

determine trends. Companies are providing them with jewelry for public outlet, filming and red carpets, which increases brand awareness and prestige.

A more suitable channel for promoting for the third type of consumers is participation of a jewelry brand in specialized exhibitions.

Another feature of the marketing strategy stands out – the inaccessibility of the brand. Some brands deliberately limit the production of jewelry that creates a feeling of rarity and exclusivity, and also makes the thing a status symbol, which especially attracts the rich and famous.

Personal sales, which are carried out by sales assistants, are valid for all clients. They are the face of the brand, and the perception of the brand depends a lot on their image, engagement, behavior and appearance. Consumers are used to instantly reading the information component of the showcase, evaluating the parameters contained in it, so the display of goods is of great importance. The exposition and demonstration equipment should look as advantageous as possible, comply with the rules.

In conclusion, we can say that understanding consumer preferences and targeting specific segments is key for successful branding and marketing strategies in the jewelry industry. By staying updated with trends, utilizing digital solutions, and collaborating with influencers, brands can drive sales and build a loyal customer base.

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DIGITAL AUDIO MARKETING

In today's dynamic and digitally connected world, marketing strategies have evolved beyond traditional visual and textual content. Audio marketing is the strategic use of sound, music, and voice to make your brand more recognizable. It is becoming a powerful tool to attract consumers, evoke emotions, and strengthen the brand image. Audio plays a pivotal role in influencing consumer behavior whether it is catchy jingles in radio commercials or carefully curated background music in retail spaces. Audio marketing speaks directly to listeners, which creates an intimate, immersive experience that visual effects alone can hardly generate. This study aims at exploring the diverse world of audio marketing. Various aspects will be touched upon, including audio branding, music in advertising, and the rise of podcasts [1].

Sound plays an equally great role in brand recognition and memorability of the brand as visual means. Just as visual logos become synonymous with brands, short and unique sound pieces defined as audio logos also create an auditory anchor, like Windows boot sound. When consumers hear these sounds, they instantly associate them with the respective brands. Another powerful case for employing sound as marketing factor is its ability to appeal to simple human emotions. A well-chosen background track in a commercial can evoke nostalgia, excitement, or calmness while these emotional bonds intensify brand memorability. Aside from music, voice also matters a lot. The person that voices the ideas of a brand is a very important marketing character, so marketing departments have to take a balanced decision of whose voice to choose. It is important to note that nowadays voice-activated digital assistants are becoming part of our everyday life and users can easily identify Siri or Alice from the hundreds. Voice branding manages the way consumers perceive a brand and encourages building up bonds with it [2].

In respect of music which is used to persuade buyers, it can be an efficient tool to contribute to cognitive load, requiring audiences to think more. Even though it might slightly hinder the message recall, positive feelings evoked by music can improve brand awareness. Research shows that music in advertising enhances creativity, empathy, emotive power, and information retention. The application of music becomes even more efficient when it highlights or relates to a narrative. It is just as significant to select the right genre. According to the research data, a wine shop sold more expensive bottles when it played classical music rather than popular hip-hop tracks [3].

The most important thing in advertising is harmony. When all elements of a commercial – product, image, music and others – harmonize seamlessly, viewers tend to experience positive feelings about the brand and the product or service. On the contrary, in case of disharmony, attitudes may turn negative. Music is not merely an active participant in advertising, it is a powerful force that boosts brand communication, cultivates emotional bonds with consumers, and can ultimately lead to success. Music in advertising goes beyond the role of just ambient sound, it is an intentional selection that facilitates the brand image.

Now, let us delve into podcast phenomena. Advertisers nowadays see the immense potential of podcast audience and are actively investing in podcast publicity [4]. Being originally niche, podcasts have gained widespread popularity due to technological progress, making them accessible to a big audience. The host of a podcast is an individual or group creating, producing, and presenting the content. They make interviews and conversations, share insights, and engage with the audience. Podcasts have revolutionized content consumption and opened up exciting opportunities for monetization and business growth. Host-read commercials are perceived as being less intrusive and more natural at the same time enabling the podcast host to introduce their personality into the commercial, creating a halo effect on their listeners. Research indicates that host-read ads lead to a 14% higher increase in ad recall compared to non-host-read promos [5].

In conclusion, the realm of audio marketing is wide and diverse, offering a number of opportunities for brands to get engaged with their audience on a deeper level. The strategic use of sound, music, and voice has proven to be effective in not only capturing attention but also in evoking emotions and shaping brand image. From sound and voice branding to the use of music in advertising and the increasing popularity of podcasts,

audio marketing is a powerful tool in today's digitally connected world. It goes beyond visual experience and communicates with listeners directly, at the same time influencing consumers' behavior.

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PROPAGANDA AS A STRATEGIC TOOL IN MODERN MARKETING

Propaganda, as a form of manipulation of public opinion, has ancient roots and is closely interconnected with various spheres of human activity. However, today, in the era of digital information and global communications, its role and importance become especially relevant in the context of marketing. Propaganda, on the one hand, acts as a tool for shaping public opinion and, on the other hand, as a means of influencing consumers and creating a certain perception about products or services. Therefore, the aim of the study is to examine the role of propaganda in modern marketing, to identify the methods of its application and to assess its impact on consumer behaviour and business success.

The term “propaganda” means “to be spread” in Latin and was first used in the 15th century to spread Christianity. Propaganda is the strategic process of shaping and controlling public opinion by actively disseminating certain ideas, beliefs and viewpoints. Its primary purpose is to establish certain perceptions of the world that are favourable to the one who is carrying out the propaganda. The information presented by propagandists may vary, but its basic requirement is to be clear and easy to understand for a wide audience [1].