

In digital marketing, young entrepreneurs have exceptional opportunities to promote their businesses internationally through social media, content marketing, and search engine optimization (SEO). These strategies help them reach broader audiences and improve brand visibility.

Social media platforms such as Instagram, Facebook, and TikTok enable entrepreneurs to engage with target audiences through convincing content. In a survey I conducted, it was found out that 71% of young people who have a positive experience interacting with brands on social media are likely to recommend those brands to others.

Content marketing is important for establishing authority and attracting potential customers. High-quality blogs, videos, and infographics foster trust in the brand. Regularly updated and optimized content can significantly boost website traffic. SEO improves website visibility in search engines. By optimizing content with relevant keywords and enhancing user experience, companies can achieve higher search rankings. Engaging in SEO can increase organic traffic by 50% or more.

Thus, the combination of social media, content marketing, and SEO provide young entrepreneurs with powerful tools for promoting their businesses internationally. These strategies not only attract customers but also contribute to building a sustainable brand image.

The conclusion I can make is as follows: digital transformation is changing international business, creating growth and innovation opportunities for the young. Young entrepreneurs can use digital marketing strategies to successfully promote their products and services.

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DIGITAL REALITY AND SMART BUSINESS

Modern business is undergoing a revolution due to the development of information technology (IT) and artificial intelligence (AI). These technologies not only optimize processes but also create new opportunities for interacting with customers and

entering global markets. The COVID-19 pandemic accelerated digitalization, making technology a necessity. The aim of this project is to examine the impact of IT and AI on business, successful cases (for example, Taobao), and the prospects for the Belarusian IT sector.

Digitalization reduces costs by 30-40% and accelerates product introduction to the market. Companies that ignore technology, however, face risks of losing customers and inefficient management. The lack of a CRM (customer relationship management) system, for example, slows down decision-making and the overall work of the company.

IT has a key impact on various fields of activity, transforming business processes. In manufacturing, robotics, as exemplified by Tesla, and production management systems (MES), can improve the accuracy of operations and reduce the percentage of defects. In logistics, artificial intelligence (AI), used by companies such as Walmart, predicts demand and optimizes supply chains, increasing their efficiency.

Due to the survey that was conducted, an example of a company that successfully implements new technologies is Taobao. The Taobao platform, owned by the Alibaba group, is an online marketplace that brings together 10 million sellers and 900 million buyers, without the need to hold their own inventory. Its success relies on the use of advanced technologies such as artificial intelligence, machine learning, and blockchain. Blockchain is an advanced data storage mechanism that allows the secure exchange of information between business partners. This creates a safe and convenient shopping experience.

AI can be made available to small businesses through the use of ready-made and easy-to-use cloud solutions and automation of routine processes, or by introducing modern systems that don't require large investments for implementation in production processes (CRMs and chatbots). Government support, in the form of grants and training programs as well as open and free AI tools significantly reduces financial and technical barriers. Finally, cooperation and sharing of AI resources allows small businesses to join forces and gain access to advanced technologies otherwise inaccessible to them.

A survey was conducted by International Business Alliance on the development of Belarusian IT. The Global Innovation Index, the number of employed and dismissed workers by country, and the startup ecosystem index were taken into account among other countries. The results were disappointing. Belarusian IT, which was previously a driver of the economy, with an export revenue of \$3.2 billion in 2021, has faced a crisis after 2022 due to sanctions, political isolation, significant staff outflow, and relocation of large companies to another countries. This has led to a drop in exports and deterioration in positions in international ratings.

To restore the industry, it is necessary to normalize the political situation, support startups, reform education, develop promising areas such as fintech and e-government, and reduce excessive government control that limits flexibility and innovation potential. Despite the political and economic challenges, the Belarusian IT sector is demonstrating trends towards import substitution, the development of niche areas, and reorientation towards the Russian market. At the same time, it is supporting the education of personnel and the digitalization of the domestic market. The success of this industry's development

will depend on the normalization of the current situation and the ability of companies to adapt to changing conditions.

In conclusion, this project examines the impact of IT and AI on business, successful cases (for example, Taobao), and the prospects for the Belarusian IT sector. Digitalization is a necessity for competitiveness. Small businesses should start with simple AI solutions, and Belarus should reform the IT sector in order to regain lost positions. The future belongs to hybrid models that combine innovation, ethics, and sustainable development.

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SELLING AND ADVERTISING SERVICES ON THE INTERNET: STRATEGIES FOR SUCCESS IN THE DIGITAL AGE

The first thing that needs to be said is that a person living in the 21st century has to deal with digital innovations every day, which have completely flooded all spheres of daily life. Internet as a revolutionary technology has changed not only the ways of communication and access to information, but also the very structure of society. The improvement of social networks and online stores has contributed to the emergence of