

10. Weight Loss Challenge. You've probably seen weight loss challenges on social media. A gym pays a cash reward or gives a free membership to the person who wins the challenge. The gyms that do this win at marketing tactics because social media posts like these are the ones that get shared and spread quickly.

In conclusion we may say that learning how to market a fitness business is not easy task. Fitness marketing is more than just ads with pictures of super fit people with abs. It's about communicating the right message to the right person using the right method. You shouldn't try to sell, but provide value, help your members and non-members reach their goals and you'll see a different response.

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INSTAGRAM POSTS AND STORIES AS AN ADVERTISING TOOL FOR MODERN BUSINESS

Social networks provide opportunities for improving communication with different audiences of the business space, and this implies global opportunities. That is why they play a crucial role in digital marketing, as they offer advertising opportunities for goods and services. One of these social networks is Instagram. The number of users is more than 1 billion, of which about 500 million people use it daily [1]. Based on this, it can be argued that Instagram is one of the largest advertising sites on the Internet. The use of Instagram services and tools, in particular posts and Stories, in digital marketing increases the effectiveness of advertising. So, studying this social network as an advertising tool is relevant and timely.

The goal of the study is to consider Instagram posts and Stories as a tool for promoting products and services on the Internet.

The functional of social network Instagram is carried out by a relatively small number of services:

1. A service for publishing posts, including the creation or uploading of photos, videos or texts using filters and the ability to comment;
2. Hashtag - a keyword that must be preceded by a “#” sign, by which you can find what interests the user;
3. “Instagram Direct” service - a peer-to-peer service for communicating with users and sharing content. To some extent this service is a messenger [2];
4. “Stories” service - a service, whose functions include adding photo and video files that will be available only 24 hours [3];
5. “IGTV” service - a service that allows you to download vertical videos lasting no more than 1 hour [4].

In this report, services for publishing posts and stories will be discussed in more detail.

The advantage of Instagram over other social networks is the emphasis on the product. Photos in Stories and posts are carriers of information about products. They increase the possibility of a sale, as they attract the attention of users and cause positive associations and emotions [3].

During the analysis of advertising posts and Stories in Instagram, the main advantages of these tools as advertising were highlighted:

1. Formation of the brand image that promotes sales;
2. The ability to monitor the response of the audience and quickly make adjustments to the advertising campaign;
3. Effective communication with users that helps to attract the right audience and investors;
4. The ability to increase brand using quality content.

Among the existing methods of promotion in Instagram through posts and Stories, two are implemented: the method of promotion with own tools and services, the method of promotion SFS (Shout for Shout).

Consider the technology of promoting content using your own Instagram services. During the publication process, one or more photos with a brief comment are posted, then hashtags are set. The user also selects the publication’s geolocation and decides in which social networks to post the publication in order to attract an audience. It follows that all steps should be thought out. They can help to promote your Instagram account.

This method is also applicable to Stories, where the use of hashtags, account marks, and geolocation is implied. Stories provide an opportunity to promote an account by attracting users on a “here and now” basis.

The SFS promotion method is based on the use of mutual PR technology. This is a fairly effective method to attract new subscribers, as it does not require a lot of effort. The main condition is the great popularity of the account chosen for promotion, since the use of this method is based on the mutual PR of two or more accounts. The effectiveness is due to the frequency of use of mutual PR for similar topics accounts.

Thus, the promotion of goods and services through posts and Stories on Instagram is an effective tool for modern business. This is achieved by the fact that the functionality of the social network allows you to create a memorable brand image,

monitor the reaction of people and quickly respond to it with adjustments to the advertising company. In addition, all methods of promotion based on the ideology of the social network.

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ADVERTISING IN MODERN BUSINESS

Nowadays, the companies have to sell their products and offers in a high competitive and dynamic world. The new technologies and the amount of data available owe the companies to invest a large extent of their resources in Marketing and Sales. The finality is to create a unique brand which can be sold in different western target markets profiting of the data analysis and the new channels of communication, such as social media or blogs.

Therefore, based on this, we can identify the purpose of this research: analyze and understand the importance of advertising in modern business; identify the task of marketing communication and consider solutions used in this activity; and also indicate the prospects for the development and distribution of the product.

Importance of Advertising in Modern Marketing: - advertising your brand is what needs the most of your brand's energy in letting it achieve an enormous customer base for itself. Advertising and marketing have become an essential part of the business world [1].

The Marketing Communication refers to the means adopted by the companies to convey messages about the products and the brands they sell, either directly or indirectly to the customers with the intention to persuade them to purchase.

In other words, the different medium that company adopts to exchange the information about their goods and services to the customers is termed as Marketing Communication [2].