

4. Frequent and fast frame changes force the user to review the video several times, which contributes to its promotion [2].

In conclusion, my experience in creating videos for business allows me to conclude that video is increasingly capturing the world of advertising, and if you know how to present your product in a video correctly, you can quickly increase your sales and develop in the market.

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INFLUENCER MARKETING

The modern world is a consumer society, where companies and sole proprietorships are struggling to attract the public to purchase their products. With billions of active users worldwide, social media has revolutionized the way we connect, share information and consume content, but what is more it has transformed the way businesses can influence consumer behavior.

Social Media Marketing is the process of attracting customers through the masmedia as a channel for promoting goods and service of a company [1]. Within social media marketing the most promising tool is influencer marketing. Influencer marketing is the digital equivalent of word-of-mouth marketing. It is a new form of social media marketing where companies create partnerships with individuals who have a strong influence over a specific audience to promote products or services. They can be social media personalities, bloggers, YouTubers, or celebrities who have a large and engaged following on platforms like Instagram, YouTube, TikTok and usually they are called influencers.

The purpose of this paper is to show a new effective marketing tool and its influence on the development of businesses and consumers' behaviour.

To understand it better we will consider the rule of 3Rs of influencer marketing and how to use it in order to achieve business goals and reach success.

The first "R" of influencer marketing is relevance. Relevance is crucial because if an influencer's followers aren't interested in your brand or business, they won't convert, regardless of their reach. Thus, picking a relevant influencer is a challenge but highly rewarding practice for a modern business.

The second “R” stands for reach. Reach is the number of people who will see your brand message through the influencer. The more the reach, the more important the influencer is. However, reach is not just the number of followers an influencer has. It is more about the influence, popularity and general perception of the influencer.

The final R of the influencer marketing is resonance. It is generally denoted by the level of influencer’s engagement rate. An influencer with fewer followers but high engagement can be more effective and valuable at creating authentic and relatable content that encourages one to take action by liking a post, visiting your website, or making a purchase [2].

I conducted a survey the purpose of which was to show the impact of influencer marketing on consumers’ behaviour and its contribution to the development of business. According to the survey, most customers bring attention to creative unobtrusive advertising, high-quality interesting content and discounts provided by influencers. The personality of an influencer plays a crucial role. Consumers admit that they rely on recommendations of influencers whom they trust. Influencer marketing allows businesses to leverage this trust to promote their products or services. I found out that the majority of respondents recognize the advantage of the new tool over traditional advertisement. So influencer marketing can be an effective tool in the development of business in our modern world. With the usage of this tool there are the following changes in business and consumers’ behaviour: increasing sales, brands awareness, increased need in purchasing products advertised by influencers.

The advantages of influencer marketing are numerous. Influencers create content that aligns with their personal brand and style, making the promotion feel more authentic and genuine to their followers, who are often overloaded with tons of commercial advertisements every day. Influencer marketing can help businesses build brand awareness. By partnering with influencers who have a large following, businesses can increase their visibility and reach new audiences. Influencers can drive traffic to a business website, increase sales and encourage followers to take action through promotional codes, affiliate links, or sponsored content. Influencer marketing is a cost-effective strategy compared to traditional advertising, especially for businesses looking to target specific audiences, increase brand awareness, reach higher engagement rates, and ultimately, increase sales [3].

Alongside the advantages there are several disadvantages. It can be hard to choose the right influencer that will suit your brand style and inspire customers’ trust in order to increase sales and brand awareness. With the increasing popularity of this tool there is plenty of low-quality intrusive advertising that irritates customers and makes them unwilling to purchase anything that they see on social media.

But the advantages of this tool still outweigh disadvantages as businesses can change negative attitude to influencer marketing, making a choice in favor of quality, not quantity. Choosing the right influencer is the key to success.

In conclusion, we can say that influencer marketing is leveraging the influencer’s credibility, trust, and relationship with their audience to promote a brand’s products or services authentically. With the continued growth of social media and the decline of traditional advertising methods, influencer marketing has become an essential part of many brands’ growth strategies to reach a targeted audience, build trust with consumers,

and increase engagement rates. What is more, its impact is expected to continue to grow in the coming years.

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PECULIARITIES OF CHINESE BRANDS PROMOTION TO THE EAEU MARKET

The purpose of this paper is to study the trends and techniques of promoting Chinese brands in the EAEU market. For this purpose, the following are considered: the transition to knowledge-intensive products, the bias of the Chinese economy towards science, the emergence of innovative brands, and the adaptation of marketing strategies.

Digitalisation has become a major catalyst for China's economic strength. And the stereotype "Made in China" has radically changed the vector of perception among the residents of the post-Soviet space, thanks to the official strategy "Made in China 2025" [1].

The author of the research studied the UNESCO report on science. As a consequence of that it was revealed that in the period from 2014 to 2018, global expenditures on science have significantly increased, moreover, they overtook the growth of global gross product. The country is ahead of the United States in the global share of publications in the field of robotics and Artificial Intelligence, has almost half of all scientific publications and patent applications [2].

Therefore, the emergence of innovative and progressive brands in China is not a matter of luck. The share of Chinese brands in the annual Brand Finance Global 500 ranking is 15.70% (second place after the US). And in 2007, China was not even in the top 10, which shows the expanding influence of Chinese brands [3].

Previously, the imported products that came from China were of inadequate quality and also China was actively trading in counterfeit goods. It is to overcome the echoes of the past that China is innovating in manufacturing and is actively fighting against