

2. Prepare the land.

Your company must provide the managers with the right office and equipment, as well as a healthy corporate culture.

3. Enrich the soil by watering, weeding and fertilizing.

Update all systems and deal with problem people. Remove obstacles to performance.

4. Rotate the crops.

Encourage a variety of experiences. Send managers to different parts of the organization or to branches in different countries to gain new ideas.

5. Occasionally let a field fall fallow.

Give time-out opportunities. Allow sabbaticals and encourage educational experiences.

6. Understand the environment in which your manager works best.

The relationship between people and their jobs is dynamic.regular review so that changes can be made, if necessary.

Developing managers is all about increasing their capabilities. It's about allowing talented people to work in their own way so that they are naturally productive. It is also important to walk a fine line between coercion and incentive in order to make sure that managers acquire and practice new skills. They seek out the opportunity to learn and enjoy acquiring skills and knowledge.

Right managers act with integrity and take responsibility for their actions. They can adapt to cultural differences and enjoy cultural variety in business and social life. They want to have an impact on the business and are prepared to make personal sacrifices to do so.

Only good managers bring out the best in people, as they understand individual differences. They are not afraid of doing something unpopular, and they don't give up in the face of opposition. Right managers learn from mistakes, can change direction if necessary.

Finally, good managers deal well with stress. They know when to seek help from the right people at the right time. This is an underestimated management skill, but an important one it doesn't help to have an unhealthy leader, no matter how brilliant.

*Scientific supervisor: Rozum M.I.,
Senior Lecturer*

UDC 159.937:658.8 (043.2)

Sadovska I.I.

National Aviation University, Kyiv

**NEUROMARKETING: THE ART OF SALES BASED
ON PHYSIOLOGY AND DIGITAL MARKETING**

Nowadays it is quite hard to attract attention of the target audience, because

many obstacles that distort the original message occur in the communication between a seller and a buyer. There is a new way in which you can reduce the loss of information and improve the quality of an advertising campaign – neuromarketing (a direction of market research, the subject of which is the study of unconscious human reactions on promotional incentives). The results obtained during the research is the basis for the creation of advertisements, which, according to forecasts, should be effective and will intensify prospects' views, thoughts and necessary ideas that they subconsciously perceive as their own. Such thoughts automatically become more valuable and have the greatest impact on the final decision.

In order to ultimately affect consumers to buy products using comprehensive knowledge that can help identify the truth and false needs and objections of the client, and then direct their efforts to ensure that they meet customer's expectations and neutralize all oppositions.

The classic form of neuromarketing deals with retail and direct sales and uses four types of communications, such as: hearing, sight, touch and smell. However, digital marketing is the mainstream today. The problem becomes even more complicated by reducing the number of channels that influence consumers, as only sight and hearing are left. It uses many tools, such as: digital marketing, additional areas of neuromarketing and knowledge of sales psychology to help determine their effectiveness for the target audience and, if necessary, make adjustments based on the data. There are several techniques that help to effectively influence the consumers' decision.

The first one is a technique that is based on the effect of anxiety. In classical psychology of sales anxiety is the first stage of influence on a consumer, and then marketers use greed, attachment, awareness of prestige, desire to learn something new and sense of satisfaction. The most important thing in this technique is with a help of neuromarketing to reveal motivation that will attract the consumer's attention, and then gradually lead the consumer to the decision to purchase and use goods.

The next technique is a placebo effect or self-hypnosis. The main components of this technique are: the presence of the leader who gives the keynote; low awareness of the client in a certain issue; unusual form of presentation and its unexpectedness; low value of the sales object for consumers; limited time for decision-making.

Another influence technique is the effect of social proof. This kind of interpretation of collective feeling, because, according to statistics, 70% of consumers are exploring products reviews before buying them. That's why reviews in various forms on web pages appear so often.

The last technique is the technique of cognitive dissonance. This is the conflict on the psychological level, which is the result of the parallel existence of two or more ideas, which usually are illogical and irrational. In order to use this state of

consumer to their own advantage, marketers must reveal the truth and fears of the target audience, understand how to dispel them, offer solutions to problems that can be delivered by applying digital marketing tools.

Thus, neuromarketing tests subconscious reactions on all of the influence techniques on consumers, determines their effectiveness and makes adjustments.

*Scientific supervisor: Verbylo H.P.,
Senior Lecturer*

UDC 658.8.013 (043.2)

Savchenko A.Y.
National Aviation University, Kyiv

THE GREAT IMPORTANCE OF HUMAN REACTION IN MARKETING

Marketing is considered to be the science of meeting the needs and wants of customers. Its main goal is in building long-term relationships between your company and perspective or already existing customers. Some corporations are 'growing' their customers in love with their products, services or information. That is the best and most profitable way of winning the market. Moreover, it is much easier than transaction marketing, when industry is trying to sell the product on a daily basis.

'The Cult Branding Company' – the site which aims to help marketers and businessmen rare veritable customer loyalty and develop their business with serving the needs and understanding of their best customers, who are called Brand Lovers. This site identifies 52 different marketing strategies. Major part of enumerated ones is based on a personal intention or emotional reaction to the certain brand.

Outstanding marketing companies are going to great lengths to learn the ways to reach the level of a personal connection of the customer with the brand. Nevertheless, once brainstormed a brilliant solution, a company may get the remarkably benefit in thousands or even millions of newcomer Brand Lovers. The great example is a good-known United States commercial organization Toms Shoes. It has built a strong reputation and customers` respect using the Cause marketing strategy. Instead of traditional promotions 'buy one and get one for free', they promised to present a pair of shoes to someone in need. Undoubtedly, this campaign, aimed to pity, made millions feel compassion. It is shown that the Tom Shoes has reached their goal to make people react on the brand and associate it with the charity.

Withal the strategy may be designed for absolutely different reaction, but still connected to personal emotions. Rolls-Royce used the Scarcity marketing to give