

as every new technology requires an adoption process that takes time and needs a lot of experiments. All in all, the blockchain is believed to be the technology of the future which soon will cover all the spheres of activities. Moreover, it is said to be moving much more quickly toward global adoption. And blockchain adherents believe that the modern technology with its global opportunities can become the new internet.

OPTIMIZATION COMMUNICATIONS MARKETING ACTIVITIES

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Formation and control communication system includes:

- analysis of the dynamics of their communication costs;
- analysis of distribution and communication costs planned units (products, divisions, segments, etc.);
- comparative analysis of communication costs in the industry and by competitors, the analysis in selecting advertising agencies criterion for returns / costs;
- comparative cost calculations for alternative measures to stimulate sales.

Research objectives - objectives arise to employees of marketing department of the company, to modify them depending on the stage of moving goods on the world market and possible changes to the requirements of specific customers.

Marketing activity is known, provides market research, issues of commercial policy, process control commodity movement - marketing, pricing, communications firms. [1].

An important part of marketing activities is to develop optimized system of marketing communications is uniting a number of interrelated and stimulus measures: to acquaint target audience with products by regional and national peculiarities of origin;

- consumer education philosophy and a certain level of needs-based awareness of the competitive advantages of commodity supply;
- encouraging stakeholder reaction of the market;
- support sustainable customer loyalty, satisfaction backed by a long and successful use.

Advertising - information in the international market of products, different types of services to alert consumers and the establishment of foreign demand for the goods and services [2].

The impact of advertising on the international market is diverse and multifaceted. Its immediate strategy is to implement a marketing function, enhance international demand for a certain product and market expansion. Actively influencing the minds of foreign customers, promoting the benefits of a product, advertising greatly influences the consumers in general, the level and style of consumption, lifestyle, and fashion. D. At the same time, developed range of advertising serves as a guide that allows foreign consumers navigate the large number of imported goods. [3]

For presence in international markets is extremely useful to take part in fairs, showrooms, trade fairs, because:

- producers and consumers are met, exchanging information;
- made contact with potential customers, launching the dialogue, listen suggestions and criticisms;
- details the phenomenon of popularity and create the image of visitors and the companies represented there;
- observed market trends;
- made contacts with manufacturers of complementary services of subcontractors or potential suppliers .

Effective work on the international market is impossible without creative and flexible use of complex marketing techniques, the correct choice of sales organization, control over the work of resellers; selection and application of different methods of sales promotion; business activities; advertising. Requirements following marketing environment: features current legislation, international regulations, socio-cultural environment, customs, rules of monetary payments and others.

The nature of the use of integrated marketing communications in the internationalized market environment depends on the aggressiveness of the international marketing program, which, in turn, is determined by the intensity and presence features of business behavior in foreign markets. The quality and efficiency of complex promotion and marketing also depends on the international experience of the company and its achievements in international marketing management, and in addition, the specific organizational and economic conditions of the markets and the traditions of the functioning of communication channels.

Means complex promotion, including demand generation, promotion, advertising, promotion and public relations, due to its more specific focus on the

consumer market, where conditions are mostly unprofessional and emotional perception of information, and is dominated by multi-channel distribution.

Means the supply of the complex, which includes direct marketing, export consulting, offer live, online commerce and tendering, mainly used in the industrial market, which uses the expert-analytical and professional approach to business decision-making and dominated by short distribution channels.

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PROGRAMMATIC: WHAT IT IS AND HOW IT CAN BE USED

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It has always been a challenge for companies to convince people to buy their products. First of all, you need to let people know about your product or service. You should provide potential buyers with the required information, but not every person, who has heard about your product, will certainly buy it. This means that enormous sums of money are wasted on informing people, who are simply not interested in the advertised product. But what if that could change? What if you could have some kind of clue about what a certain individual is looking for? And be certain that after your advertisement this individual will buy it? Programmatic can give you that kind of opportunity.

Simply put - programmatic marketing is a way to target what types of audience you wish to show your advertisement to, which can encompass segments across demographics such as age, gender, social standing, to geographics in certain regions