

Beauty salon "Style" faced with declining demand because of the active promotional activities of competitors. To strengthen its position in the market now been decided to conduct marketing activities such as print and television advertising. Print advertising is presented in the form of leaflets. Promoters are distributes leaflets in the places of highest level of traffic on district Amur-Nizhnedneprovskiy. Television advertising is presented on local television in the form of a marquee at intervals 3 times a day on weekdays.

To assess the effects and effectiveness of promotional activities, you can use indicators such as additional turnover, profit and profitability of additional advertising.

Evaluating the effectiveness of an advertising campaign for the beauty salon "Style" revealed that print advertising brings the company to 13.2 thousand UAH and turnover costs account for 27 thousand UAH, that is, the income does not cover the costs of conducting advertising Television advertising brings enterprise 9.45 thousand UAH. additional turnover, at a cost of 15 thousand UAH, that is, spending on television advertising also exceed the income from its holding. Evaluation of promotional activities for the beauty salon "Style" showed their unprofitability.

To develop an effective system of marketing activities for beauty salon "Style" is necessary to conduct investigations of internal and external environment of the company, make the segmentation, identification of target segments and the most effective methods of influence on them.

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CHOICE OF MARKETING INDICATORS FOR PROMOTION OF WINE TM BOSTAVAN BY COMPANY DRINK DISTRIBUTION SYSTEM

The enterprise of Drink Distribution System works at the market of alcoholic products during 18 years. 495 persons are counted in the staff of personnel. Basic direction activity is distribution of alcoholic wares at the market of Ukraine.

The company promotes the products through 3 main channels: HoReCa, retail and wholesale buyers.

Since 2014, the company is an importer of wine TM Bostavan, which is produced in Moldova. A problem appeared in this connection: unknowing and unrecognizability of TM Bostavan by customers. For the decision of this problem it is necessary to choose marketing indexes which will define having a special purpose orientiry of marketing strategy.

Internal indexes are a volume of sales. For 6 months 2014 (from January for June) the volume of sales of wine of TM Bostavan made 900 000 Uah, that on 15 %

less than it was planned. With the help of a marketing program is required before the end of 2014 to increase sales by 20%.

External indexes are a level of knowledge. During questioning adult users of alcoholic products was set that awareness of the TM Bostavan among buyers is very low, and only 10% of the total number of respondents (13 500 people.). The marketing program is to provide the level of awareness of potential consumers about TM Bostavan not less than 50%, thereby increasing customer loyalty.

For achievement of marketing aims marketing program will include the following activities:

- An increase of visibility of TM Bostavan is in retails and wholesales, through activities of merchandising (providing attractive visibility showcases computation, brand price tags, posters and inserts)

- Conducting tasting events in HoReCa

- Establishing brand stands with the products;

- Attracting hostesses and tasters for informing more buyers of products TM Bostavan

Carrying out these activities will allow to attain the put aims and to increase a market share TM Bostavan on the market of alcoholic beverages in the segment of wine products.

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MARKETING FOR RENEWABLE ENERGY COMPANY

In this article I'd like to talk about some effective techniques for advertising renewable energy sector. First of all every company should pay attention to its website, because the website is perfect way to tell consumers how they can benefit from what you have to offer. The website should be found very easily. Ways to get people there usually include:

- pay per click advertising,

- search engine optimization (SEO),

- email marketing and inbound links from relevant websites.

Another effective technique is direct marketing. When talking about it we mean sending out letters: by post or by door-drop (unaddressed). Success of your company depends on how good the list is, as well as the content of your mailer. As with advertising, your company's headline, as well as your company's call to action is crucially important. As far as email marketing is concerned it is cheaper way of direct marketing using email. It can be very effective, as you can get people to take action by clicking a link to a sign up, etc. It also offers a great way of keeping in touch with