

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

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### **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

source of acquaintance for the majority of people with goods, services, brands, events that exist on the other side of the door.

In today's market conditions, in order to ensure the successful sale of a product, a company must do more than just monitor its excellent quality, which meets the needs of the customer, set an acceptable price for it and determine the points of sale. It is necessary to constantly inform consumers, to remind them of the existence of the product, to convince them of the merits of its consumer qualities. The company must sell its products with original, informative and attractive messages that convince consumers that these products meet their needs and desires. And this is a constant, fast-paced race that requires the search for ever new advertising media. Today, we see advertising messages everywhere: on cash registers, rubbish bins, theatre programmes, giant outdoor TV screens, household items and souvenirs.

In modern conditions, advertising is an independent professional activity. The ability to clearly define marketing goals and to plan advertising activities accordingly on a long-term basis (based on rich competitive experience) is one of the most important competitive advantages of any company.

At the same time, as in any other field of activity, the development of marketing communication and advertising has its own peculiarities and difficulties, and in order to solve them in a timely and competent manner, it is necessary to keep abreast of development trends and analyse them competently on a daily basis.

In today's environment, the market is changing so rapidly and unpredictably that the scheme of extrapolating future trends from current ones no longer works. In addition, consumer opinions and preferences are changing so rapidly that asking them about their preferences today will not protect you from making mistakes tomorrow. Modern marketing must be proactive in its analysis and transformation. It requires the ability to operate in uncertainty and unpredictability, in conditions of high speed change. And this is where the shortage of talented and skilled people is particularly acute. And perhaps this is not a problem for higher education institutions. They produce enough specialists in this field. But to launch a new product, to position it correctly, to find new effective markets, the knowledge acquired at university, in the form in which it is presented, is by no means sufficient. The demands on marketing professionals remain high and are constantly being supplemented with new skills, taking into account new technologies and market situations, and not just in the Internet environment. The success of any advertising campaign to promote a product or service depends not only on the choice of the right marketing communication tools, but also on the ability of the developers to identify the audience and understand what exactly they want.

Based on the above, it can be said that the formation of an effective marketing communication complex is one of the main tasks of market activity of any company, because in modern conditions it is marketing that ensures the socio-economic character of the activities of market entities. And the most important component of marketing is advertising as an effective means of influencing the target group of consumers in the process of communication. As part of a unified marketing strategy, advertising actively influences production, which should only produce products that have the appropriate market demand. Advertising is a necessary form of communication that promotes the

translation of the quality of goods, services and ideas into the language of consumer needs and demands.

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### SHORT-FORM VIDEO AS AN EFFECTIVE MARKETING TOOL

Video is one of the best ways to transmit information remotely. The environment for using live images in online advertising is now favourable: the quality of the internet has improved, platforms such as YouTube have become very popular, and equipment for good filming has become available. The aim of the research is to find out why companies should include video marketing in their strategy and what form of video is most effective.

In today's world, video content is becoming increasingly popular. This is evidenced by the growth of platforms such as Instagram, YouTube, TikTok and the increasing use of video in marketing campaigns. For 87% of marketers, video is a proven way to drive traffic and increase ROI. In fact, 90% of marketers who are already using short-form video plan to continue investing in this content in 2023. What's more, up to 88% of people say they made a purchase as a result of watching a brand's video. Video content is a great way to connect with your audience, build brand awareness and generate leads [1].

These factors are behind the rapid development of video marketing, which continues to this day. Every day, more and more companies are turning to this form of advertising – and there are many reasons why.

Basically, video marketing is promoting products and services by using video. A video marketing strategy provides a bird's eye view of the objectives to be achieved and down-to-earth tactics for specific formats, platforms and distribution channels [2].

Video marketing has become one of the most popular and effective ways to capture the attention of audiences around the world. As the number of digital video viewers continues to grow every year, marketers are using video as a promotional tool more