

Ad personalisation, as a social media advertising tool, makes it possible to reach audiences based on their interests and online activities, such as the websites they visit, the products they view and the apps they install. This kind of efficiency is a boon for small businesses. Successful marketing requires your audience to see your product in different places at different times to become top of mind. This reinforces not only the existence of the brand, but also its relevance.

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COMMUNICATION STRATEGIES AND TACTICS FOR BRAND PROMOTION IN THE FASHION INDUSTRY (ON THE EXAMPLE OF ZARA)

The purpose of this study is to identify the specific characteristics of the communication strategies and tactics of ZARA promotion.

At present, due to the rapid development of innovative technologies and the consequent acceleration of life and the increase in the amount of information received from numerous channels, a customer is unconsciously influenced by the marketing policy of a company aimed at promoting the brand and selling its products. Thanks to the latest scientific and technological advances, communication policies based on specific strategies and tactics are now at the forefront. Despite the great scientific interest in this phenomenon, the strategies and tactics used to promote a world-famous fashion brand such as ZARA have not been sufficiently studied to justify the relevance of the research.

Zara is a world-famous Spanish brand that now has 2,264 stores in leading cities in 96 countries. In just a few years, it has made a huge breakthrough, which has been called the "Zara phenomenon". The company has achieved stunning success in the fashion

industry and has become an internationally recognised leader in fashion retailing. Certainly, the company's unorthodox business approach and innovative marketing policy have played a key role in achieving such results. The main communication strategies used to promote ZARA, which differentiate it from its competitors and contribute to the growth of the brand's popularity and global influence, include the following:

1. The majority of Zara products are sewn in Europe, mainly in Spain, Portugal and Turkey, with only a small proportion of production being outsourced to Asia. This allows the company to make significant savings on logistics services, distribution and storage of goods, which in turn has a positive impact on the cost of goods sold.

2. The company works with more than 200 fashion designers who are constantly developing new designs for upcoming collections. They travel to the world's fashion centres and analyse people's style on the street, visit fashion stores to gather information about customers' preferences and tastes, and constantly study the latest industry events: fashion magazine issues, catwalk shows, TV shows and celebrity red carpet style. Thanks to the well-coordinated work of the fashion designers and their constant communication with other departments in the company, ZARA produces more than 12,000 styles a year, many times more than its competitors.

3. Once the products have been designed, it takes 10 to 15 days for them to reach the stores. This means that a complete range of clothing is updated approximately every two weeks [1], which means that around 100 new collections can be launched each year. The rapid turnover of goods and the regular arrival of new products force customers to visit the chain's stores more often.

4. ZARA launches new clothing lines in small batches. If the models are in great demand by customers, additional deliveries are made; otherwise, poor-selling lines are immediately taken out of production and the development of new designs begins. In addition, each store is expected to update its range and move unpopular items to other stores [2].

5. The company practically does not allocate funds for advertising and "doesn't resort to common PR-channels" [2]. Instead, the brand focuses on the uniqueness of its locations and seeks to expand its store network by opening new stores in the most prestigious areas and crowded places. At the same time, it pays particular attention to the design of the shops and the presentation of the goods, in order to give the customer the impression of a luxury brand. This is how ZARA's "self-promotion" policy is implemented.

6. Corporate culture and quality service play an important role in the success of a fashion brand. The company's activities are based on "6 basic rules for communicating with the customer" [2]:

- smile and keep a pleasant face;
- hold a pen in your hand;
- the manager should be more interested in the customer than others;
- the fitting room is an important point in the sales process;
- patience and tolerance are essential when working with customers.

Thus, on the basis of the results of this survey, it can be concluded that the success of ZARA is not a coincidence, but the result of the effective implementation of strategies

and tactics within the framework of the marketing policy. The company doesn't try to be a trendsetter, but a fashion brand that is needed and trusted by customers. As a result, ZARA consistently offers high quality products in line with current trends and customer preferences at a reasonable price, making it a reputable fashion retailer known for its speed, affordability and exclusivity.

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DEVELOPMENT TRENDS IN MARKETING COMMUNICATIONS IN MODERN BUSINESS

Abstract

The challenge of adapting marketing communications in 2020 to make fuller use of digital tools and the Internet is posed. The study's goal is to summarise the state of marketing messaging as we head into the years 2020 and 2022. The research provided a summary of how marketing messages have evolved over time. The evolution of marketing communications provides a springboard for further study by providing evidence for inferences about the complexity and dynamic evolution of these channels, as well as the necessity of creating assessment methods for new tools. One of the problems is that marketing messages are always evolving, making it tough for businesses to keep up with the latest developments and incorporate them into their own strategies. And because patterns evolve so slowly, it's difficult to find the right people and the right strategies to respond rapidly to shifts in the market. The development of a framework for assessing novel marketing communications is a promising area for future study.

Literature Review

Advertising and marketing communications are essential elements of contemporary business. These are crucial tools for businesses to engage with and reach their target audience, increase brand recognition, and eventually increase sales.

Marketing communications encompasses all of the methods and techniques applied to interact with consumers and advertise a service or good. Advertising, public relations, sales promotions, direct marketing, and personal selling are all examples of marketing communications. Marketing communications also includes all other messages