

## **MARKETING ADVERTISING STRATEGIES IN SOCIAL MEDIA**

The purpose of this work is to give an overview of the current state of advertising and evolving marketing channels.

Advertising is paid for marketing activity that gets your products and services in front of your audience to raise awareness, create demand and boost sales. We can't deny the fact that nowadays, the world of business is very competitive, hence advertising is being used to get ahead of competitors. Advertising plays an important role in starting a business, building a brand, and positioning a company, product, or service. Advertising is an important part of a business growth strategy. Many advertising media are used for marketing a product or brand[1].

In the ever-evolving landscape of marketing, the effectiveness of traditional advertising is increasingly being questioned. With the rise of social media platforms and changes in customer behavior, brands are reconsidering their advertising strategies. Traditional advertising including TV, radio and print ads has long been a staple in marketing strategies. However, recent statistics indicate a shift. For instance, the number of TV viewers in Belarus has decreased from 59% in 2023 to 55% in 2024. The amount of time spent in front of TV has dropped by 11,5 %. thus the number of people watching adds on TV is also reducing.

On the other hand, social media marketing is a new trend and a transformation in how businesses reach their audience. As of 2024, social media connect 4,9 billion individuals globally, representing a massive potential audience for brands. Platforms like YouTube, Instagram, Tik Tok have become essential for online advertising strategies, offering unique benefits. There are certain features that differ traditional advertising from social media advertising.

Firstly, it's engagement and reach. Social media allow for direct engagement with consumers. For instance monthly audience of Tik Tok is 1,1 billion users, and a considerable number of viewers use this social media to make buying decisions. Instagram boasts engagement rates four times higher than Facebook, making it a powerful tool for brands.

Secondly, it's cost-effectiveness. Unlike traditional advertising, which can be expensive, social media is accessible to businesses of all sizes. It costs 62% less than traditional methods. For example, creating content on Tik Tok and U-Tube can be done as a fraction of the cost of a TV commercial. This affordability makes social media an attractive option for marketers.

Then, it's the power of informative social media posts. Instead of traditional ads, consumers are showing a preference for content that provide value. According to the data of the website "80+ Must-know social media marketing statistics for 2025" 78% of consumers worldwide prefer to learn about new products through short video content and 93% of marketers report they will spend more time on social marketing in 2025[2].

And finally, it's engagement strategies. Utilizing features like Instagram reels, TikTok videos and live streaming can significantly enhance engagement. These formats allow for creative storytelling, real-time interaction, and a more personal connection with the audience, which can help build trust and authenticity[3].

Summarizing the main points, we can conclude that while traditional advertising still has a place, its dominance is waning in favour of more interactive and cost-effective digital methods. Social media advertising, with its ability to engage directly with consumers, provide valuable content, and offer precise targeting, is shaping the future of advertising.

Belarusian companies are successfully keeping up with foreign ones in this respect. The good example to consider is the travel agency "Sletaem.by". Alongside with providing relevant information about the tours they offer, like the prices and transport, programmes of the events and categories of the hotels, the agents give their customers an opportunity to realize that travelling can be a great relief from stress of a demanding job or boring everyday routine. People look for something they don't have back home: better weather, nicer scenery, the freedom of doing what they want, experiences they can't normally have, a slower, relaxing pace of life. They encourage customers to share their travel experiences, which boosts engagement and trust with the audience.

In conclusion, brands aiming to stay afloat have to adapt to the changes, focusing on creating informative and engaging social media content. As consumer preferences continue to evolve, the shift towards social media seems not only inevitable but essential for success in the modern marketing strategies.

### **REFERENCES:**

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**Daniil Kovtonuk**

Science tutor *M. L. Tretyakova*

"International University MITSO" (Minsk)

### **CONSUMER PSYCHOLOGY: HOW EMOTIONS INFLUENCE BRAND CHOICE**

Modern researches in the field of consumer psychology emphasize the importance of emotional perception in the process of making decisions about buying. Emotions not only influence brand perception, but also determine consumer preferences. This paper