

**Conclusion.** Ventilation - is one of the main systems which contributes to maintaining the health and working ability of people. The quality of the equipment and its main operating parameters are individually calculated for the desired room in accordance with all standards and sanitary requirements to provide comfortable and safe working conditions.

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УДК 339

#### MODERN METHODS OF PROMOTING BEAUTY-INDUSTRY SERVICES ON THE INTERNET

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*Summary - In the last few years, significant changes have taken place in the sphere of production and services. The technological process has brought the cosmetic industry to a new level. Modern technologies allow us to quickly and easily receive goods. Innovative changes have affected all kinds of sites on the Internet, which has helped various companies to reach a new level. However, the use of such technologies has not yet found wide distribution among all manufacturers.*

*Резюме – В последние несколько лет в сфере производства и услуг произошли существенные изменения. Технологический процесс вывел на новый уровень косметическую отрасль. Современные технологии позволяют нам быстро и доступно получать товар. Инновационные изменения затронули всевозможные площадки сети Интернет, что помогло различным компаниям выйти на новый уровень. Однако, применение таких технологий, еще не нашло широкого распространения у всех производителей.*

**Introduction.** The Internet has become an integral part of everyone's life. In the modern world, people often spend 50% of their time on social networks, which motivates companies to display their content on the Internet platform. Now the main business tool is social networks. With their help, various brands attract the target audience, establish contacts with them and sell their brand. The most popular today is visual content. This is one of the most convenient and inexpensive platforms for promoting a beauty brand. For this reason, competition in the cosmetic market is growing every minute.

The main target audience of the beauty sphere is represented by girls and women of various ages. The most active are girls and women aged 17 to 45 years. They actively use the social networks Facebook, Youtube, Vkontakte, Instagram, TikTok. If the first two were at the peak of popularity in the last decade, then at the moment the most popular are Instagram and TikTok [1].

**Main part.** To attract the attention of a potential buyer and to stand out from other companies, you need to be able to take advantage of SMM trends and SMM technologies. Through social networks, delusions communicate with the audience.

The first trend in the SMM promotion, which has been popular over the past few years, is advertising with the participation of a “simple” public. Companies post photos and (or) videos of ordinary people who choose their cosmetics on their sites, thereby showing the real quality of their products and increasing their confidence in themselves. Also such trends include mailing in Vkontakte. This function works just like email newsletters, only these letters come in private messages. As market research shows, 90% of users pay attention to them, while only 50% read email newsletters.

The next trend of SMM promotion, clearly manifested since the beginning of 2020, is interactive content. In the beauty sphere, interactive content is diverse: tests for the type of figure or face, knowledge of brands and styles, and any other topic that is directly related to the brand will strengthen the target audience and increase brand recognition.

The third trend of SMM promotion is the use of so-called Highlights Stories (Key Points). Highlights Stories is a fast and effective tool to attract new customers. Vertical format Highlights Stories is popular for the least amount of action. The fewer people perform actions, the better. Observations showed that from 15 to 60 seconds is enough to convey the main idea and interest the audience. Using this vertical format, the popular TikTok network has become a convenient platform for advertising the beauty industry.

Now each user can immediately find a profitable offer, promotions and discounts simply by visiting the brand page. Also on the page they can “try on” the product without leaving home. Companies create an online version of the product, which the user tries on his own mask selection tools. He can change the color, the intensity of applying cosmetics, her brand with one click.

Often, users are wondering where to buy this or that product. Shopping Tags (feature tagging products on Instagram) does a great job of resolving this issue. When clicking on the tag, users have the opportunity to order their favorite product on Instagram. A similar technology allows firms to gather an audience next to the brand and target it with personalized advertising. Wi-Fi radars are located on the brand's sites, which read the MAC addresses of the phones of people within a radius of 40 meters from the radar. Further, using addresses, you can gather in an audience on social networks and target them with advertising [2].

Over the past few years, it has become important for the buyer what they buy and from whom they buy. In companies, it is now common to maintain separate pages of the business owner, founder and director. This approach allows you to increase confidence in the product than in cases where the business is "impersonal." When using this trend, you should follow the framework - to share your thoughts and life. However, they should not be too personal and emotional. The owner of the company and the company itself should have the same values.

Not so long ago, the IGTV platform (Instagram Television) began to work. Which allows people in the media space to record or download videos up to 60 minutes long. Some accounts record video up to 10 minutes, which opens up new perspectives. Beauty brands record materials from fashion shows, workshops, interview famous people about their products, show the life of their brand. All this attracts a new audience.

Online video content is one of the most important channels for social media marketing. In June 2019, beauty-related content generated over 8.5 billion views per month. Most of the beauty content on YouTube is generated through blogs, and not through official brand accounts. Over the same period, about 97.4% of YouTube's beauty brand ads on social media accounted for by independent content creators.

**Conclusion.** In 2020, users will not only be interested in a glossy picture, but a real person and his story will be interested. The beauty industry is changing greatly under the influence of public opinion. The trends now include topics such as: feminism and body positive, the struggle for gender equality and social responsibility. Often, edited brand images evoke negative emotions in the audience. In turn, a live shot and minimal color grading are what will be expected from brands in 2020.

The Internet is by far the most effective tool for promoting cosmetics. The tools of advancement in modern life are completely changing. An advertising campaign on social networks can be cheaper, but the result will be more effective, because bloggers today have more power and influence on people. The emergence of new promotion tools in social networks greatly simplifies the work with existing and potential customers. However, the more social networks themselves develop, the more difficult the beauty brand strategy should become.

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#### GREEN MARKETING IN MODERN BUSINESS

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*Summary - The article is dedicated to the description of the green marketing and popular eco-trends, the reason for its existence and the impact on the methods of leading business.*

*Резюме - Статья посвящена раскрытию смысла понятия «зеленый маркетинг» и современных эко-трендов, причин их появления и влияния на методы ведения бизнеса.*

**Introduction:** Eco-business is becoming more and more popular today. Environmental friendliness has become a global trend, which motivates people to pay several times more in order to get a product labeled "eco". How can companies use "eco-trends" to get benefits for business?

**Main part:** Generation of Millennials are the first who seriously concern about ecology except of scientists of course. Millennials have become a main target audience for manufactures over the last decade. Today, according to Nielsen research, 81% of people around the world believe that business should take care of the environment [1]. This theme has stopped being just a lesson from school books and has become an important factor influencing the process of decision-making.

Environmental friendliness has quickly become a trend. It can be named as green marketing which involves the process of promoting environmentally friendly and safe products.

This direction has a specific set of tools, including:

- use of rational resources and materials in terms of environmental impact at each stage of the production process;
- economical consumption of energy resources;
- keeping norms and quotas that limit emissions to the environment;
- use of organic materials for packaging goods;