

society (Miticheva T.I. and Maslova V.S., Ilaria Liccardi, Asma Ounnas, Boyd D ) as well as social networking is a great tool for marketing (Vasilets M.I., Skrigun N.P.).

The social poll revealed an activity of the youth in virtual communities online network. The findings suggest the relevance of studying the activity of youth in social networks. In our study the respondents were students of the 1st year of economic specialties of the Astrakhan State University. In total, 57 students took part in the survey. Web-page has been created for the survey, and students were sent out the invitations in social networks to participate in the survey. Based on these results we concluded that social networks are an integral part of the student's life, as well as the fact that universities online social networking platforms do not remain unnoticed among students. We have also been noticed that the students pay attention to the educational programs, which offered by the university, but the vast majority are indifferent to this kind of marketing. It suggests that the advertising campaign is presented as uninteresting, the information doesn't perceive in the right form.

In addition, we have analyzed the social platforms of ASU, namely the four social networks: VKontakte, Twitter, Instagram and Facebook. In these Internet-platforms of social networking sites (mainly, VKontakte) everyone can ask questions anonymously or publish with the signature. Basically questions concern admission, study and social life at ASU. Subscribers share experiences, communicate, acquire new friends. That is why the group administrators should monitor the content and answer all asked questions. Inexperienced applicants, wavering in the choice of university, quite often can find the necessary information from the students and the organizers of the groups. It helps to make applicants the right choice.

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## NEW TYPE OF ADVERTISING: ADS ON BLOGS

Online advertising is a natural choice for modern businesses, but after the decline of the banner ad, businesses began searching for alternatives. One of them is social

network advertising – a group of terms used to describe forms of online advertising that focuses on social networking services.

Depending on the website, different forms of social network advertising can be distinguished. In private, Facebook gives to advertisers such options as page likes, clicks to website, video views, app installs, events responses. For advertising on YouTube video ads, including in-display ads and in-stream ads, display ads, overlay ads, branded channels are used. Instagram proposes only two options, such as sponsored images and carousel. Regardless of the form of advertising, the most important criterion for a good advertisement in the Internet is its interactivity, because trite ads can no longer attract the user's attention. Today a new type of promotion is becoming more and more popular – advertising on blogs in the form of posts related to different topics and reviews of any products.

There are four main forms of blog advertising. Firstly, it is a review of goods and services, which consists of text posts accompanied by photos, brief reviews (short parts of videos corresponding to a certain subject), detailed reviews that includes information only about one product. Secondly, there is a drawing of products when a blogger gives serial numbers to followers who fulfil the conditions of the drawing and choose the winner, using a random number generator. Thirdly, links to official web-sites of producers placed in an info box are also widespread. And finally, the last but not the least type of ads is check-in when bloggers mark the location of cafes, restaurants, shops and write descriptions of them.

Blog advertising is likely to become prevalent practice due to its advantages. First of all, it inspires confidence. Since a blogger writes about services and products, this advertisement does not look intrusive, as it is presented in the form of advice, which usually appeals to users' positive emotions and creates the desire to use these services or buy goods. It also covers a large audience, because there are a lot of users in the networks. Nowadays the Internet users spend more time on surfing the net than on reading newspapers and magazines or in front of the TV screens. Moreover, blog advertising creates a "word of mouth" effect. A person, who has heard about a new product or service from bloggers, spreads the news to his friends. At the same time, it is

quickly organized. Businesses do not waste time on ineffective and complex advertising campaigns. It is much easier and cheaper to create advertising on blogs. What is more, blog advertising is individual. Each blogger write or speak in his/her own style. Therefore, posts do not look like usual announcements. This makes the advertisement personal. Besides blog advertising is interesting for users. Bloggers show their feelings, thoughts and opinions on various subjects. Messages written in plain language do not scare away users. Generally, bloggers use a creative approach to making posts with ads.

However, there is the other side of the coin: blog advertising has its own drawbacks that prevent from active usage of this way of products' and services' promotion. In fact, it can be difficult to quantify the return on investment and the value of one channel or blog over another. Expert opinions differ on the monetary value of a "Like" on Instagram or a follower on YouTube, because neither of them lead directly to real, quantifiable sales. Furthermore, business owners do not know where to start because of the existence of a huge variety of social media platforms. Each platform appeals to a different market segment, so a company should use several platforms to reach effectively its potential consumer. Not to mention the fact that the usage of these ads covers less target audience in comparison with conventional types of advertising. Additionally, negative comments of followers and false blogger's reviews may damage company's reputation. And obviously, only regular advertising on blogs gives lasting results.

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## PROBLEMS OF MARKETING COMMUNICATIONS OR HOW TO MOVE THE BUSSINESS FROM THE DEAD POINT

Nowadays our world is developing precipitously: every day many business companies increase and a lot of companies die. How to survive in this constantly changing world and what should we do to become the best of the best? Is it possible for