

The second table will contain apartments in integrated residential new buildings.

Exclusive

Number of rooms	Belarus	Russia
1	3095BYN / 941USD / 91365RUB	5 555BYN / 1690USD / 163986RUB
2	3520BYN / 1070USD / 707103RUB	7 330BYN / 2230USD / 216384RUB
3	4200BYN / 1 277USD / 1123985RUB	9 907BYN / 3014USD / 292458RUB

In general, housing prices in Belarus may be more stable and regulated, while in Russia they may be more subject to market fluctuations. However, specific prices and conditions for housing construction may change over time and require more detailed study.

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MARKETING AND SALES

Маркетинг и продажи

The main aim of this article is to discuss marketing moves, effective moves to sales increase and attract customers.

Marketing is an ability to sell a product with benefits for business and the target audience. For this purpose, various slogans and posters are invented to make it easier to attract buyers. Sales and marketing are interconnected and one cannot exist without the other.

Every day we see different marketing activities. These can be various promotions in stores, as well as price tags of other colors that indicate discounts on products. A marketing move is any action taken by a marketer aimed at attracting a buyer.

It is worth considering some factors to ensure that sales marketing moves are most effective: features of your product; needs of the target audience; certain activities of the company.

Attracting a client is one of the important goals in marketing. There are various marketing approaches for this, since each buyer has different interests.

Effective moves to attract customers:

1) Establishing feedback

Feedback is a very important tool in product promotion. To create a sense of importance in your customers and show that you value them, treat them with attention, provide comments and help solve problems. Thank them for their comments and the product purchased. Then buyers will want to come back again.

2) Distribution of business cards

A business card is an easy way to remind yourself. Creation does not take much time and money, but allows you to attract customers. You can distribute them wherever it is more convenient for you - in offices through partners, giving them to clients.

3) Sponsorship and collaboration with celebrities

Companies act as sponsors to attract attention. The brand can also reach out directly to famous people who will advertise for them on social networks and more.

Effective marketing tactics to increase sales are:

- Goods at the check out

When paying for your goods at the checkout, you often wait in line, and at this time look at the display case in front of it. This is one of the marketing ploys that pushes you to buy something that you don't need right now.

- Promo code system

If a company is famous on the Internet, it can use promotional codes. They give a discount or free product. They can be issued after any purchase, or in response to a complaint or service errors.

- Gift, bonus cards

Bonus cards work a little differently. They have a cumulative effect on the amount of the check. These bonuses are used to pay for the next product.

Gift cards are issued immediately with credited funds. A person who receives such a card will go to spend it in a store and will be more likely to remain a regular customer.

- Additional products

When making an expensive purchase, a person can purchase related products. Compared to the price of the main purchase, the additional item will seem cheap. This is a more psychological move towards the client.

Human psychology allows them to manipulate, which is often used by marketers.

As a result marketing is at the heart of effective sales. You can find a different approach to customers so that they do not leave without purchasing. And human psychology is the main key to advancement.