

Another tool that stimulates is UGC [4]. UGC (User-generated content) - this is the original content that is created by the brand's audience. This content can be anything from reviews and blog comments to photos and videos. For the realization UGC, the VK provides the "offer news" function. Many online stores offer users to unpack goods on camera or write and shoot reviews. Authors receive prizes or discounts for the best publications. For example, Litres store gives readers virtual money with which to pay for an order for book reviews. Advego Exchange regularly holds literary contests, the winners receive a monetary reward. It's necessary to encourage active consumers and participate in discussions with them to keep activity in the community, because user-generated content is an indicator of a community's success.

Conclusion. Social network advertising is the key way of promotion in modern world. To keep up with trends, it's important to analyze the market situation and use the platforms that are gaining momentum. Competent use of the functionality of social networks and an interesting presentation of the material will help to take a leading position in a highly competitive market.

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THE MAIN TRENDS OF E-COMMERCE

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Резюме – в данной статье рассмотрена электронная коммерция и ключевые тенденции электронной коммерции на 2022 год. Анализируются вертикальные маркетплейсы, персонализация, маркетплейсы мобильных приложений и чат-боты с искусственным интеллектом.

Resume – this article considers the e-commerce and key e-commerce trends for 2022. Vertical marketplaces, personalization, mobile App Marketplace and chatbots with artificial intelligence are analyzed.

Introduction. E-commerce is gaining popularity. By combining sellers and buyers, marketplaces enable users to shop without leaving home. According to TASS, about 45 % of Russians shop online up to five times a month. Respondents named convenience (89 %), saving time (74 %) and money (52 %) among the main reasons motivating buying online [2].

Sellers of goods and services, in turn, get access to a large audience without creating their own website and launching expensive advertising campaigns.

Due to this business model, Amazon, Etsy, Airbnb, Uber Eats, Upwork, Coursera, Udemy and Zocdoc trading platforms have gained worldwide fame.

The main part. Key E-commerce Trends for 2022:

1. Vertical marketplaces.

The accelerated growth of vertical marketplaces is one of the foundations of e-commerce for 2022. Vertical trading platforms belong to certain categories or industries. If you develop a vertical marketplace, you can get an excellent investment opportunity, provided the project is implemented correctly: competently approach the UX/UI design of the platform, choose the right monetization plan, create good conditions for sellers.

Focusing on a specific specialization is much easier to outperform competitors and attract an audience. Such giants as Amazon, Wildberries and AliExpress use horizontal trading platforms that present many different products at different prices.

2. Personalization. Personalization is another major trend for marketplaces in 2022. Creating long-term relationships with users is a key aspect for any company that wants to have a sustainable business model. To increase user loyalty, many popular e-commerce trading platforms have already implemented the provision of individual selection services based on user preferences. Algorithms analyze user actions, for example, search or purchase history, added products to Favorites and show more personalized content.

3. Mobile App Marketplace.

Every fourth smartphone user spends more than 7 hours a day with it. As a result, the number of installed applications is growing rapidly. Sensor Tower provided statistics that the number of app downloads in the App Store reached 144 billion in 2021. Experts also proved that the expenses of buyers in applications increased by 20 % over the year and amounted to almost \$ 134 billion. But there has been a decline in application downloads in the housing and hospitality industries due to the COVID-19 outbreak, and there has been strong growth in niches such as education, grocery and food delivery [3].

4. Chatbots with artificial intelligence.

A chatbot is a dialog tool based on artificial intelligence that works with sellers to increase customer engagement and increase sales. The response wait-

ing time is significantly reduced because the chatbot can simultaneously and continuously receive numerous requests. This allows employees to focus on more important and complex goals. The development of a chatbot is quite cheap and takes little time, so the demand for this novelty has been growing significantly lately. AllTheResearch predicts that the chatbot market in the world will grow from \$ 3.3 billion in 2020 to about \$ 15 billion in 2027, and the average annual growth rate over this period will be 25 % [2].

Experts say that thanks to chatbots, companies achieve high performance. To have an advantage over competitors, trading platforms create chatbots for applications and websites. They are already used on well-known platforms such as Alibaba, eBay and Uber.

Conclusion. Thus, the popularity of marketplaces is gaining momentum, as they offer a large number of advantages for customers and for sellers, as well as for investors. An important part is to conduct an analysis of competitors in order to have an understanding of what is possible to surpass. Creating a vertical marketplace allows you to compete with such giants as AliExpress, eBay, Coursera. Creating a vertical marketplace is a good investment opportunity for both large companies and start-ups. For example, you can launch a trading platform aimed at a specific audience, and then expand the system and enter new markets.

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HOW TO START YOUR OWN BUSINESS ON THE INTERNET

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Резюме – в современном мире почти все вопросы решаются через интернет. Значит, чтобы быть современным, нужно быть в сети. Как же начать свое дело в Интернете? Может показаться, что это очень сложно и масштабно. Но открыть свое дело удивительно просто - нужно лишь определиться, что продавать (или поискать идею для бизнеса в сети) и непосредственно открыть интернет-магазин.