

- Production of promotional products;
  - Placement of promotional products in the channels of communication;
8. Monitoring and evaluation of brand effectiveness:
- Monitoring of the measured parameters (KPI) brand defined on the first stage;
  - Comparison of the current state of the brand with the desired;
  - Correction of strategy or tactics.

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## LOYALTY PROGRAM

Today, almost any buyer is very difficult to surprise, as they are spoiled, have reliable information about prices, almost forgive missteps (only loyal customer you can forgive a mistake, but only one single time), and competing firms "attack" on him from all sides, offering similar products, and possibly even better.

Loyalty Program - is usually a set of marketing solutions for the development of repeat sales have already committed to our company to customers in the future.

The main goal of any loyalty programs - reducing flow of buyers at least by 10%. In such situations often use the well-known Pareto law (80:20). This law is statistical evidence. Its essence is as follows: 20% of customers provide 80% of the profits. On the basis of this law, it can be concluded that any loyalty program should focus on these 20%, because the cost of marketing the company to increase the number of new customers is usually 11 times the cost of maintaining the loyalty of customers have already won.

There are two basic ways to retain customers:

- 1) the creation of conditions which would hinder the transition of "our" customer to a competitor
- 2) every time it is necessary to fully meet all the needs of the client that somehow relate to your business.

Most firms in creating loyalty programs primarily aim to offer "their" customers only material benefit, which, in fact, will be a regular discounts. If all the tools to rank the loyalty program in the degree of efficiency, the discount will be in last place. The most powerful are those same methods that are based on emotions, causing the client confidence in the company, you can also offer him the unique privilege, but to make it look like a kind of homage to the buyer for what he buys our products or services, it is not in no case should be in the form of banal discounts.

Methods:

1. Try & buy («Try and Buy»). That being said, "Grandma" method, the oldest and tested. This method draws the attention of a potential customer to a product or service, while increasing loyalty to the firm.
2. Service. To date service - that's it! If the firm does not provide service at the proper level, it risks losing not only lose potential buyers, but also existing loyal customers.

3. Partnerships (loyalty program involving several firms). The uniqueness of such programs is that it increases the value of loyalty programs. The gist of it is this: the buyer getting a discount or a bonus at one of the participating companies, can automatically count on bonuses and discounts at other participating companies. Thus, the desire to participate in programs of this kind have "our" customers increases

4. Personalized customer care. This method involves an individual approach to every client, regardless of his status in the company.

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### **INTERNET TRADE: PROS AND CONS**

The development of Internet global network, the search for new sales markets of products and the increase the number of people who spend a lot of free time in the Internet – all this was the precondition for the emergence and development of Internet trade. Thus, according to the well-known research firm Forrester Research number of Internet users in early 2013 year was near 2.2 billion, which is about 32% of the world population. At the same time, we can see constantly growing amount of time that users spend on the Internet. This contributes to the increasing integration of professional activity in this network, conduct online seminars, conferences, auctions, etc. [1].

Internet trading - is a form of trade in which all activities are related to the sales of goods which are carried over the Internet. In this case, the internal processes, which are related to the organization of trading activities, can be implemented by various electronic means. This topic is relevant for present time, because the increasing competition induces companies to use and improve existing information systems and create new ones. Ignoring by enterprises worldwide network reduces their competitiveness. Lack of time causes more consumers to make purchases through the Internet, and this in turn leads to even greater development of Internet trade [2].

To the basic advantages of Internet trading in comparison with off-line or traditional trading, we may include the following:

- transnational character;
- almost unlimited number of potential customers;
- absence of geographical restrictions;
- low transaction costs;
- small amount of initial investment associated with the lack of having to buy or rent retail space and commercial equipment;
- convenience;
- prevention of bad integrity or inexperienced sellers;
- wide choice;
- simplicity of integrating the movement of goods;
- simplicity of conducting the market research;