

salary, an employee can estimate own productive results by comparison to colleagues. For this reason, at the construction of the system

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УДК 811.111

INTERNET STARTUP: MARKETING STRATEGIES (ІНТЕРНЕТ СТАРТАП: МАРКЕТИНГОВІ СТРАТЕГІЇ)

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The article is devoted to the topic of marketing strategies for a successful startup. It is easy to see how difficult it is for them to separate the grand strategy from the marketing strategy by observing executive practitioners who study in business education programs. Therefore, in this article, we will focus on both customer acquisition and product improvement in line with market needs.

Key words: *marketing, advertising, startup, conversion, optimization.*

How to understand what a marketing strategy is? A marketing strategy is a battle plan for the work of a commercial enterprise. This know-how package defines sales markets, customer segments, pricing methods and sales channels. A marketing strategy defines a long-term goal, reveals ways to achieve it, from starting points to short-term goals, by achieving measurable indicators.

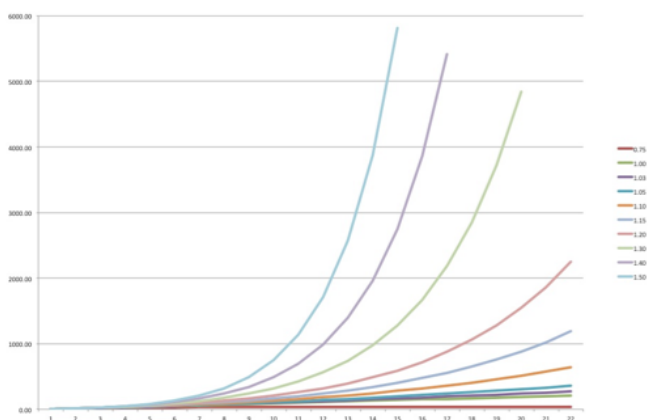
During the launch phase, product reviews and impressions are more important than customers. The faster you solve consumer problems, the more likely your idea will be successful. Based on the above, the steps to a successful startup were formulated.

Step №1. VIRAL MARKETING & GROWTH HACKING: BUILDING MARKETING INTO THE PRODUCT.

Dropbox, Hotmail, Eventbrite, Mailbox and Snaphat have incredibly quickly acquired millions of users with low marketing costs. How did they do it? Embedding virality into their product [1].

A startup's ability to go viral is driven by two factors: time and the viral rate, that is, the number of new users attracted by other users.

Below is a graph that illustrates the growth of a startup at various rates based on the change in viral rates. Suppose the y-axis represents your user registration count and the x-axis represents time.



If your viral ratio is 1.0 (each user generates one different user), you will have linear growth, showing your users' retention. If you have a viral ratio greater than 1.1, you will achieve exponential growth, illustrated by one of the graphs above the green one.

How do you integrate marketing into your product? The strategy you should use is to simply build a product worth recommending.

The easiest way to measure the likelihood that a user will recommend your startup is by using a survey grading system. If the aggregated data is greater than 9.0, then the likelihood of exponential growth is very high.

Step №2. Conversion Rate Optimization (CRO) is the science of understanding why your visitors aren't "converting" into customers and then improving your message or value proposition to increase that conversion rate.

How to find out customer problems? The quickest way to understand why potential customers aren't converting is to ask them. Install a live chat plugin that will allow you to chat with site visitors in real time.

Once you've got all the templates ready, it's worth using Visual Website Optimizer to compare them to your existing landing page.

Step №3. Facebook is one of the best ways to learn about users available. Facebook ads are the best way to quickly and affordably figure out your target audience and understand the acquisition costs of different demographic groups [2].

Step №4. It is worth repeating that the most important asset for most startups is the need to improve and own the system in order to make those improvements [3].

The simplest “Leave us your opinion” solution is not enough. Most people won't leave a review. Use incentives, meet with users, study their behavioral data to understand where they fall off, and most importantly, why.

Step №5. If you want to have the bulk of the market, your initial start-up strategy and message should target informants and early adopters. When you have enough case studies, testimonials, and respected innovators praising you, then it's time to get close to the majority. The laggards will follow you [4].

Step №6. If you want to get someone to do something, then you first need to explain why they should do it. Not what, and not how. Does your message connect with the reason for the startup's existence? Do you know your why?

Step №7. You have to be a cheetah, not a sheep. Our brains categorize similar pieces of information together in a process called Gestalt. That is why the more of these things we see, the less they have an impact on us. Apply it from the very macro aspect of your strategy down to the micro and you will be amazed at how significant it is [4].

Step №8. Instead of writing instructions on how to create ad units on Facebook, I'd rather just give some of my recommendations based on the volume of the ad campaign.

- Use the promotion of posts in the feed of the target audience. This ad has the highest click-through rates and engagement rates.
- Test as many ad options as possible. The weirder, brighter, and more unique your ad is, the better. When everyone else is making a turn, make a sharp turn.
- Don't create ads using Facebook Ad Manager - it's disgusting. Better use a specific editor like Qwaya. This will make it easier to segment.
- Track conversions: By setting the pixel, you can use oCPM, that is, the option aimed at conversions - "conversion bidding". This means Facebook will use algorithms to optimize your budget for better conversions.
- Use good segmentation. If you use Qwaya, then you can split your ad campaign into dozens or hundreds of individual advertisements aimed at a specific audience segment. This will allow you to quickly see which segments are performing well and which are not, so it will be possible to reallocate the budget to maximize efficiency.

Output. Of course, this manual is not entirely correct. This is just one point of view. In many cases, what is written will work well, and it is worth experimenting to make your own conclusions about what works best for your startup.

All of these findings have been made by testing assumptions day in and day out over the years. But this is all a fast-paced industry where nothing remains static. Thus, we must challenge what we are told and decide for ourselves how to effectively promote our companies [4].

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CURRENT STATE OF AGRICULTURAL PRODUCTION IN UKRAINE (СУЧАСНИЙ СТАН АГРАРНОГО ВИРОБНИЦТВА В УКРАЇНІ)

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The article deals with the current state of the agricultural sector of Ukraine and the directions of its innovation. It is found out that Ukraine should develop productive capacity of agriculture so that, agricultural domestic products could enter the global market and compete with the products foreign producers/.

Key words: *economy, current state, innovative development, agricultural sector, domestic products*

The purpose of our research is to find out the current state of agricultural production in Ukraine and identify current trends. The paper also analyzes the possibilities of development of Ukrainian production in terms of further entry into the world economic space. The work based on a retrospective statistical analysis of data from the State Statistics Service of Ukraine and the State Agency of Land Resources of Ukraine for 2000-2015. Information on the results of state statistical observations (absolute and relative indicators) for 2014-2015 is given without taking into account the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and part of the anti-terrorist operation zone. The comparability of statistical data on agro-industrial production in retrospect is correct because the State Statistics Service of Ukraine formed the main indicators of agriculture for 2010-2016 without taking into account the temporarily occupied territory of the Autonomous Republic of Crimea and the city of Sevastopol.