

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

actively than ever. By 2022, online video ad spending will reach nearly \$75 billion, accounting for nearly 30 percent of total global display ad spending.

While long-form video can provide audiences with in-depth information about a product, brand or service, both B2C and B2B marketers have learned that getting to the point with short-form video can be much more effective.

Generally speaking, any video that is less than 60 seconds long is a short-form video. In fact, there is no universal length, and the exact length of short-form video content varies depending on the platform you are using. On YouTube Shorts it's up to 1 minute, on TikTok it used to be up to 1 minute and now it's up to 5 minutes. The length of Instagram Reels ranges from 15 to 90 seconds. However, the Video Marketing Trends Report found that the majority of video marketers (33%) say the optimal length is 31-60 seconds [3].

Short-form videos have taken over social media in recent years, and they're not going away any time soon. According to HubSpot's latest Marketing Strategy and Trends report, the popularity of short-form video content will continue to grow through 2023, with 90% of global marketers increasing or maintaining their investment in short-form videos this year [1].

There are many reasons to include short-form video in your marketing strategy. Here are just a few:

- Of all video formats, short-form has the highest ROI and is also the primary lead generation and engagement vehicle [3].
- More than half of consumers say they will engage with brands that use video content to share information about their offerings. According to the research, 68% of consumers prefer to watch short videos to learn about new products or services.
- They capture and hold the viewer's attention.
- It is relatively inexpensive and less time consuming. There is more freedom when creating a video: how, where and when to do it. This makes it an ideal format for spreading viral trends and sharing opinions. According to 47% of video marketers, short-form videos are the most likely to go viral [3].

Last but not least, people value their time and are likely to sit through an hour and a half video. Therefore, using short-form video in a marketing strategy can most likely become a competitive advantage for a company or brand, or at least it can give the product a chance to be noticed by potential consumers, which is extremely important.

In conclusion, video marketing is an incredibly effective way to increase sales, brand awareness and customer understanding of products or services because short-form video works better than most other marketing tools.

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NEUROMARKETING IN THE RETAIL SECTOR

The purpose of our dissertation is to explore the concept of neuromarketing and to examine the application of neuromarketing techniques in the retail sector.

Neuromarketing is a set of methods for studying the behaviour of shoppers by influencing the emotional and behavioural responses of consumers, using developments in the fields of marketing and psychology.

Unlike marketing, which focuses on creating a positive and memorable impact on customers' minds, neuromarketing measures that impact so that any company can apply its core insights and tailor its product or service to the unconscious needs of consumers.

Its methods involve the use of neurophysiological studies of the brain to study consumer behaviour, their subconscious attitudes towards certain products, advertising or design.

The most common methods used in neuromarketing are as follows

- Lie detectors can be used to find out what customers like and don't like, what causes disgust and negative emotions.

- MRI allows you to see the blood flow in the brain and analyse which areas are more sensitive to certain stimuli.

- Eye tracking allows you to track and analyse the reaction of your customers' eyes. The result of eye tracking allows to develop the most effective visual of packaging, logo, advertising.

- Reading micro-expressions helps to see the first impression of a product or a brand attribute, to analyse the reaction to the voice in an advertisement or to colour changes in packaging, etc.

- Magnetoencephalography (MEG) is based on analysing the responses of specific areas of the brain. This research method helps to track the consumer's level of attention, their emotional state and to make important marketing decisions based on the results.

Neuromarketing is therefore widely used in the retail industry for the following purposes:

1. Study the emotional (psychographic) structure of the target audience.
2. Do not just lay out the goods, but create presentations with emotional assortment stories.