, journalism, and marketing.

In modern marketing storytelling give an opportunity to create a story around the brand, product or service to promote them to target markets. It informs the buyer as much as possible about the benefits of products in an unobtrusive manner. Based on data of the target segments of consumers, marketers are creating story, focusing on key phrases and situations close to the client. In due to his unusual, but plain and simple means of presenting information storytelling sets the emotional interaction between producer and consumer, and stirs him to action.

As a tool of PR-activity, storytelling provides more emotional saturation and brightness of the company face, creating her image, provides simplified information on the aspects of production, and also inform the consumer about the release of a new product. In PR storytelling use various types of media. It helps bring the brand to the customer, to create trusting relationships with customers and partners, makes the company more attractive to new staff.

The most important in storytelling is understanding of core values of the target audience and picking up the story that was clear and vital.

Storytelling also is very active in domestic politics of companies. Corporate history more interesting and more memorable than directives and regulations. The company will tie with great success to his team deliver strategically relevant information. This allows to distribute new technologies and working methods of the company among employees, thereby increasing the efficiency of labor.

It can be concluded that storytelling is a promising marketing tool because it allows to reach the most demanding customers, create emotional stable relationship between the firm and its audience. He deepest reveals the values of the company and its competitive advantages, and most importantly - make a product or brand more appealing to customers.

**Mikhnenko Y.
Gubkina V., research supervisor
National Mining University**

CURRENT TRENDS OF INTERNET MARKETING

Key words: internet marketing

A significant part of network users in the world is moving away from other sources of information. There are people who have not watched TV for many years, have not read the paper press, and received all the necessary information from the universe of the Internet. This way of getting information is considered to be not only faster and easier but more efficient as well. The time when a majority of the purchases are to be performed through a network is getting closer. The percentage of such transactions in the total sales is gradually growing.

New sites dealing with such type of commerce are created on the Internet every day, and they demonstrate a constant expand of integrated marketing solutions. Resorting the use of different methods at the same time, you can get multiple sources to increase the customer base. This trend contributes to the development of online marketing. Network communications are characterized by their speed and efficiency. Sometimes a couple of seconds is required to make an order through online market, and methods applied to deliver goods are improved and accelerated constantly.

Internet marketing involves activities aimed to promote goods and services on the Internet. The main goal of the Internet marketing is to turn website visitors into customers and increase profits. There are three major advantages that distinguish it from the classical marketing in internet marketing [1]:

- **Interactivity.** On the Internet you can communicate directly with the audience and keep in touch with customers and control the situation.
- **Targeting.** This is the mechanism that selects the target audience from all available customers and proposes suitable ads.
- **Web Analytics.** It provides understanding what actions were effective and possible. Also it helps attract more visitors to the site with further pursue to make