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WEB-MARKETING IN THE REPUBLIC OF BELARUS

The purpose of our research is to identify the impact of web marketing on the local brand. The importance of this article lies in the fact that it addresses one of the most imperative and current topics, namely e-marketing in its strategic dimension. The Internet has become a strategic tool for different companies, and so communication technology can greatly support marketing strategies. It provides mechanisms through which companies can interact with the customer in order to learn their tastes and orientations.

Internet marketing includes activities aimed at promoting goods and services through the Internet. Its main goal is to turn website visitors into buyers and increase profits. The Internet allows to interact directly with the audience, keep in touch with customers and control the situation.

Internet marketing services are provided to site owners by special agencies and studios, the number of these agencies is constantly increasing. Effective marketing on the Internet includes a whole arsenal of tools – SEO, contextual, interactive and banner advertising, working with communities in social networks and blogs; and finally, the main point of sale is the site itself. A functional resource should have an original design, high-quality navigation, and top-level usability.

The major advantage of web marketing is its extensive sphere of influence on potential buyers.

The companies interact with network users through the following digital marketing channels:

1) Email marketing. Email marketing is a way to promote products or services through email and it is a top digital media channel.

2) SMM (Social Media Marketing). Social networks hold the attention of users daily for a significant amount of time. Such media platforms have created conditions for obtaining more detailed information about the interests of the audience. Services created and developed by the owners of social networks provide a wide range of opportunities for interaction with the audience. This attracts various companies starting from small to multinational.

3) SEO (Search Engine Optimisation)

SEO helps to improve a site's rank in the search result with various kinds of methods. It was created to make it easier for people to find a particular site.

4) Content Marketing. Content Marketing is a long-term web marketing strategy where the main focus is to build a strong and long-lasting relationship with the audience by giving them a good quality content that is relevant to your products or brand.

5) Paid promotion (advertising). The online environment provides a great number of options for advertising with different approaches to the audience and goals. A paid channel makes it possible to increase awareness, attract new users with the help of context or target parameters.

6) Influencer marketing. The Internet offers the possibility of attracting an interested audience for any user willing to share quality content. The institution of the blogger is based on this principle.

7) Online PR. Reputation management has moved to the online environment. What PR people used to do by building relationships with media, editors implement on the Internet now.

8) Mobile application. This is a different level of interaction with your customers, since the contact becomes constant. For the company, this is an opportunity to increase the number of customers.

Despite the benefits, online marketing has some negative aspects:

1) Internet fraud. Fake brands and logos can be used without verification, which can ruin a company's reputation.

2) Advertisements can clog up a website and lead to loss of customers.

3) Specialist knowledge is required to understand search engine technology, advertising techniques and content creation.

4) Web marketing may not be available in rural areas or may not be relevant to older people.

In the modern Republic of Belarus, marketing is just beginning to develop, so the experience of local companies in marketing activities is very limited. At the same time, they are often guided by the principle of "sell what you take, at any price". This contradicts the very idea of marketing. In order to successfully develop Internet marketing in Belarus, it is necessary to solve a number of problems:

1. Improve legislation in the area of Internet services

2. Prepare a sufficient number of professional Internet marketers who are familiar with the peculiarities of the Belarusian market.

3. Provide active development of small businesses in this area.

As a result of our research we have come to the conclusion that Internet marketing has great prospects for development in our republic. There are many successful trade sites, portals where you can choose a quality product or service, get advice, pay by electronic money. It should be noted that online trade exists in our republic and its volume increases every year.

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REGIONAL BRANDING

Every city is more than its physical boundaries. Each has its own vibrant character, habits and way of life, and to emphasise this, city authorities create a recognisable visual identity.

This identity not only helps to distinguish a particular city as a tourist destination, but also helps to build more effective and clear communication with the locals. Each such brand is a clear message, often based on obvious associations with a particular place, and sometimes the opposite – shattering preconceptions [1].

The aim of our research is to examine the brands of cities and how they are reflected in people's eyes.

Regional branding is the purposeful creation of an image of a country, a city, a settlement, an area in the eyes of the local and global community. The main purpose of regional branding is to attract investors [3].

Modern branding of the region in many aspects determines the establishment and formation of the region's competitiveness. It demonstrates competitive advantages for external and internal consumers and directly contributes to improving the quality and standard of living of the regional society.

Other main objectives of regional branding are as follows:

- To improve the reputation and image of the region;
- To create positive associations and images among different target groups (tourists, investors and local residents);
- To stop the depopulation of the region;
- To increase competitiveness with other cities in order to maintain its position at a regional level and to enter new markets;
- To expand its economic development zone by attracting new investors and tourists.

Simon Anholt, an independent policy advisor on building a national brand image for the state, created the concept of regional or 'place branding' in 2002. He described a