

Thus, the study showed that the market of crude sunflower oil is more attractive than the refined oil market. This market is growing rapidly, is a competitive and poorly saturated.

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INSTAGRAM DIRECT PLATFORM AS A MARKETING TOOL

Instagram Direct Platform enables privately to share photos and information with other users. This content can be commented, and only the sender and the participants of the chat will see the comments and likes. There are 200 million monthly active users on Instagram, 70% of which log in daily. This is a huge base of people for marketers to reach.

One of the reasons why marketers should consider Instagram is because it is mobile. It is a great way for your business to communicate directly with people with whom you want to build trust and credibility. Nowadays, 65% of the world's top brands use Instagram.

For example, Gap (USA) - trading networks selling clothing announced a contest with Instagram Direct. The first 15 people who commented on the photo took part in the competition. They learned about further conditions through directives from the brand account. When replying you tend to send your photo with something of Gap clothing you are wearing.

Promotion on Instagram is not much different from other social media platforms. Effective strategy Instagram is based on the understanding of what the target audience wants.

The following activities can be used in Instagram Direct marketing:

1. Organize contests among its subscribers. Due to private messages, brands can go direct with their subscribers.
2. Communicate promptly with their customers, thus it does not make possible negative reviews in the public space.
3. Offer exclusive content for loyal customers, such as discount coupons.
4. Announce fresh goods or upcoming products insides receiving feedback and offering to share the information about the brand.