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MODERN APPROACHES TO ADVERTISING

As technology advances and consumer behavior changes, brands are increasingly turning to advertising professionals with creative approaches to attract the attention of even larger audiences. Traditional methods of advertising are giving way to new, non-standard and original approaches that allow you to stand out from the competition and convince consumers of the benefits of their product or service. The purpose of this paper is to study and analyze modern approaches that can attract the attention of the audience and increase the effectiveness of advertising campaigns in today's competitive environment. Let's consider the approaches to advertising in the modern world:

1) Using viral marketing. This method is based on the creation of content that users will actively distribute in social networks and messengers, which will bring a huge number of views. Includes methods: Pass along (analog of “word of mouth” only for online environment, if the content is “stitched” unobtrusive advertising, the effect will exceed expectations), Incentivized viral (inducement and reward for the performed action, this includes all kinds of promotions, bonuses, drawings of the type: “bring a friend and get a 15% discount”), Undercoveri (marketers create content before the start of the project and massively inflame intrigue around it or create artificial restrictions, for example, send personal invitations for registration, limit the number of participants at first, etc.) [1].

2) Use of Influencer Marketing. Companies ask popular bloggers, celebrities or experts in a particular field to advertise their products or services. This cooperation can happen for money or by barter. Influencers have a large number of subscribers and can influence their opinion and interest them in buying a product or service.

3) The use of interactive advertising. Its peculiarity is that the user participates in the advertising process. He is offered to perform some action: for example, scan a QR code to “visit” augmented reality, swipe on the screen to launch creative elements or something else. Playable – literally – an ad that can be played (it is relevant for the promotion of game mobile applications) [2].

4) Use of personalized and targeted advertising. It is shown only to a selected (target) audience according to specified parameters (characteristics and interests) of people who may be interested in the advertised product or service. Thanks to analytics

and machine learning, companies can create advertising messages that precisely match the interests and needs of each specific consumer.

Thus, today's market requires from companies non-standard solutions and innovations related to advertising. Modern approaches help to attract the attention of the audience, create a certain impression and convince consumers to make a purchase, as well as to return to this brand more than once. In conditions of market oversaturation with different information and huge competition, original and non-standard methods of advertising become a key factor in a successful marketing strategy.

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THE EFFECTIVENESS OF HYPERLINKS IN DIGITAL ADVERTISING AND THEIR IMPACT ON CONSUMER BEHAVIOUR

In today's digital world, marketing is becoming increasingly interactive and dynamic. One of the key tools of digital marketing is hyperlinks, which direct users to the desired information or action. The effective use of hyperlinks in digital advertising campaigns is essential to attract audience attention and stimulate consumer behaviour. This research paper analyses the effectiveness of hyperlinks and their impact on consumer behaviour. The aim of this paper is to analyse the impact of hyperlinks in digital advertising campaigns on consumer behavioural performance.

Hyperlinks are a key element of digital marketing, providing interactivity and directing consumers to the right information or action. Here are some of the features and essence of hyperlinks in digital marketing: interactivity, targeting, ease of navigation, trackability, attractiveness, search engine optimisation.

Marketers can use hyperlinks to precisely target audiences based on their profiles and behaviors. Dynamic and personalized links can route users to tailored product pages or content they are most interested in. This improves relevance and increases the chances of conversions. Hyperlinks allow for two-way interaction between marketers and consumers. By clicking links, users can actively explore related content and take desired actions. This fosters engagement and keeps people within the digital experience. Well-structured hyperlinks provide a seamless navigation experience, allowing users to easily move between pages without friction. They simplify access to important information with just a click. This enhances usability and positively impacts brand perception. The click-