

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

computer science. It cannot replace real life communication but with right equipment people can stay in touch and reduce their stress level. And we should remember that despite all the isolation measures that have occurred due to the coronavirus, that we are not alone and can help each other endure this difficult times.

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CUSTOMER JOURNEY MAP FOR BUSINESS IN CLOTHES SALES

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In the business environment, where there are often many competitive players on the market selling similar goods or services, in order to make them powerful and compete strongly, you need to understand your customer. Find out what the customer thinks, what makes him happy and satisfied with the purchase, and then he will definitely become a loyal customer of the company. To better understand the customer, marketing uses several of these tools. One of them is called a customer journey map.

The aim of the article is to investigate the client's way from the moment of interest to the repeated purchase, and to find out what he feels and what he does at different stages.

Customer journey map is a visual representation of the history of interaction of buyers with a particular company in the form of a table or infographics, and helps to look at the consumer, satisfy them, and improve customer experience, based on reliable knowledge.

In a classical expression the map of the client's way includes the following components: goals and expectations, actions or stages, emotional state, and opportunities for improvement.

The conducted research revealed a type of business which sells women's minimalist clothing online on its own site. The consumers are young women, usually from 21 to 35 years old, with average income, who have an active life position, and work in economics, business or journalism.

At the stage of awareness they decide to find comfortable, minimalistic clothes for themselves; open the Internet, look for clothes shops; find the site of the store.

The next step is the viewing, where they look through the range of clothes, looking for the necessary information about prices, sizes, delivery, methods of payment and terms of return of the returned product; read reviews about those clothes; choose what they would like to buy.

When a client decides to purchase a product, he notifies the manager of his desire to purchase the product, provides his order details, pays in full or prepaays.

After the payment is made, the next stage is called the retention. At this stage, the customer receives the order number and determines the future choice. After the SMS-notification he goes to the post office for the request, tries the received clothing on, leaves a comment about the goods, and receives a discount on the next purchase in the form of five percent.

As for the possibilities for improvement, it should be noted that for the further development and optimization of the company's work it is necessary to introduce a telegram bot or virtual