

MARKETING DEVELOPMENT IN THE REPUBLIC OF BELARUS IN 2024

Marketing is the process of planning and practically implementing the development of ideas, goods and services, setting prices for them, stimulating their sales and distribution to implement exchanges that satisfy the goals of individuals and organizations. In general terms, marketing is aimed at motivating current and potential customers to purchase products from a particular manufacturer or seller.

Marketing is evolving at a very fast pace these days thanks to the emergence of new technologies and new strategies for interacting with customers. Going forward, the main keys to creating successful advertising are technological innovation and the use of creativity, as well as attention to consumer needs. In 2023, the world is being taken over by artificial intelligence (AI), which is rapidly replacing previous work tools. Applying the power of AI allows marketers to optimize their time and increase efficiency. A neural network helps marketers quickly analyze data about behavior and environmental preferences. Based on information disclosure, AI makes recommendations to create content that is sustainable for interests and producers. AI is a technique that can analyze large amounts of data and identify patterns and trends. In this way, valuable information can be obtained about the behavior of the environment, the effectiveness of implemented strategies and predict future changes, which helps to make more informed decisions in making marketing strategies.

Services like Midjourney, Kandinsky, Stable Diffusion and others provide a unique opportunity to generate images without the involvement of specialists, allowing marketers to create compelling visual content on their own. AI can create pictures and even photographs that match specific queries. AI can also be used to automatically create video content. It can process video clips and audio files to generate professional-looking commercials or animations for websites and social media. This greatly simplifies the process of creating video content and allows marketers to create compelling videos without the need to hire specialists.

In 2024, personalization will become one of the main trends in marketing. Personalized marketing is a marketing strategy through which companies use data analytics and digital technology to deliver personalized messages and product offers to current or potential customers. In 2024, marketers will continue to deliver personalized content across multiple communication channels. They take into account consumer preferences regarding the use of social networks, email and mobile applications to interact with the client in a more convenient format for him. For example, these could be social networks and instant messengers, as well as email. Sending personalized messages, notifications and newsletters (taking into account the behavior and interests of recipients) increases the level of customer engagement [1].

Voice search is one of the key trends in marketing that appeared several years ago and continues to actively gain popularity every year. With the development of voice

control technologies and the advent of voice assistants (Alice, Google Assistant, Siri, Alexa), more and more users prefer to use this function to search for information, make purchases and perform everyday tasks. Marketers immediately adopted the new technology and are actively implementing it into websites for more successful promotion. It is known that users aged 18-34 years old use voice search the most. More than 50% of adults say they use voice search every day. In 2023, there will be 4.2 billion voice assistants in the world. Their number is expected to double this year. Another search trend – visual search (image search) is also actively developing and being updated with new tools [2].

Adding an organization to Google and Yandex Maps provides a number of benefits and features that can significantly increase its visibility and attractiveness. You can provide useful information about your organization, such as address, contact information, opening hours, social media links, and more. This will help customers quickly get all the information they need about your business. Users will also be able to add reviews, and positive reviews help establish trust in the organization [3].

It is also important to consider that businesses that communicate openly and provide complete information about their products are more trustworthy. They should be honest about the product, its production, quality, pricing and other aspects. If a business is hiding something, consumers may become interested, find false information on the Internet, and spread it. The more information is publicly available, the less guesswork and negativity. It is also important to monitor all mentions of the brand on social networks in order to avoid the appearance of false information about the company and to process people's reviews [4].

Thus, in a modern and constantly changing world, the profession of a marketer values skills such as the ability to analyze the market, competently organize one's work, find common ground with different audiences, and also own a wide range of office computer programs and Internet services for marketing purposes. The ability to work with artificial intelligence provides a good job prospect for marketers.

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