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BLENDED MARKETING: HOW OFFLINE AND ONLINE STRENGTHEN EACH OTHER

The continuous development of technology has led to the fact that today's marketing is increasingly focused on digital technologies, opening up new opportunities and requiring a reconsideration of traditional approaches to advertising. However, it is worth understanding that talking about a clear advantage of online advertising is unacceptable. In some cases, online advertising turns out to be a more effective means, in others, classic offline advertising will be more effective. Perhaps it is a skillful combination of both approaches that will allow us to achieve great success. Let us look at this issue in this abstract.

The main goal of marketing is to attract, retain and return customers to the business. That is, it is not only about the desire to attract new clients, but also about the ability to retain an existing audience, as well as restore relationships with those who were previously involved in the life of the company, but for some reason left. Ways to achieve these goals include online and offline advertising, which include various tools and methods [1].

Offline advertising can be represented by the following means: outdoor advertising (for example, banners), advertising in the press, advertising on television, radio, handing out leaflets on the streets, direct mail, etc. Online advertising includes: contextual advertising, targeted advertising, search engine marketing, email marketing, advertising on social networks, native advertising, email marketing and other methods.

Advertising on the Internet provides the opportunity to use analytics to measure the effectiveness of advertising and, if necessary, quickly respond to changes; allows you to quickly adjust the advertising itself if mistakes were made, which is quite difficult with regular offline advertising. Also, online advertising requires lower costs and allows for targeting, which allows advertising to be shown only to the target audience, and not to a wide range of users. Offline advertising, in turn, makes it possible to attract that part of the potential audience that is not present on the Internet. It can also be said that such advertising can be more memorable for people due to the fact that we are holding a real material object, thereby making tactile contact with the company [1].

Thus, we can say that both offline and online advertising are full-fledged and powerful promotion tools, each of which has its own advantages and disadvantages.

In order to compensate for the shortcomings of each method, it is reasonable to use them simultaneously – blended marketing, which is an ideal combination of traditional (offline) and digital (online) marketing strategies to attract the attention of a potential client and achieve the company's goals [2]. Combining the two promotion methods under consideration allows us to achieve the following results:

1. Increasing the recognition of the organization. Even though people today spend a significant part of their lives on the Internet, they also spend a lot of time in real life. Therefore, if we are seen not only online, but also offline, it promotes memorability.

2. Reach the entire target audience. For example, some people are not on Facebook or Instagram, but they constantly pass a certain street on which the banner will be located. By using both offline and online advertising, we reach the entire audience, and not just part of it.

3. Increased credibility. Some people don't trust companies that exist only on the Internet, meaning they need additional proof of the company's existence. At the same time, there are people who do not trust companies about which there is no information on the Internet (their website, reviews). This once again proves the importance and effectiveness of combining two methods of promotion [2].

Let us consider the practical application of blended marketing tools using the example of the State Institution "Republican Speleotherapy Hospital". This institution belongs to the field of medical tourism in our country and, to promote its services, carries out the following actions:

- improvement, updating and updating of information on the official website of the institution www.speleo.by;
- promotion of the institution's website to the regions of the Russian Federation using contextual advertising in search engines Google, Yandex;
- maintaining personal pages on social media; a flexible pricing policy is implemented (promotions, a system of bonuses and discounts);
- contractual activities with medical tourism operators, with insurance companies, including foreign ones;
- participation in projects of the state information portal of medical services "Clinics of Belarus", the hospital cooperates with trade union organizations;
- presentation and advertising activities are carried out;
- report about the hospital on the satellite TV channel "Belarus 24";
- articles: in the newspaper "Минская правда", and others;
- publications in scientific medical publications [3].

Due to the successful use of blended marketing tools by the institution in question, its recognition increases not only among residents of the regions of Belarus, but also beyond its borders, including the CIS countries and others. This helps to increase the volume of paid medical services and the export of services, which has a positive effect on the financial condition of the organization.

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CONVERSATIONAL MARKETING

Nowadays it is very important for the client to receive feedback quickly. It requires building the relationships between customer and seller in such a way that anyone can understand that his request has been accepted, he has been heard and will be contacted. To do this, it will be effective to use conversational marketing. The purpose of this paper is to study this concept and highlight its advantages.

Conversational marketing is a type of marketing where brands or businesses communicate with customers and prospects through personalized, real-time interactions on marketing channels such as social media, email, live chat and messaging applications. The term was coined by Drift, a popular marketing and sales platform, in 2010, and is used widely throughout the digital marketing industry today [1].

Conversational marketing has many advantages.

First of all, it **humanizes the customer experience**. Conversational marketing gives sales teams the ability to deliver a more human touch with prospects. This begins the relationship on a positive foot, especially when the conversation is more personalized for the user.

Secondly, conversational marketing **increases engagement**. One-to-one communications with a brand give consumers the feeling that they have direct access to the lifeline that they need. This may lead to an increase in engagement from prospects who may not have previously identified themselves as someone who may need information or support.

Moreover, it **provides a boost to the sales funnel**. When conversational marketing is a deployed tactic, businesses are able to quickly identify quality leads as they come in and share information that is crucial to the selling process. Through a conversation, this could lead to an increase in conversions and a shortened sales cycle.