Also gamification increases customer engagement by making them to spend more time with the company. It can be a quiz or a mini-game on the site to get a discount. Such activity entertains, provides social approval from other participants and a sense of community with them, gives the joy of victory. In addition, it also allows companies to collect information about customers for further analysis and use. To sum up, the more time people spend on the site and the more positive emotions they receive, the higher their loyalty to the brand.

There are some disadvantages connected with the implementation of gamification in business: it is difficult and expensive. It is almost impossible to implement this technique without specialists. There is a need for professional help in finding a concept and for money on the development and implementation of gaming technologies. But if you find experienced specialists and correctly formulate the task, then the investment will pay off.

**Conclusion.** Gamification is a modern technique, which can be beneficial for business founders, employees and ordinary people. Gamification simplifies learning processes, increases productivity and makes routine tasks more interesting. Proper use of this tool allows businesses to increase employee engagement, customer loyalty and brand awareness. Summing up, it can be said, that in the economy of the nearest future gamification will take a stable position and most companies will implement at least the simplest elements of this concept.

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## ACTIONS AIMED TO IMPROVE THE IMAGE OF A COMPANY

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*Резюме – один из ключевых факторов успеха любой организации заключается в ее облике или же имидже. Поскольку имидж организации – это то, что люди видят и чувствуют по отношению к ней, это играет важную роль в принятии решения о том, с кем работать и какие продукты или услуги выбирать.*

*Resume – one of the key success factors of any organization is its appearance or image. Since the image of an organization is what people see and feel about it, it plays an important role in deciding who to work with and which products or services to choose.*

**Introduction.** Modern realities are characterized by rapid development of technologies and large-scale social movements, which provides organizations with huge opportunities to promote and strengthen their image. However, in order to really stand out among many competitors and earn the trust and loyalty of customers, it is necessary to understand that today's consumers are showing an increasingly high level of awareness and are especially attentive to the quality of products and services, and also expect maximum transparency and communication from organizations [1].

**Main part.** In general, the image of any organization can be divided into 2 types: external and internal [2]. The internal image includes the following levels: the culture of the organization, the socio-psychological climate, the image of the head, the image of the employee, the visual image of the organization. The following measures can be used to improve the internal image (Table 1).

Table 1 – Measures to improve the internal image

| The object of influence | Measures |
|---|---|
| Working conditions of employees | 1. A comfortable working space that is conducive to work and meets all sanitary standards<br>2. Walking distance of the working room from the transport connection<br>3. Availability of a complete set of equipment, tools, communication and communication tools necessary for work<br>4. Availability of catering facilities and meal rooms |
| Corporate events | 1. Carrying out various team-building activities<br>2. Holding festive corporate parties<br>3. Holding events dedicated to important dates of the organization |
| Bonuses for employees | 1. Provision of medical insurance, free travel to the workplace, free use of the fitness room, swimming pool, free working lunches or refund of the percentage of funds spent on all of the above<br>2. Training, retraining or advanced training at the expense of the organization<br>3. Various rewards for the work done, payment of bonuses and financial incentives. |

Source: own development.

The external image of an organization can be divided into the following levels: the image of the product, the image of consumers of the product, the social image of the organization and the business image of the organization. The following measures can be used to improve the external image (Table 2).

Table 2 – Measures to improve the external image

| The object of influence | Measures |
| --- | --- |
| Product | 1. Using high-quality raw materials<br>2. Formation of additional values<br>3. Favorable terms of delivery and provision of services for the installation of the external image |
| Working with consumers | 1. Communication – communication in social networks, conducting live broadcasts for practical jokes and answers to questions of interest, providing online consulting services<br>2. Quality control – conducting a customer survey after service<br>3. Loyalty system – providing bonuses for multiple purchases, creating additional privileges, participating in sweepstakes<br>4. Delivery of probes for test use |
| Marketing campaign | 1. Advertising on billboards, banners, etc.<br>2. Active participation in charity events<br>3. Participation in cultural events |
| Demonstration of professionalism | 1. Conducting various master classes and exhibitions<br>2. Publication of various articles and posts containing information about the activity<br>3. Demonstration of the use of products or services in crowded places |
| Control of social networks | 1. Working with reviews – analyzing reviews, providing responses and working with negative comments<br>2. Providing refutations<br>3. Analysis of information about the organization posted from various sources and its correction |

Source: own development.

**Conclusion.** Thus, we have come to the conclusion that in modern conditions of a market economy, a positive image is a fundamental factor in the sustainable position and success of any organization.

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## VISUAL ILLUSIONS AS A MEANS OF INFLUENCING THE CONSUMER

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*Резюме – в данной статье мы рассматриваем влияние зрительных иллюзий на потребителя, будут рассмотрены такие аспекты, как эффективность, частота и сферы использования зрительных иллюзий в современном рекламном бизнесе.*

*Resume – in this article we consider the impact of visual illusions on the consumer, such aspects as the effectiveness, frequency and scope of use of visual illusions in the modern advertising business will be considered.*

**Introduction**. In the modern pattern of doing business, an important role is played by the ability to find an approach to a consumer, including service, communication and advertising. Advertising is a key element in the first stage of communication with a client, and the more memorable this stage is, the more profitable further cooperation with a consumer will be. Therefore, some companies have decided to use visual illusions as advertising, since this approach provides a strong positive impact on most market segments.

**Main part**. Human consciousness has the ability to mark and place bright, interesting and extraordinary images in long-term memory, which marketers skillfully use using slogans, videos, photos and other tools to influence the consumer. However, especially resourceful advertising figures know that consciousness is a deep and complex system arranged in an unpredictable way, and therefore, when choosing the way to influence the consumer, they stopped at using visual illusions. The issue of visual illusions as a means of influencing the consumer is very relevant today and plays a significant role in the field of marketing, which is confirmed by a large number of scientific papers on the topic, namely, the works of Andrei Fedorov, Olga Saidasheva and Yulia Vorontsova. Let's look at some examples of the use of visual illusions in advertising.

The British oil and gas company Shell Lubricants used the visual illusion of rotating circles by placing contrasting yellow and purple circles inside the gears, thereby illustrating the perpetual motion and the serviceability of its product. Smart Owl company for the production and sale of home electronic devices used