

To conclude, the dance school is the place where people come for the emotions, to bring new skills, to know teachers, who are able to create the positive atmosphere and lead to victory. Promotion of such a school depends on the internal organization, but, as well, the role of the complex of the communications is also very important in the process of brand building. The complex of the communications, in the present case, should be built on the combination of «PR» and «Event marketing».

**Oleinik O.
Yevseytseva E., research supervisor
Kyiv National University of Technology and Design**

MOBILE ADVERTISING IS AN EFFECTIVE TOOL OF MOBILE MARKETING

Key words: mobile marketing, mobile advertising

The rapid development and diffusion of new information technologies assume the character of large-scale information revolution, which increasingly impact on society. The introduction of modern technological possibilities leads to a variety of marketing communication tools. Marketers and advertising agencies widely use mobile marketing.

Mobile marketing is broader than SMS marketing, a concept that refers to the process of disseminating marketing information to the mobile phones of clients and consumers not only through text messages (SMS), but also other mobile technologies and, as a rule, receive their feedback. To tools of mobile marketing are: short message services (SMS), mobile sites and apps, automatic voice menu, multimedia message, Bluetooth.

Mobile marketing is mainly engaged in three types of companies: mobile operators on their own, the Agency's mobile marketing and content providers. First create their own departments of marketing communications, which, among other things, organize and share direct marketing to mobile phones. The second work is specialized in the industry of mobile advertising and marketing and have nothing better to do. Others mostly sell entertainment for mobile phone (logos, ringtones, games, sometimes, not phone sex), and in addition from time to time are engaged in advertising campaigns.

Tactical and useful advertising – the dream of every consumer. Individual need of every customer has resulted in a new type of communication channel, which focuses on a personal approach to the client. The convenience of mobile technology allows to diversify methods of marketing communications, to make them useful to the consumer. These technologies affect not only advertising goods and services, but also provide many specialized services. Therefore, the main goal of this work is the study of the phenomenon of mobile advertising and the prospects of its application to marketing communications. In modern conditions of tough competition the need for an individual approach to every potential consumer stimulates the development of mobile advertising. And therefore it is crucial to identify and assess opportunities for

the use of new mobile technologies.

Traditional mass channels such as television and radio, are losing effectiveness because of the abundance of similar and monotonous advertising. Proven direct marketing techniques to rapidly grow in value and become inconvenient for communication. To eliminate these threats by using a new direct channel – the mobile phone. The prevalence of cellular communication allows to establish contact between the consumer and the seller. Mobile advertising is a new concept in the market and denotes the set of activities related to the promotion of goods and services using different mobile communication technologies.

The rapid development of new information technologies became the basis for the growth of the mobile advertising market. New technological innovations appear almost on a monthly basis and the set of features that characterize the phones have gone far beyond the traditional needs. From this point of view mobile marketing is both the most widespread. In addition, it can be used as a tool of marketing research.

Therefore, we can conclude that the prospects for mobile marketing is significant and they are growing. Most famous brands are planning to introduce mobile marketing and advertising purposes. In the workplace people a variety of mobile devices, whose functions are developing every day. That is why today is so appreciated the opportunity to get in touch y any time and from anywhere in the world.

Mobile marketing provides key opportunities for brand promotion, advertising campaign and sales as well as mobile information easily and with minimal cost gets to the desired destination.

**Orel L.
Krasovskaya E., research supervisor
Alfred Nobel University**

PERISCOPE AS A NON-BUDGET PROMOTION OF BRANDS

Key words: non-budjet promotion, personal brand, audience, social media, Periscope, Ryan Bell.

It has long been known that the classical methods of promotion are not effective as they used to be. Today, new media with a wider audience is a new opportunity to promote your company or brand. The audience in the new social network actively responds to the message that the company is trying to convey. The main reason is that the social network had not oversaturated business activities and advertising yet. One of these new social networks is a Periscope, which just gaining momentum among the other social media.

First of all, Periscope program is communication, the expansion of contacts and acquaintances, sales geography. This application makes it possible to widely popularize the personal brand. In this platform successful businessmen promote their company or yourself, you can draw on their experience and skills. Periscope allows you to watch live video lectures of experienced salespeople and coaches, from which