

3. По мере того, как Китай возвращается в рабочий режим, китайские бренды начинают активно использовать стриминг. – 26.02.2020. – URL: <https://spark.ru/startup/china-smm/blog/56822/po-mere-togo-kak-kitaj-vozvrashaetsya-v-rabochij-rezhim-kitajskie-breendi-nachinayut-aktivno-ispolzovat-striming> (дата обращения: 25.11.2024).

4. 3 способа рекламы в WeChat – цены и примеры кейсов успешного арбитража. – 28.08.2018. – URL: <https://goo.su/q1xHO> (дата обращения: 25.11.2024).

5. SMM продвижение в Китае. – 26.02.2020. – URL: <https://uglc.ru/blog/smm-prodvizhenie-v-kitae> (дата обращения: 25.11.2024).

6. Кузьмина, Е. Феномен популярности коротких видео в социальных сетях / Е. Кузьмина. – 10.02.2022. – URL: <https://vc.ru/u/1083354-evgeniya-kuzmina/362927-fenomen-populyarnosti-korotkih-video-v-socialnyh-setyah> (дата обращения: 25.11.2024).

**V. A. Vinogradova,**

*Scientific supervisor E. A. Malashenko,  
PhD in Pedagogy, Associate Professor,  
Belarus State Economic University  
(Minsk, Republic of Belarus)  
Immnikaa17@gmail.com*

## **THE EVOLUTION OF DIGITAL MARKETING IN BELARUS AND CHINA: TRENDS, CHALLENGES, AND COLLABORATIVE OPPORTUNITIES**

**Abstract.** *Digitalization of marketing has become a key factor in the transformation of business processes and the ways companies interact with consumers. This article examines the current state of marketing digitalization in the Republic of Belarus and the People's Republic of China, as well as the challenges faced by both countries. A comparative analysis reveals common trends and unique features of digital marketing in these nations. In conclusion, the prospects for development and opportunities for collaboration between Belarus and China in this area are discussed.*

**Keywords:** *digitalization, marketing, customer interaction, business processes, globalization, technological progress, Republic of Belarus, People's Republic of China, social networks, content marketing, SEO optimization, qualified specialists, budget, data integration, Alibaba, competition, data security, privacy, trends.*

**В. А. Виноградова,**  
научный руководитель Е. А. Малашенко,  
кандидат педагогических наук, доцент,  
Белорусский государственный экономический университет  
(г. Минск, Республика Беларусь)  
Immnikaa17@gmail.com

## **ЭВОЛЮЦИЯ ЦИФРОВОГО МАРКЕТИНГА В БЕЛАРУСИ И КИТАЕ: ТЕНДЕНЦИИ, ВЫЗОВЫ И ВОЗМОЖНОСТИ СОТРУДНИЧЕСТВА**

**Аннотация.** *Цифровизация маркетинга стала ключевым фактором в трансформации бизнес-процессов и способов взаимодействия компаний и потребителей. В данной статье рассматривается текущее состояние цифровизации маркетинга в Республике Беларусь и Китайской Народной Республике, а также проблемы, с которыми сталкиваются обе страны. Сравнительный анализ позволяет выявить общие тенденции и уникальные особенности цифрового маркетинга в этих странах. В заключение обсуждаются перспективы развития и возможности сотрудничества между Беларусью и Китаем в данной области.*

**Ключевые слова:** *цифровизация, маркетинг, взаимодействие с клиентами, бизнес-процессы, глобализация, технологический прогресс, Республика Беларусь, Китайская Народная Республика, социальные сети, контент-маркетинг, SEO-оптимизация, квалифицированные специалисты, бюджет, интеграция данных, Alibaba, конкуренция, безопасность данных, конфиденциальность, тенденции.*

The digitalization of marketing encompasses a wide range of technologies and strategies aimed at enhancing customer interaction and optimizing business processes. In the context of globalization and technological advancement, countries strive to adapt their marketing strategies to new conditions. Belarus and China represent interesting examples in this regard, as both countries are actively developing digital technologies in the field of marketing.

In Belarus, the digitalization of marketing began to actively develop in the early 2010s. The main directions include the use of social media, content marketing, and SEO optimization. For example, the company “Velcom”, one of the largest mobile operators in the country, actively uses social media to promote its services and interact with customers. According to a study conducted by the agency “Marketing.by”, more than 70 % of Belarusian companies use social media to promote their goods and services (Marketing.by, 2022).

