

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

counterfeit products. The country has several anti-counterfeiting and intellectual property protection agencies, and is utilising blockchain technology.

Successful promotion of Chinese brands in the EAEU market requires a deep understanding of local peculiarities.

Wechat is the most widespread mobile application in China. The platform serves as a platform for messaging and shopping. The social network has its own in-built TenPay service. In the EAEU market, Wechat is hardly used by the population, so Chinese brands are adapting to other social networks. For example, Haier brand is represented by accounts in Instagram, Facebook, TikTok, VKontakte, Twitter.

The key characteristic of the PRC Internet is KOL marketing, and it is projected onto the EAEU market: working with different audiences is Lenovo's calling card. In 2015, the international promotional campaign Goodweird appeared. Famous bloggers representing different countries shot music videos in support of the company's products. The Russian segment was represented by a blogger – EeOneGuy, the blogger's clip collected more than 2.8 million views in 48 hours [4].

Hisense is a company specialising in the production of home appliances and electronics. The brand actively introduces its products to the EAEU market. Hisense traditionally supports sporting events on a global scale. In 2022, Hisense acted as one of the official sponsors of the FIFA World Cup Qatar 2022™.

Lenovo began to actively promote their technology through social networks and the Internet. The company emphasised on contact with the target group. In 2014, Lenovo launched the "Lenovo Vibe Tour". The tour took place in five Russian megacities with interactive presentations and performances by the bands "Pizza" and "Brainstorm".

Localisation at the language level. In the "About the Company" section of Lenovo's Russian-language website: "We don't just introduce innovations – they are in our blood". The Chinese version has a different nuanced translation, focusing on the themes of raising living standards and increasing the percentage of GDP. The Russian-language version is specific to "their" consumers – it uses the phraseology characteristic of the Russian mentality "we have it in our blood" [5].

Thus, Chinese marketing is unique. Based on China's experience, Belarus can also develop its own national marketing. For example, such areas as the use of KOL marketing, a bias towards interactive events, the use of local languages and localisation of its brands, innovations in production can contribute to the successful positioning of Chinese business practices in the Belarusian market.

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SOCIAL MEDIA MARKETING AS A WAY TO PROMOTE A BRAND

Social media marketing is the promotion of goods, services, and a brand on social networks, a way for companies to interact with their target audience on social platforms, blogs, forums, and communities.

SMM goals may vary depending on the specific company and its marketing needs, but there are several main ones: brand promotion, attracting the target audience, increased sales, audience loyalty, market and competitor analysis.

The purpose of this paper is to explore the impact of social networks to use them as a brand promotion tool. In accordance with the purpose, the following tasks determine the most effective social network for brand promotion; research on the features and opportunities of brand promotion in social networks.

The main advantages of using social networks to promote a company are wide coverage, the ability to interact with customers. For example, special discounts or promotions, contests with prizes, access to exclusive events or information.

And there are also disadvantages: lack of time and resources, mistakes in choosing an audience and content strategy, as well as the wrong choice of a social network for promotion.

When choosing a strategy, it is important to take into account the specifics of each social platform. 3.9 million people use social networks and messengers in Belarus, which is 41% of the country's population. Facebook, Instagram, Odnoklassniki, VKontakte and TikTok are the most popular social networks.

We have reviewed several digital platforms. Currently, there is an increase in the share of advertising budgets in Instagram and TikTok. This is easy to explain, since Instagram and TikTok are the largest advertising platforms, which provide a wide range of opportunities for brand promotion.

On Instagram, you can share visual content such as photos and videos and use hashtags to increase visibility in search results. Reels video format is also a useful tool for promoting pages and business accounts – full-fledged videos with sound, music, various effects, subtitles. Interesting video content quickly goes viral. Users actively make reposts and send links to friends.