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### YANDEX Q: FEATURES OF THE SERVICE AND ITS USEFULNESS FOR BUSINESS

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*Резюме – в научной работе мы рассматриваем особенности сервиса Яндекс.Кью и его важную роль в продвижении бизнеса.*

*Resume – in the research paper we consider the features of Yandex.Q service and its usefulness for business promotion.*

**Introduction.** When a modern person wants to find an answer to his or her question, the first thing he or she does is go to the Internet to search for information. Unfortunately, most of the sites with answers to questions, such as Mail.ru, are long outdated or no longer in demand. In this regard, Yandex has launched an excellent tool for studying the interests of the target audience – Yandex Q. Yandex Q was designed and implemented as a service where users can not only ask all their questions and get answers, but also help other people to find the information they need. For businesses, the service is a great opportunity to tell about their services and products, providing facts on targeted queries [4].

**The main part.** The advantage and distinctive feature of Yandex.Q service over its analogues is to pass moderation when writing questions and answers. Here it is organized rather tightly, as a consequence of which the information is really useful, because this search engine sifts out unnecessary data and spam. Another advantage of the service is the availability of adequate answers and the absence of repetitive questions [1]. Moreover, unlike other platforms, Q is answered by professionals, experts in their field.

The service can be used by organizations from any city, since it has no georeferencing. Large brands have advantages over local brands. They can hire employees to maintain a page on Q. They also have something to share with their audiences, unlike small businesses, which may have more difficulty devoting resources to it.

The usefulness of the platform for business promotion is as follows:

1) increases audience trust. A page on Yandex.Q is similar to a page on a social network. The main difference from social networks is that an employee answers on behalf of the organization. Thus the user sees that a live person of a particular position, such as a manager or supervisor, is communicating with him, and understands why he is answering the question;

2) helps solving clients' problems. An employee of the organization, when answering questions, demonstrates the level of knowledge and professionalism in their field. Also users knowing that the company uses Yandex.Q will ask a question there instead of contacting the technical support of the organization. In addition, the answer can be seen by all users of the service who were interested in the question or searched for the answer;

3) increases the competence of employees. Only experts in the field have the right to give answers in the communities, after confirming their professionalism. Therefore, the user can safely trust and apply the information voiced by the expert;

4) helps to strengthen the image and expand the reach of the audience. Competent and sufficiently complete answers form the audience's trust in the brand, as well as attract people who are unfamiliar with the company. Thus, the company gets an interested potential customer;

5) helps to get additional traffic. The service has the ability to leave an active link in answers, but there is no paid promotion. The active link appears under complete and competent answers. It can be a link to a social network or company site. Using the link the user can go to the desired site and take action – choose a service or buy a product;

6) helps combat myths about the company and the industry as a whole. Myths are a serious problem in many industries because they are difficult to root out, spread at the speed of light, and become more and more detailed. The most popular misconceptions can be posted on a public platform for rebuttal. The answers will appear in the search for each relevant query [3].

**Conclusion.** Based on the above, we can conclude that the platform can become a useful tool for promoting a company's brand, creating a recognizable professional name and strengthening its reputation. Yandex.Q questionnaire will also reduce the distance between business and clients, since at any moment of the day or night they can ask a question of interest to the organization's profile or read the answer already written by employees on this service [2].

In this way, all the above mentioned show that the company not only shares useful knowledge, but also constantly "flashes" its brand, and users see it and remember it. The more often a firm's representatives answer users' questions, the more likely it is that the brand will be "kept in mind" and "remembered" when the need arises. And that means increased prospects of visitors moving from potential customers to real customers.

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## MARKETING IN THE CONDITIONS OF DIGITAL TECHNOLOGY DEVELOPMENT

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*Резюме – статья описывает цифровые технологии и влияние их на маркетинг. Цифровой маркетинг – новая и современная деятельность, которая повлияла на структуру рынка и стала причиной глобальных изменений в нашем мире. В статье раскрываются возможности цифрового маркетинга как для потребителей, так и для производителей.*

*Resume – this article describes digital technologies and their impact on marketing. Digital marketing is a completely new and modern activity that has had a positive influence on the market structure. It became the reason for global changes in our world. The article also reveals various digital marketing opportunities both for consumers and manufacturers.*

**Introduction.** In any production area of the company's activity, the ultimate goal is to sell and realize its product on the domestic or foreign market. Long ago, a person could not even imagine that it was possible to sell their goods quickly and easily. A lot of changes have happened in the world and they allowed manufacturers of any goods and services to introduce their product to customers and survive in the cruel competition of similar production leaders. But the moment when there have been many changes in the world has come.

**Main part.** The basis of market activity lies in the study of the market itself, its needs, conditions and opportunities. There is a set of measures that are aimed at promoting the product from the manufacturer to the consumer. This is what the marketing activities of any company, producing goods or providing services, include. In simple terms, marketing is certain methods of studying all aspects of the consumer market and the usage of different tasks