

INFLUENCE OF GEOPOLITICAL, SOCIAL AND CULTURAL FACTORS
ON ADAPTATION MARKETING STRATEGY (EVIDENCE FROM IRAN
COSMETICS MARKET)

Nowadays cases in international relations aren't stable and one of the most important aspects of them is economic policy. Today the Caspian region is in the focus of special attention, because there are a lot of possibilities and recourses for economic relations between the most affluent countries of this region: the Russian Federation and the Iran Islamic Republic. Now they don't have a joint strategy of economic cooperation, however, these relations would be very beneficial for both countries and would promote their economic growth.

One of the most effective ways to strengthen economic relations is approaching the partner country's market. Meanwhile, to be capital-productive the company should consider a cultural specific of that country and people there. This is one of the most important foundations of international marketing which is an action plan to reach the goal.

According to L. Matveychuck, entering the other country's market, a company should take into consideration the elements of international marketing:

- international policy of goods (services)
- international price policy
- international sales policy
- international communication policy

Top global companies use a special action plan which is called an adaptation marketing strategy. Its target is to maximize the satisfaction of consumers by their product. This plan essentially increases chances of a company to be successful in approaching a new market.

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