

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.

REFERENCES:

1. Calltouch blog [Electronic resource]. – Mode of access: <https://www.calltouch.ru/blog/>. – Date of access: 22.03.2024.
2. Byyd [Electronic resource]. – Mode of access: <https://www.byyd.me/ru/>. – Date of access: 22.03.2024.

Valeriya Mironovich

Science tutor *L. Vasilevskaya*
BSEU (Minsk)

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-

through activity generated from hyperlinks provides a trove of data that marketers can analyze. Link clicks can reveal user preferences, purchasing patterns and response to campaigns. This data-driven insight enables optimization of digital strategies over time. Appearance factors like colors, formatting and visual cues help hyperlinks stand out visually. Memorability also depends on compelling call-to-action text. Creative design of hyperlinks can boost click-through rates. Strategic use of hyperlinks to relevant internal and external pages supports search engine crawlers in understanding site structure and content. This helps boost organic search rankings and visibility.

The knowledge of the essence and features of hyperlinks in digital marketing allows companies to use them effectively to engage audiences.

To evaluate the impact of hyperlinks, the method of conducting a survey among 50 consumers has been used, where 72.1% of the interviewees are women and 27.9% are men. According to the results of the survey there are some recommendations for optimising the use of hyperlinks in digital advertising campaigns: use hyperlinks with keywords or phrases that will attract the attention of the target audience and be as relevant as possible to the content of the destination page; maintain consistency between the text of the link and the content of the page it leads to. This will help reduce bounce rates and improve user experience; use unique and attractive titles for hyperlinks to grab users' attention and increase the likelihood of them clicking; test different hyperlink options to determine which ones are most effective and lead to better results; use link tracking to analyse the effectiveness of advertising campaigns and optimise them for better results.

In summary, to optimise the use of hyperlinks in digital advertising campaigns, attention should be paid to improving content quality, relevance and attractiveness, as well as a more targeted approach to ad placement according to audience preferences.

REFERENCES:

1. Карпова, С. В. Маркетинговый анализ. Теория и практика : учебное пособие для вузов / С. В. Карпова, С. В. Мхитарян, В. Н. Русин ; под общей редакцией С. В. Карповой. – Москва : Издательство Юрайт, 2021. – 181 с.
2. Kotler, Ph. Principles of Marketing / Ph. Kotler, G. Armstrong. – Oxford University Press, 2021. – 736 p.

Yana Pirtan

Science tutor *L. Bedritskaya*
BSEU (Minsk)

THE INNOVATION OF VIDEO MAKING AND FURTHER APPLICATION IN ADVERTISING

The purpose of the article is to explore some of the key innovations in video making and examine their applications in advertising.

The advent of video making has completely transformed the advertising industry, empowering marketers with powerful tools to effectively engage and communicate with