Despite positive trends, the Belarusian market faces a number of challenges. First, the lack of qualified specialists in digital marketing limits companies' opportunities. For instance, many small and medium-sized enterprises cannot afford to hire experienced specialists or agencies to develop effective strategies. Second, many enterprises do not have sufficient budgets to implement modern technologies, which hinders their development. There is also the issue of insufficient integration of data and analytics tools, making it difficult to make informed decisions.

China is a leader in the digitalization of marketing. According to the China Internet Network Information Center (CNNIC), over 900 million people in China actively use the internet, creating a vast market for digital marketing (CNNIC, 2023). The main platforms for promotion are WeChat, Weibo, and Douyin. For example, Alibaba uses these platforms to promote its products through live broadcasts, allowing real-time interaction with consumers and increasing sales.

Despite successful development, the Chinese market also faces challenges. First, high competition requires companies to constantly update their strategies and tools. For instance, companies like Pinduoduo use aggressive pricing strategies and innovative sales approaches, forcing other market players to adapt to new conditions. Second, data security and privacy issues are becoming increasingly relevant amid tightening legislation. Additionally, many companies struggle to adapt to rapidly changing trends.

Comparing the digitalization of marketing in Belarus and China, several key differences can be highlighted. Firstly, the level of internet penetration and the use of digital technologies are significantly higher in China. Secondly, Chinese companies are more actively utilizing innovative approaches and technologies such as artificial intelligence and big data. For example, JD.com applies machine learning algorithms to personalize offers for its users, while Belarusian companies are still in the early stages of implementing such technologies.

In Belarus, a growing interest in automating marketing processes and implementing analytical tools is expected. The increase in the number of IT startups may also contribute to the development of digital marketing. An example is the startup "SMMBox", which offers solutions for automating social media management. Prospects for collaboration with international companies could provide an additional boost for growth.

In China, the development of artificial intelligence and machine learning technologies in marketing will continue. There is also expected to be a growing interest in personalized offers for consumers, which will require companies to conduct deeper data analysis. For instance, Baidu is actively developing AI technologies to enhance user experience on its platforms.

As real examples of cooperation between Belarus and China in the field of marketing, it should be highlighted the project “Belarus – China: E-commerce”, joint startups and ongoing experience exchange.

In 2021, the project “Belarus – China: E-commerce” was launched with the aim of developing mutual trade through online platforms. Within the framework of this project, Belarusian manufacturers can present their products on Chinese platforms such as JD.com and Tmall. For example, the Belarusian company “Mir Produktov” successfully began selling its products through Tmall, allowing it to enter a new market and increase sales volumes.

In 2022, a startup forum was held in Minsk where Belarusian and Chinese entrepreneurs discussed opportunities for cooperation in the fields of marketing and technology. One successful example is the startup “SMMBox”, which developed a platform for automating social media management. During the forum, an agreement was reached for collaboration with Chinese investors to expand the platform’s functionality and enter the Chinese market.

In 2023, an exchange of delegations took place between Belarusian and Chinese companies in the field of digital marketing. Belarusian specialists visited Beijing, where they studied the experience of Chinese companies in using big data and artificial intelligence for marketing. In turn, Chinese experts conducted workshops in Minsk on effective use of social media for brand promotion.

The digitalization of marketing is an important aspect of modern business in both Belarus and China. Despite existing challenges, both countries have significant potential for further development in this area. Cooperation between them could open new horizons and create opportunities for innovative growth.

Cooperation between Belarus and China in the field of digital marketing can be mutually beneficial. Belarus can learn from China’s experience in using modern technologies, while Chinese companies may consider Belarus as a promising market for their products and services. Joint projects could include knowledge exchange, collaborative startups, and research initiatives.

