

права и свободы детей, зачастую злоупотребляют данными им полномочиями. В таких странах, как Швеция, Финляндия и Дания дети – это собственность государства, общины, а родители призваны лишь опекать своего ребёнка. Данные социальные органы весьма коррумпированы, о чём свидетельствует их слаженное сотрудничество с бездетными родителями, высокий уровень алиментов, выплачиваемых родителями, у которых изъяли детей. Противоположной тенденцией развития семейного законодательства в странах Восточной Европы является защита семьи как традиционного института, а также запрет на её нетрадиционные формы.

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THE USAGE OF TRIGGERS IS A TOPICAL ISSUE IN MARKETING DISCOURSE

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At present more and more attention is paid to marketing issues in financial discourse. One of the main issues of marketing science of the 21st century is the usage of triggers in order to increase the target audience and increase the level of sales, which determined the relevance of our work. The purpose of the study is to address the most important issues in the discussion of triggers, such as appropriateness, relevance and the methods of their usage.

Material and methods. The research was carried out with the complex application of a system of general scientific and interdisciplinary methods of organizing and conducting scientific analysis. The effect of trigger mechanisms in marketing is analyzed based on the data of our own questionnaire survey.

Results and its discussion. Triggers are an effective marketing tool, so you should take them seriously and responsibly when using them on websites, in advertising, social networks, commercial video offers, and mailings.

Triggers should not distract from the main information, they should complement it, stimulating interaction with the product seller. They cannot be used simultaneously in large quanti-

ties: the client will be scared off by obsession. He should not feel that they are trying to manipulate him and take out money.

Triggers must be combined and the optimal amount must be selected for each specific case. It is advisable to take up to three triggers per post: in the title, description and conclusion. You can successfully use one trigger instead of combining several at once on the same page. It is better to periodically combine different triggers and study their effectiveness on the site. Based on the analysis, you can decide what is better to give up and what must be left.

Triggers must be used carefully: one aggressive - two soft, otherwise the client will be in constant stress and leave the seller (for example, a constant reminder about loneliness in mailing lists or on dating sites introduces a person into depression).

The primary role in the development of triggers is played by a detailed study of consumers (target audience) - their desires, emotions, preferences, hopes, needs and fears. It is important to understand the emotions of the clients that underlie their desires. Based on the findings, you can choose the optimal triggers and fit them organically into your marketing concept. It is necessary to focus on the character of the potential client and his needs (for example, the desires of the student differ from the needs of the housewife, so it is not always possible for them to make the same offer).

It is difficult for a beginner marketer to determine which of the many existing triggers will be effective in a particular case. To choose the most effective trigger, you need to conduct a series of experiments and empirically track the best results. It would be a mistake to believe that if in a certain case a particular trigger does not work, then it does not work at all. A possible reason for the failure was the incorrect definition of the target audience or niche. To find out, you need to test your triggers.

It is imperative to fulfill everything that is promised to clients in triggers. The financial success of a company depends on customer confidence. If you cheat, trust will be lost, which will cause problems in the form of reduced sales, reduced profits and reduced number of customers.

It is important to support the dissemination of information about the firm. Popularity and recognition are very valuable in the field of marketing. You should not stay away from such a modern marketing tool as viral videos - this is a great reason to gain even more popularity in the field of marketing and promote your brand. Communicating your success and experience to the client is an important trigger that demonstrates the company's credibility and builds trust in it. In this case, only truthful and confirmed data should be used. Telling about products and services is especially effective in a special genre of storytelling.

It is necessary to help the consumer in comparing the characteristics and prices of products (for example, the "Add to comparison" tab will help with this).

Taking into account modern realities, it is advisable to offer the client entertainment: pictures, games, videos will keep his attention on the site. The development of interactive animation will not only entertain the user, but also unobtrusively demonstrate the product.

It will be effective to tell the client how he will feel after purchasing a product or using a service. You should convince him that the product will simplify his life, relieve stress and relieve unnecessary worries.

Triggers should be free of irrational suggestions - any information should be meaningful and logical.

Choosing the right time to advertise is important. It is necessary to take into account the seasonality, the nature and age of the target audience, the time for mailing, the optimal period between letters.

A prerequisite for the use of triggers is the simplicity of presenting information: the proposal must be clear at first glance.

From a psychological point of view, men and women see the world differently, so the gender factor should be reflected in the triggers as well. When using them, it must be borne in mind that men strive to demonstrate success, power, money, women, and for women, beauty, relationships, family, and children are primarily important.

Pay attention to user behavior on the site. With the right analysis from a marketing point of view and competent collection of information, you can understand which of the customers is already really ready to make a purchase. The use of triggers in the form of useful advice will help the consumer to make a choice, and they can also help to return and retain the client.

An effective method is to use post-sales marketing triggers (eg, "You just bought a laptop. You are likely to benefit from the following accessories ...").

It is especially necessary to work actively with those customers who added a product to the cart, but did not buy it. You can offer to deliver all the products in the basket at once free of charge by one courier in the near future. An effective technique would be to draw the client's attention to the fact that the offer is limited in time, as well as refer to reviews of buyers who have already purchased the product. Such information will act as a marketing trigger for time pressure. Retaining customers is especially important for the marketing of those companies that sell products with a certain expiration date.

The customer should always be thanked for the purchase. Such a reciprocity-based marketing trigger will encourage him to be more loyal to the salesperson. There should be a special approach to regular customers: they should be encouraged for active purchases with discounts, promotional codes, gifts.

Working with feedback also has a commercial effect. You should be interested in the client's opinion not only about the quality of the purchased product, but also about the level of support and delivery services.

One of the most modern marketing triggers is events, that is, special events for the target audience of the company. Triggers associated with specific events will always be relevant. In marketing, there are two types of such triggers: 1) the company is a participant in the presentation (festival sponsor, conference organizer, exhibition participant); 2) the use of some events to draw attention to the company, without taking direct part in them.

It is advisable to accompany the launch of a new product with marketing trigger emails based on the curiosity inherent in human nature. The presentation of a new product is the best marketing opportunity to start an advertising campaign. It is necessary to give a detailed description of the product, add photos, make quality content and place a call to action.

Conclusion. In the course of the research, we came to the conclusion that the use of triggers in marketing will bring success to the organization of sales, so their use is advisable. Using this modern strategic tool of psychological influence correctly, you can build a profitable communication system with a client and make your business more profitable.

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К ВОПРОСУ МЕЖДУНАРОДНО-ПРАВОВОГО РЕГУЛИРОВАНИЯ МИГРАЦИОННЫХ ПРОЦЕССОВ В ЕВРОПЕЙСКОМ СОЮЗЕ

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Keywords. Migration, migration crisis, European Union, Global Compact, refugees.

Актуальность исследования заключается в нарастающих по всему миру миграционных процессах, которые требуют законодательного урегулирования, в том числе на международном уровне. Ведь миграция является мощным двигателем и важным следствием экономических, политических и социальных изменений в мире.