

A. Vysotskaya

А.А. Высоцкая

БНТУ (Минск)

Научный руководитель И.Е. Ругалёва

HOW TO ADVERTISE USING CORPORATE SOCIAL RESPONSIBILITY MARKETING

Как рекламировать, используя маркетинг корпоративной социальной ответственности

In today's fast-paced and highly competitive business world, companies are constantly looking for ways to stand out and attract consumers. While traditional advertising methods such as TV commercials and print ads can be effective, there is a growing trend towards a more socially responsible approach to marketing – Corporate Social Responsibility (CSR) marketing.

The purpose of the study: identifying the influence of using social initiatives as a marketing tool on consumer behavior and preferences.

Marketing in the age of mass consumption involves actions by companies that lead to devastating consequences for the world and society. Manufacturers chase profit maximization without thinking about the consequences for humanity. The increasing dependence of social, environmental and economic processes has contributed to the introduction of a social component in the marketing and advertising activities of firms, which is directly related to corporate social responsibility. Corporate social responsibility (CSR) is a business model that challenges companies to increase profits while helping to make the world better with sustainable choices. The primary purpose of CSR is to convince corporations to recognize the cost society pays for their actions. CSR marketing involves promoting a company's products or services while also showcasing their commitment to social and environmental issues. This strategy not only helps to build a positive brand image, but it also appeals to consumers who are becoming increasingly conscious of the impact of their purchasing decisions. Reliable corporate social responsibility marketing plans require linking your product or service to relevant social issues.

There are main ways of organizing marketing and advertising activities using CSR of the company:

1. Conducting socially significant events timed to a certain date, holiday or event. Often they are held in cooperation with foundations, shelters, nature protection centers, state structures, etc. Here it is important to understand that the event should be chosen in accordance with the mission and strategic objectives of the enterprise.

2. Introduction of social programs to support employees (training programs, holiday gifts, payment for sanatorium vouchers) and broadcasting it outside the company.

3. Organization of all kinds of actions (tied to the purchase of the company's products or consumer interaction with them), which have a socially significant purpose, coinciding or related to the company's activities (it can be an increase in waste recycling, help to the needy or blood collection).

4. Highlighting its social activities and achievements in this area both through its own communication channels and through collaboration with social organizations/bloggers.

It is important to realize that CSR-based promotional activities are a long-term asset that will have a positive impact on profitability in the future. Increasing customer loyalty. More and more people are seeking conscious consumption that aligns with their values and expect the same from businesses. Strengthening brand and reputation. Possible subsidies and benefits from the government. Increased staff loyalty and engagement. People increasingly choose to work in places where they feel cared for and socially protected. Increased competitiveness and sustainability in the market.

Conclusion: consumers are more and more looking for socially responsible companies to support. Thus, CSR marketing can be a powerful tool for companies to advertise in an honest and genuine way. By identifying company's values and being open and clear about your social, you can effectively promote a brand while making a positive impact on society and the environment.

A. Germanova

А.В. Германова

РГЭУ (РИНХ) (Ростов-на-Дону)

Научный руководитель О.В. Глухова

TRENDS IN THE DEVELOPMENT OF DIGITAL-MARKETING ON THE EXAMPLE OF THE COCA-COLA ADVERTISING CAMPAIGN

Тенденции развития digital-маркетинга на примере рекламной кампании Кока-Кола

It is impossible to imagine today's world without advertising. It surrounds us everywhere, invading our lives from the screens of various digital technologies, from simple billboards on the street. Due to the spread of the Internet, such a concept as "digital-marketing" appeared. What is digital-marketing and how does it affect consumers?

Digital-marketing is the marketing of goods and services that uses digital technology to interact with consumers at all stages [1]. It utilizes not only the global web, but also offline channels: for example, smart electronic gadgets. Marketing is constantly changing, adapting to new demands in the world, but, at the moment, digital marketing is one of the famous types of marketing that is used not only by big companies and brands, but also by ordinary people.