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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.

By taking a conversational marketing approach, brands do not need to stop their more traditional methods of lead capture into a marketing funnel or remove many of the other one-way communication styles. It is another tool used to engage an audience based on their preference or communication styles with a brand. By offering customers multiple channels to engage, it also lets them choose how to communicate with a company.

Traditional marketing approaches are focused on making a sale by influencing prospects as quickly as possible. In contrast, conversational marketing puts the customer front and center. This can happen through live chat on a website or support portal, or by using chatbots and AI to help navigate users toward their intended destination or answer their questions. Conversational marketing also can take a heavy burden off of sales teams by gaining insights about prospects early, leading to more meaningful conversations when the time comes to engage in the sales process [2].

A study conducted by Help Scout found out that 90% of live chat reviews received from customers are rated “Excellent,” while only 69% of email reviews are rated “Excellent.” This is not a coincidence. Customers expect immediate response to their queries because they have a busy schedule and hardly find time to make a request in the first place. This is why live chat is becoming increasingly popular in both B2C and B2B industries.

Offering live chat support basically means having someone within reach of customers via live chat 24/7. This is a great way to understand what a customer needs during the onboarding process and help solve their problems. It is important to note that customers do not want to repeat themselves often, as 72% of customers expect you to know their details – their support history, purchase details or information about the account. That is why you should have a system that records every interaction and makes it available to your agents [3].

We have conducted a survey. In the study, individuals of the age of 16-20 were asked several questions, including whether they often use the chat window to contact a consultant, if it matters for them to have the opportunity to ask a question online, and others. The results showed that 82% of the respondents have personally encountered the sites that use conversational marketing tools. For 71% of users, the fact that they have an opportunity to ask a question online is important. But even having this opportunity, 72% still choose to ignore it. We can conclude that people are a bit suspicious of new changing technologies.

It is also worth noting that most Belarusian sites are in Russian and it is problematic for users to immediately understand whether it is a Belarusian one. Almost 73% responded that they did not know whether the sites using conversational marketing tools were Belarusian. Probably, Belarusian sellers should come up with a special designation to identify themselves. This will be beneficial for both them and their customers.

In conclusion, we can say that people still do not fully trust the offered innovations despite all their advantages. Companies should choose more persuasive tools to win the customers.

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CHINA'S INTEGRATION OF DIGITAL MARKETING AND LIVE E-COMMERCE: CURRENT STATUS AND PROSPECTS

With the development of Internet technology, digital marketing has become an essential tool for enterprises to promote their products and services. In recent years, live e-commerce, as a new marketing method, has also rapidly emerged in China and other regions. This paper explores the current status and future trends of the integration of digital marketing and live e-commerce.

Live e-commerce originated from China's online live streaming industry. It refers to the process where hosts showcase products, answer questions, and drive sales through live streaming platforms. This interactive and authentic approach has attracted a large number of consumers, especially young people. Initially started by some internet celebrities, live e-commerce has gradually evolved into a business model, attracting more brands and merchants to join. Its main advantages include:

- Real-time interaction: Live e-commerce platforms provide real-time interaction opportunities, allowing consumers to communicate directly with hosts, increasing their involvement in purchase decisions.
- Product demonstration: Live streaming vividly showcases product features, usage methods, etc., enhancing consumers' desire to purchase.
- Quantifiable marketing effectiveness: Live e-commerce platforms typically provide data analysis functions, enabling real-time monitoring of sales situations and providing a basis for adjusting marketing strategies.

China's real-time shopping industry experienced explosive growth in 2019, tripling from 121 billion yuan in 2018 to 417 billion yuan in 2019. This growth was driven by tech-savvy Chinese consumers demanding richer and more informative digital shopping experiences. In 2020, live commerce doubled due to coronavirus lockdowns, with brands, mall operators, and even local government officials turning to livestream selling to offset offline business losses. By 2023, it is projected to swell to five trillion yuan with a 41 percent year-over-year growth [1].

The integration of digital marketing and live e-commerce combines the advantages of both to enhance marketing effectiveness. For example, enterprises can promote live