Cooperation between Belarus and China in the field of marketing has enormous potential. It is expected that in the future, the number of joint projects and initiatives aimed at developing digital technologies and marketing will increase. The opportunities include:

- Creation of Joint E-commerce Platforms: Establishing platforms that will allow Belarusian producers to enter the Chinese market more effectively;
- Training Specialists from Belarus: Providing training in modern digital marketing methods through internships and exchange programs with Chinese companies;

- Joint Research Development: Conducting joint research on consumer behavior and market trends, which will help both parties better understand each other's needs;

- Integration of Artificial Intelligence and Big Data Technologies: Belarus and China can collaborate on the development and implementation of AI technologies and big data analysis to optimize marketing strategies. This will enable more precise audience segmentation, prediction of consumer preferences, and adaptation of offers to meet customer needs;

- Expansion of Logistics Capabilities: Joint efforts to improve logistics infrastructure between the two countries can significantly speed up the delivery process, which is a key factor in e-commerce. Creating efficient logistics chains will help Belarusian companies reduce costs and improve customer service quality;

- Participation in Exhibitions and Fairs: Belarus can actively participate in Chinese exhibitions and fairs, providing an opportunity to promote its goods and services in the Chinese market. Conversely, Chinese companies can utilize Belarusian exhibitions to enter Eastern European markets;

- Joint Advertising Campaigns: Developing joint advertising campaigns aimed at both the Belarusian and Chinese markets. This could include cross-promotions and utilizing popular Chinese social networks to promote Belarusian brands;

- Support for Startups and Innovative Projects: Establishing incubators and accelerators to support startups in marketing and technology, enabling young companies to find partners and investors in both Belarus and China;

- Deepening Cultural Exchange: Organizing cultural events, seminars, and conferences that will help better understand the cultural characteristics and consumer preferences in both countries. This knowledge can be used to create more effective marketing strategies;

- Sustainable Development and Ecology: Considering global trends towards sustainable development, Belarus and China can jointly develop environmentally friendly products and marketing strategies aimed at eco-conscious consumers.

Thus, cooperation between Belarus and China in the field of marketing holds significant prospects that can lead to mutually beneficial development of the economies of both countries.

Digital marketing is an important aspect of modern business in both Belarus and China. In the context of rapid technological development and changing consumer preferences, the shift to digital platforms is not just relevant but necessary for successful competition.

Despite existing challenges, such as differences in cultural and economic contexts, as well as the readiness of companies to adopt new technologies,

both countries possess significant potential for further development in this area. For example, Belarus, with its highly skilled specialists in IT and digital technologies, can offer innovative solutions for Chinese companies looking to optimize their marketing strategies.

### References

1. Overview of the Digital Marketing Market in Belarus. – 2022. – URL: <https://marketing.by> (date of access: 14.02.2025).
2. Statistical Report on the Development of the Internet in China. – 2023. – URL: <https://www.cnnic.net.cn> (date of access: 14.02.2025).
3. The Use of Artificial Intelligence in E-Commerce. – 2023. – URL: <https://www.alibaba.com> (date of access: 14.02.2025).
4. Belarus and China at a New Stage of Relations: Expert on Priorities and Prospects. – 2024. – URL: [https://www.belarus.by/ru/business/business-news/belarus-i-kitaj-na-novom-etape-otnoshenij-ekspert-o-prioritetax-i-perspektivax\\_i\\_176416.html](https://www.belarus.by/ru/business/business-news/belarus-i-kitaj-na-novom-etape-otnoshenij-ekspert-o-prioritetax-i-perspektivax_i_176416.html) (date of access: 14.02.2025).

**Гао Я,**

научный руководитель Т. Е. Бондарь,  
кандидат экономических наук,  
Белорусский государственный экономический университет  
(г. Минск, Республика Беларусь)  
[g3269824179@gmail.com](mailto:g3269824179@gmail.com)

## ИНВЕСТИЦИОННОЕ СОТРУДНИЧЕСТВО КИТАЯ И БЕЛАРУСИ: СОСТОЯНИЕ И ПЕРСПЕКТИВЫ

**Аннотация.** В статье дается общая характеристика экономическому сотрудничеству Китайской Народной Республики и Республики Беларусь, показана суть национальных и общих интересов государств-партнеров и важность их практической реализации. Дана оценка сегодняшнему состоянию китайско-белорусского сотрудничества, обозначены основные благоприятствования ему, основные его проблемы и определены пути их решения.

**Ключевые слова:** международное сотрудничество, всепогодное и всеобъемлющее стратегическое партнерство, инвестиционные проекты, экспорт и импорт продукции, работ, услуг.