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## NEW AUDIENCE CONTACT

*Key words: contact audience; influence; youtube stars.*

Contact the audience - is any group, which shows an actual or potential interest to the organization or has an impact on its ability to achieve its goals.

Many brands and companies to achieve their specific goals, using well-known film actors, singers, athletes, in general classic celebrities. It is an expensive pleasure, but a competent advertising pays off quickly. With the development of the Internet, and in particular video hosting "Youtube", there are new stars, "Youtube stars".

This research will analyze the level of influence between "ordinary" celebrities and "Youtube stars" to the consumer.

Authors YouTube channels cause young people who spend a lot of time watching online video is much more interesting than the "regular" celebrities from the world of show business, music, sports, etc.

Authors YouTube channels communicate with the audience, building a friendly relationship with the audience of their fans. 70% of subscribers teenage recognized that the authors of a YouTube video more interesting to them than "regular" celebrity[1]. 4 out of 10 subscribers say that the creators of their favorite videos understand them better than friends[2]. As the authors of the video content establish closer interaction with the fans, they are able to collect more active audience. Compared with traditional video clips of celebrities from show business 25 most popular videos on YouTube authors receive[3]: 3 times more views; 2 times more interactions; 2 times more comments.

Content authors define the spirit of the time, introduce new trends and promote the development of culture.

Young believes that YouTube stars influence fashion more than any other celebrity [4]. 7 in 10 subscribers YouTube believe that the authors of the video effect on the development of culture[5]. 6 in 10 subscribers YouTube when their choosing products they believe more the favorite movies author than the star TV screen [6].

Reference:

1. Ipsos Connect ("YouTube generation study "), USA, November 2015. (teens-the YouTube subscribers, believes that "the authors of the video content look more like ordinary people", n = 433).
2. Ipsos Connect ("YouTube generation study "), USA, November 2015. (subscribers YouTube channels in the age range 18-34 years, n = 268).
3. Visible Measures ("New players: how audiences interact with video clips of famous authors "), USA, February 2016.
4. Nielsen, The Influence of YouTube Creators Study, USA, February 2016.
5. Ipsos Connect on behalf of Google, The YouTube Generation Study,

USA, November 2015. (subscribers of the YouTube channels in the age 18-49 years, n = 352).

6. Ipsos Connect on behalf of Google, The YouTube Generation Study USA, November 2015. (Subscribers of the YouTube channels in the age 13-64 years, n = 654).

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## **METHODS OF STRATEGIC PLANNING IN CRISIS**

*Key words: strategic planning*

The threat of another global economic crisis on the relevant date. Ukraine's economy is severely affected by the impact of the economic crisis. A special role in crisis management plays an ability to correctly plan the business. This article highlights the main methods of strategic planning during the crisis period.

Strategic planning - business management system based on the mechanism of the coordination of current solutions, as well as the mechanism of adjustment and control over their implementation. [2]. Strategic planning provides the basis for all management decisions.

The main goal of strategic planning at the enterprise is to collect and analyze information about the final or interim results, to determine the changes effected and the current state of the enterprise, to evaluate the benefits and costs. [3]. Analysis of the external environment helps to get important results. It gives companies time to predict possibilities, time for drawing up the plan for possible threats and the time to develop strategies. These strategies can turn former threat in any profitable opportunities.

The analysis includes the study of the impact of macro-economy, regulation and management, political processes, environment and natural resources, social and cultural components of society, scientific and technological development of society and infrastructure. The immediate environment is analyzed in the following main components: customers, suppliers, competitors, the labor market.

Analysis of the internal environment opens the possibilities, the potential to which the company can expect to compete in reaching their goals. Analysis of the internal environment also allows a better understanding of the organization's goals, formulate a true mission. The internal environment is analyzed in the following areas [1]: company personnel, their potential, qualification, management of the organization; production; company's finances; marketing; organizational culture.

Today, most company executives are considering strategic planning as an essential tool for managing the company in times of crisis. In a crisis situation changes the role of the annual plan in the management of the company. First of all, the plan becomes not so much a set of financial indicators, as an indication to the action depending on the implementation of various risk factors. In a crisis, you need