

## **THE ROLE OF MARKETERS IN BUSINESS**

Marketing is now an integral part of any organisation's success. According to renowned marketer Mark Burgess, marketing is the profitable conversion of customer needs into revenue.

It is marketing in the global marketplace that strengthens competitiveness, reduces risk and uncertainty, influences profit growth and enables companies operating in the international marketplace to expand their boundaries. In this way, a company's marketing activities contribute to the rational use of the company's resources through the development of specific programmes aimed at target consumer groups, which ultimately leads to the achievement of the desired economic results of the work, i.e. profit generation. Since marketing is responsible for the long-term success of a company, companies must have a team of specialists – marketers [1].

The marketer as a profession in its own right is a relatively recent phenomenon. In the past, marketers were part of the advertising department and worked independently to promote products. Today, however, the marketer interacts with a whole team of specialists and is a generalist. Marketing specialists analyse the target audience, the market for goods and services, the competition and devise a product development strategy to increase awareness and appeal [2].

The main tasks performed by the marketer include:

- research the target market;
- conduct competitive intelligence;
- develops assortment and pricing policies;
- creates a sales system;
- delegate tasks to the copywriter, designer, smm specialists, sales managers.

In order to demonstrate the role of marketing in the company and the promotion of products, research was carried out on the introduction of a product to a potential market.

The research has begun with a questionnaire survey of the target audience to study the wishes of buyers of an element of decorative cosmetics mascara, called V mascara and N mascara. Then two different promotional strategies were used by marketing specialists to appeal to customers. V mascara was promoted to the target audience through the broadcast of short videos on TV and social media, and the placement of advertising posters in the underground. Both desk and field research were used. The N mascara, on the other hand, did not use any advertising or promotional methods. In addition, the V mascara was placed in the hot zone of sales, whereas the N mascara was not subjected to any merchandising tools and was placed in an area not visible to the customer. In addition, V mascara was marketed through a pre-sales service.

The analysis conducted showed that 95% of all respondents preferred V Mascara. It proves the fact that by choosing the most effective marketing tools and promotional

strategy, marketers can help consumers make their purchase decision, resulting in higher profits for a company.

### **REFERENCES:**

1. РСВ [Электронный ресурс]: Чем занимается маркетолог: преимущества и недостатки профессии. – Режим доступа: <https://rsv.ru/blog/chem-zanimaetsya-marketolog-preimushhestva-i-nedostatki-professii/>. – Дата доступа: 06.03.2023.

2. Международный журнал экспериментального образования [Электронный ресурс]: Влияние маркетинга на развитие международного бизнеса. – Режим доступа: <https://expeducation.ru/ru/article/view?id=4460>. – Дата доступа: 06.03.2023.

**Yuliya Korenevskaya**  
Science tutor *A. Sazonova*  
GrGU (Grodno)

## **MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS**

Marketing communications and advertising have become an integral part of modern business. "Marketing communications is the process of communicating product information to the target audience [1]. Anything can be a marketing communications tool – advertising, personal selling, PR, direct marketing, sponsorship, communications and public relations, sales promotion". Their main purpose is to create a positive image of the brand in the eyes of a potential buyer. They allow you to maintain a close relationship with the public and increase your competitiveness. No one will deny that the loyalty programmes that operate in the Euroopt, Green, Mila, etc. chains, which allow you to collect points and use them in the future to pay for part of the cost of goods, even attract and motivate customers.

One of the most effective marketing tools, in our opinion, is advertising. In the modern economy, the constant changes and their speed of diffusion associated with the digital revolution and the increase in the number of communication channels, the development of social networks and interactive marketing platforms, as well as many other phenomena, form new vectors for business and none of its sectors is unthinkable without advertising communication. Today, millions of people are employed in the production of advertising and thousands more in its consumption [2]. It is a whole industry and one of the fastest growing businesses in the world. Nowadays, there is definitely not a single company or organisation that does not advertise, that does not publish advertising brochures. Advertising is, in a sense, the name of the product. Just as we are attracted by the names of great artists, so advertising creates the "name" of the product, without which we would probably pass it by. It is advertising that makes many things familiar and understandable to the public, and often it is advertising that is the only