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DIGITAL MARKETING AS AN EFFECTIVE TOOL FOR BUSINESS PROMOTION

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The digital era has not only simplified many of our daily tasks, such as communication, work or information search, but also provided many opportunities for business promotion. Due to the convenience, speed, and, consequently, the popularity of digital channels, their use in business for communication with the target audience has grown into a separate type of marketing - digital marketing.

Digital marketing is a broad term that includes all marketing channels and methods that people can use to promote products or services on the Internet, as well as on electronic devices such as televisions, mobile phones, and electronic billboards.

The main difference between digital and traditional marketing is that digital marketing exclusively uses digital channels, and this gives marketers more control, tools, and data to analyze the effectiveness of campaigns [1].

Digital marketing tools include all methods, means and activities that allow businesses to notify many people about new products, draw the attention of potential customers to a company, brand, service or product. The main digital marketing tools are: content marketing (publications on thematic sites, in a blog, etc.); e-mail marketing (mailing lists, which can also be part of content marketing); SMM (promotion of groups in social networks); targeted advertising on social networks; contextual advertising; display advertising; SEO (website promotion in search engines); partnership programs; audio and video ads (podcast ads, online radio ads, etc.)

Benefits of digital marketing:

1. Digital marketing can reach both online and offline consumers who use tablets and mobile phones, play games, and download applications. This way the brand can reach a wider audience, not limited to the Internet.

2. The ability to collect clear and detailed data. Almost all user actions in the digital environment are recorded by analytical systems. This allows specialists to draw accurate conclusions about the effectiveness of different promotion channels, as well as draw up an accurate portrait of the buyer.

3. Flexible approach. Digital marketing allows companies to attract an offline audience to the online market, and vice versa. For example, using the QR code on the flyer, we can direct the user to the site. And at the same time, thanks to the email newsletter, we can invite subscribers to the conference or other offline event.

Digital promotion can be done using a variety of resources. It can be paid services (contextual advertising, digital banner, etc.) or own platforms that the company uses free of charge (for example, a page on a social network), or communication channels that the company acquires as a result of its work [2].

Online marketing services can be ordered from the advertising agencies. These companies gather teams of specialists and provide online promotion services: from the implementation of targeted campaigns to the development of full-fledged strategies.

Digital marketing is an up-to-date, universal, effective way to promote goods, services, brands. It is a new trend in global marketing that actively and rapidly relegating traditional advertising to the background.

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STRESS IN THE MODERN WORLD: MAIN REASONS AND WAYS OF ITS REDUCTION

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The December, 2019 coronavirus disease outbreak led to the fact that in many countries strict quarantine measures were applied. As a result negative psychological impact of that cannot be unnoticed. There are numerous medical studies and corresponding reports about increasing cases of posttraumatic stress symptoms. But first of all we need to know what stress is.

Stress is an organism's response to a «stressor» such as an environmental condition. Stress is the body's response to threat, physical or psychological challenge. An organism activates all systems to overcome this condition (stressful situation) as fast as possible. But prolonged stay in this state leads to exhaustion and possible mental illnesses.

Now when we know what stress is, let us consider what the stressors during quarantine are. The main reason is the actual duration and uncertainty about how long it will last. One day they say it will last for two weeks and other day they say it will be 3 weeks more. The second reason is the fears of infection. Fears about their own health or fears of infecting others, especially fear of infecting family members keeping stress plank very high. The third reason is frustration and boredom. The loss of usual routine and reduced social and physical contact with others have discomforted a lot of people from all over the world. In our opinion social distancing affects young people the most. At the times when they would attend the school or university, communicate with peers, making friend and beginning to understand what life is, they are forced to spend half of the day in front of the computer without having chance to hang out with friends in real life. The fourth reason is finance. A lot of people lost their jobs because of quarantine, as a logical result of that they have less money and not able to sustain themselves financially for long period of times. And fifth reason in the list is the incomplete information content. Poor information from public health authorities has led to uncertainty among people. At the beginning a lot of them said that coronavirus was not more dangerous than ordinary flu and they did not mention that vaccine would give no protection from being infected, but it makes the disease easier to endure.

But how stress levels can be reduced? The main thing that can be done is to keep quarantine duration as short as possible. Some research says that the duration impacts on consequences on mental health. Then as much information as possible for the people has to be provided. The reasons for quarantine or vaccination should be a priority thing to explain. Also the important thing is communication, although people are isolated, they should not forget about recent achievements of