many convenient technologies as possible. We cannot be hundred per cent sure that every customer will evaluate such approach, but in general this method makes absolutely good attitude to such company. What modern information technologies should organization use in order to offer the high-quality service for its clients?

First of all, we have to mention apps. There is no need to talk about only big players who work worldwide. Today, even small local firms are trying to adapt their activity to the current demands and promote their apps. It is obvious thing, that every person has a smartphone now. It means, that every person is a potential user of the app. We have well-designed apps in any sphere of life. They can be based on different services like food delivery, reservations, taxi, shopping etc.

Secondly, we cannot forget about web-services. There are so many free, useful and easy-to-learn tools for the better interaction with your customers. For example, think about MailChimp. It is extremely unbelievable service for the mailing. You can customize every letter for the certain needs. You can set up as many target groups as you want. You can use a great many of design tools and make your newsletter completely beautiful, informative and attractive. Moreover, you are able to monitor the results and compare them, making essential conclusions.

Thirdly, we have to think about internet promotion services like Google Adwords. We know the evident fact that the main resource in the modern world is time. That means, that a person wants to receive any information immediately, using no additional time for searching. Google Adwords makes it real. It set your advertisement on the top of searching page and it increases the number of clicks very rapidly.

In addition, every company has to be represented in social networks. Nobody talks about it today, because it is an indispensable thing according to the contemporary needs of people. As statistics say, the firm's appearance in Facebook and Instagram increases customers' loyalty and trust.

In conclusion, we have a very simple proof that having a small amount of funds for marketing still makes it possible to promote goods or services among people and build strong customer relationships. Company only needs a person who is well-aware of such internet services and who knows how to use them properly. We are able to find tons of examples, which confirm this theory and give a motivation for young companies to develop their own marketing complex which has to be based on modern information technologies.

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METEOR.JS FRAMEWORK AS A MODERN SOLUTION FOR DIGITAL MARKETING INITIATIVES

Processes of globalization have their own disciples and opponents. But necessity of using multiple programming languages on different platforms is not that identity we shall to protect. And for sure – unification of development language is not

the only benefit of Meteor JS – quite new framework of JavaScript programming language.

As we may observe, «Going digital» is not a trend anymore – it has become a necessity for firms, individuals and organizations, especially for startups. That is why there is a huge demand on digital tools for different businesses. WEB-residency – one's official Internet page – is only the first, basic step. Today, leading companies are constantly looking for creative and useful applications to reach their target audience, reinforce marketing strategy and optimize business process. On the other hand a lot of startups are going to provide a unique experience via digital channels. But current state of IT sector's development provides a wide offer of various tools.

First and foremost, Meteor JS supporters try to reimagine web development. Basically, Meteor JS is a tool for building applications in different environments. It consists from the core elements, which provide starting usability, and additional packages for a various needs. In a modern world with constant improvements of efficiency and startups growing, that Meteor comes just in time.

The main advantages of Meteor are: modularity, which leads us to reusable packages that boost you development; efficiency, which comes from the previous these and rushes into significant reduction of code lines; time – that is not only about saving, but also regarding real-time – dynamic templates, automatically updating of components and instant tracking of users' activity; opportunity – Meteor JS suits perfectly for MVP creation; reactivity – instant reflection of all dynamic components (and changes) by user interface [1].

Now, a little bit more precisely about all of advantages. Modularity principle allows us not only to download a necessary library. Another good thing about Meteor JS is that it also provides auto assemblage of all staff that you may sort in different folders. Obviously, reduction of the amount of code plays a vital role when we talk about speed and simplicity. Small wonder, that we get quality prototypes or productive huge cross-platform application as a result [2].

Speaking about time, real-time connects us of course with reactivity. One must admit that instant interaction in the UI, smart and autonomous updating with the monitoring of users activeness look very attractive. One of the most striking features of those benefits is the Galaxy, Meteor JS's cloud platform.

But even generally, well known «leader» from between resources – time – is set properly among the priorities. Meteor JS saves your time, consumer's time, server time, client's time, and so finances.

In era of knowledge Meteor JS gives a chance for your ideas. When one's target market waits, he needs a nice MVP. Quickly and worthy it must be, no doubt. In addition to all Meteor JS grants solid and deep integration between client and server. It is crucial. In short, latency compensation is just another prominent feature.

As regards to a bright new experience, Meteor JS welcomes. As a lot of other open source platforms it has an army of loyal, inspired followers to crown it all. It is all about community. So, it would be unfair not to mention collaboration. Either it is Meteor JS professional services, training programs and consulting or very precise comment on some forum. It is a pleasure for us to give a helping hand for a newcomer because we feel passion about this this amazing instrument.

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ВПЛИВ ІНФОРМАЦІЙНО-КОМУНІКАЦІЙНИХ ТЕХНОЛОГІЙ НА ЕКОНОМІЧНУ НЕРІВНІСТЬ

У 1985 комісія ООН опублікувала документ, що отримав назву «Доповідь Мейтленда», у якому йшлося про вплив інформаційно-комунікаційних технологій (ІКТ) на зростання та процвітання економік, що розвиваються. Ось вже тридцять років потому можемо проаналізувати чи насправді є залежність [4].

Так, Всесвітній економічний форум (World Economic Forum) опублікував Індекс мережевої готовності 2014 року (Networked Readiness Index 2014), що характеризує рівень розвитку ІКТ у світі і його вплив на державну конкурентоспроможність [1].

Індекс мережевої готовності – комплексний показник розвитку ІКТ, який випускається Всесвітнім економічним форумом і міжнародною школою бізнесу INSEAD з 2002 року у рамках спеціальної щорічної серії доповідей про розвиток інформаційного суспільства в країнах світу. Нині дослідження вважається якнайповнішим і авторитетнішим джерелом міжнародної оцінки впливу ІКТ на конкурентоспроможність країн і добробут їх жителів. Використовується як засіб аналізу для побудови порівняльних рейтингів, що відбивають рівень розвитку інформаційного суспільства в різних країнах.

Автори дослідження виходять з положення, згідно з яким існує тісний зв'язок між розвитком ІКТ і економічним благополуччям, оскільки ІКТ відіграють сьогодні провідну роль в розвитку інновацій, підвищенні продуктивності і конкурентоспроможності, диверсифікують економіку, тим самим сприяючи підвищенню рівня життя людей.

Індекс вимірює рівень розвитку ІКТ за 53 параметрами, об'єднаними в три основні групи :

1) наявність умов для розвитку ІКТ;

2) готовність громадян, ділових кіл і державних органів до використання ІКТ;

3) рівень використання ІКТ в громадському, комерційному і державному секторах [1].

За останні два десятиліття ми бачили немало свідчень того, що використання ІКТ діє як помножувач доходів. На рівні окремих, як розвинених, так і