

Slogans - advertising phrases that are associated with the advertised goods. In contrast, product names, slogans, carry energy and they are designed to create a first impression. The more this impression is, the more successful will be the advertising campaign. The importance of a successful slogan is enormous. Advertising slogan forms the image of the company, positions the brand in the mind of consumers. It can give us information about what the product sells. The structure of advertising slogans was analyzed and all the results are listed above.

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SMM AS A TOOL FOR BUSINESS PROMOTION

According to statistics, 85% of users of the Internet have accounts on social networks. Today social media is one of the most effective methods of brand promotion and business of different directions. Thanks to social networks, any small business can exist and conduct online sales even without personal website.

Social media marketing is the use of social media platforms and websites to promote a product or service. In contrast to direct advertising, social media marketing occurs neatly and unobtrusively, and, because of that, more effectively. A significant plus of SMM in comparison with usual advertising is its cheapness. At the initial stage a firm spends 30% of its profit on promotion and advertising. On the Internet you will spend at least two times less. There is one more significant plus – social networks are not affected by crisis and the impact of any external factors, they do not depend on political and economic situation in the country or region.

I suggest considering stages of building and development of business by the example of such social platform as Instagram. This social network, which was introduced back in 2010, was made for the exchange of photos and videos. Now it is popular not only because of its initial appointment, but also thanks to business-oriented activity of the holders of accounts. At present, many aspiring entrepreneurs use Instagram to promote their business. So what is necessary for successful business development?

The first step of any strategy is the understanding of what you want from your efforts. It is important to set realistic goals. With achievable goals you are more lucky to stick to original plan. According to some statistics, people who write their goals down are 30 times more successful [1].

To start building your business using social networks you need to go through an important starting stage – searching for target audience, or targeting. It means that you should identify people for whom your product/service will be advertised. Audience also should be divided by specific characteristics: sex, age, geography and so on [2].

If you already have an account on social network and decided to use it to promote your business, don't shift it completely to advertising project. Many people think that laying a lot of information about the product they will attract customers. People want to see interesting and helpful content. The most effective is rule 80/20: 20% of efforts will bring 80% of results, other 80% of efforts – only 20% of results. So start with entertainment and later inform, but not force on. And you don't even need to name you page with the name of your brand. People used to see your nickname, changes may confuse and scare [3].

An important moment of SMM is the clarity of information provided. Time that people spend on the Internet is enormous, but to attract a person you only need 3 seconds. Clarity of speech, brevity in posts and infographics are the language for communication in social networks [4].

You must not forget that on the other side of the screen are real people. They can ask questions, show interest to your products. Quick replies from your side will effectively affect your audience. Reply to comments within 2 hours, more time can cause loss of interest in information requested.

The simple truth of any work is the quality of its performance. Your every action is closely followed by customers, competitors and other interested in people. That is why everything must be 5+. High-quality photos, text without errors, eye-catching advertisement – everything must be on top level.

Regularity in posts is the key to successful development. If you make good photos and write suitable signatures to them, but post them once a week, this is not enough for large activity of your audience. 2-3 posts a day is the minimum. Otherwise, in the large flow of information people can simply forget about you.

Indispensable thing in Instagram are hashtags. Of course, each type of business has its own nuances, but it is worth remembering about the general rules. In some social networks, for example, Facebook, they have a negative impact on the audience's reaction, but on Instagram it is better to use 11 and more hashtags [3]. They increase engagement, and now people can subscribe to hashtag, which increases reach and impressions of your posts. Growth of the audience and interest of active and unique users is what helps you assess the effectiveness of the SMM.

On Instagram it is easy to test the effectiveness of your advertising campaign, because the impact of advertising is immediately visible. Likes and savings will help you understand if you are doing everything right or not.

Thus, in the modern world any person can afford himself to work effectively using SMM. Everything is very easy and understandable, but if everyone used those principles, we would see only well-made accounts in the network, and in fact people forget about such simple things and waste their time.

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BIG DATA AS A MARKETING TOOL IN THE MODERN BUSINESS

Big Data, which is actively discussed the last decade, is becoming a new tool for business development and marketing research. The ability to work with information was valued in all times and the emergence of new technologies makes it even more effective.

In fact, the definition of the term Big Data lies on the surface: "big data" means the management and analysis of very large amounts of data. If you look more broadly, it is not systematized data on socio-economic development and environment, generated on the basis of information and communication technologies outside official statistics.

The Internet of things and social media are recognized the classic sources of Big Data, it is also believed that Big Data can come from internal information of enterprises and organizations (generated in information environments but not previously preserved or analyzed), from medicine, digital devices, events, messages from social networks, meteorological data, remote sensing data from the Earth, streams of data on the location of subscribers of cellular communication networks, audio and video registrations. It is expected that the development and beginning of widespread use of these sources initiates the penetration of Big Data technologies both into research activities, and into commercial and public administration sectors. Information is the main aspect of successful forecasting of growth and compiling a marketing strategy in skilled hands of a marketer.

Moreover, the application of Big Data in marketing allows businessmen:

1. To learn how to predict the behavior of customers and, if necessary, direct their actions for a specific scenario. This trend makes it very relevant to use Big Data in banks, insurance companies and allows you to adjust the marketing of the product for different target audiences.