

In 2013 cosmetic market in Iran was estimated in \$5.6bn . Cosmetic products are very popular with the young population of Islamic Republic of Iran. The age group from 20 to 39 consists of 15,552,360 women (according to the latest population censuses). The results of survey carried out among Iranian students demonstrated that 69% prefer natural cosmetics. It gives Russian natural cosmetic manufactures a significant opportunity to enter the Iranian market.

Thus, the factors influencing the adaptation strategy of a company approaching the Iranian market are the following:

- geopolitical factor - the beneficial location in the Caspian region and same politic interest
- cultural factor – traditional clothes leave open only the woman’s face
- social factor – a significant majority of young women in population

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NEW TREND MARKETING ON THE INTERNET: WHAT’S THAT, AND WHAT DOES IT DO?

Changes in the Internet marketing are constant, so skilled marketers need to carefully monitor the trends which currently dominate, and which lose their relevance. The correct approach is to post content that can significantly increase sales and take the brand into market leaders. And vice versa - if you use legacy tools and methods of promotion, all efforts will be in vain and lead to pointless spending.

To begin with, the main trend in 2015, around which to some extent are built all the others - the transition from using the consumer as the similarity of guinea pigs to establishing emotional ties between the brand and personality. And Internet Marketing tools that will be used in the coming year are aimed precisely at this. Let’s discuss some of them.

- 1) Video messages are gaining momentum

Internet users will be more loyal to the video advertising! This conclusion was made by specialists from Google. It assumes that video advertising will be the next step in the evolution of search advertising, which began with simple links and later gets other media formats. What does this mean? On the need for a more lively, more "visualized" feed content. In general, it is recommended to actively explore YouTube and surprise its subscriber's unusual video content.

2) Marketing real-time / timeline internet marketing tools

What is it: Familiar conversations on the phone and exchange letters via e-mail leave in the past. Increasingly, their positive and negative emotions with respect to brand people expressed on the pages of social media.

How to use effectively: Constantly monitor the situation in the official communities, to react promptly to every message that requires a response. If the company "in the ear" - to use a special reputation monitoring system.

3) Generation Z

We would like to talk a bit about the trend, which is also important to consider: Generation Z increasingly make their own decisions. "People Z» learn to quickly assess vast amounts of information and to select only the most necessary. They are very picky about the filling of pages: content must be the most popular and fresh. Generation Z more confidence in the opinion of authoritative leaders than advertising: bloggers, reviews of products - all of which help them to reduce the number of options to acceptable. What does it mean? We have to reckon with their opinion, will have to pick up even more high-quality and interesting content.

4) Marketing memes

A great way to create content that will distribute virally. Perhaps directly capitalize on this will not be possible, but to increase brand awareness marketing memes - deal solution.

How to use effectively: Use bright colors and recognizable characters. Use hashtags and the most popular phrases for memes ("That moment when ...", "You can not just ..."), as well as quotes from songs and movies, talk shows. Spread on the social networks.

We have focused on the most current trends that are developing, gaining an audience, and predictably will be effective in 2016. Thus, marketers should always keep a "finger on the pulse" in order to understand whether the chosen strategy is working or not. With these trends you can go outside the box to solve your business problems.