

Digital marketing changes traditional marketing in two ways. First, it increases the efficiency and effectiveness of traditional marketing functions. Second, digital marketing technologies transform marketing strategies. They enable the creation of new business models that create additional value for the consumer and/or increase the company's profitability.

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### **MARKETING COMMUNICATION AND ADVERTISING IN THE FIELD OF ENVIRONMENT IN BELARUS**

In today's world, environmental initiatives are becoming increasingly important as a key element of sustainable development and environmental protection. Global issues such as climate change, the depletion of natural resources and the growth of waste require enterprises to be actively involved in promoting environmental values. Companies around the world are implementing environmental strategies to minimize their negative impact on nature and meet growing consumer expectations for sustainability.

The paper is devoted to the importance of marketing communications and advertising for promoting environmental values in the Republic of Belarus.

The following objectives were set for achieving the goals: the impact of marketing communications and advertising on raising environmental awareness, creating competitive advantages for companies and developing sustainable business practices.

Marketing communication and advertising play a crucial role in supporting and disseminating environmental initiatives. They are powerful tools for raising awareness, raising awareness of environmental issues and promoting sustainable solutions.

Advertising helps companies communicate their commitment to sustainability by creating a positive image and building trust with the audience. Integration of different communication channels including social networks, outdoor advertising and digital platforms is essential to reach a wide audience and maximize the effectiveness of campaigns [1].

According to the Ministry of Natural Resources and Environmental Protection of the Republic of Belarus, public interest in environmental initiatives is growing. For example, the number of people involved in waste management and conservation

programs is increasing. However, only 24% of the population actively participates in specific actions such as saving water and energy or sorting waste. The most urgent environmental problems for Belarusians are the consequences of the Chernobyl disaster (43%), the extinction of flora and fauna (27%) and air, water and soil pollution (26%).

Marketing communication includes advertising, PR campaigns, social networks, events and other channels that play a crucial role in promoting the ideas of conservation and sustainable development. They inform the public about current environmental problems and motivate people to act responsibly.

Key objectives include raising awareness, raising awareness for sustainable development and encouraging environmentally responsible behaviour.

Examples of environmental initiatives in Belarus include public movements such as "Goal 99", launched in 2015 to promote responsible waste management. Green brands in Belarus integrate environmental principles into their activities and promote these efforts through advertising campaigns. Educational projects such as the "Man and Peace" textbooks for 2nd and 3rd grade include materials on sorting and recycling of waste. In addition, information initiatives such as "Green Business", "Second Life" and documentaries such as the animated series "Team 99" promote environmental culture among young people.

Advertising tools in eco-marketing include social media, digital advertising, TV, outdoor advertising, and PR campaigns. Social media platforms such as Instagram, Facebook, and Tik Tok are effective in promoting environmental ideas and engaging a wider audience. TV advertising remains a powerful tool, while outdoor advertising, such as billboards and posters, is essential in drawing attention to recycling and conservation efforts. Using environmental themes in branding also plays an essential role. Eco-friendly products, recycling programs, and environmentally responsible practices contribute to building brand loyalty and trust. For example, companies that offer discounts for returning used packaging for recycling create an incentive mechanism for consumers.

Current trends in eco-advertising demonstrate the growing importance of environmental responsibility. Sustainable business practices are becoming a priority, and companies use innovative approaches such as interactive advertising, AR/VR (augmented/virtual) technologies, as well as personalized environmental messages to engage consumers. Big data analysis helps to tailor environmental messages to specific target groups, increasing the effectiveness of campaigns. Eco-friendly brands are growing in popularity, and the support of the state and international organizations encourages companies to actively implement environmental initiatives. Integrating environmental advertising into everyday life is gradually becoming the norm, contributing to the formation of a culture of sustainable consumption [2].

In conclusion, marketing communication and advertising play an important role in promoting the environmental course in Belarus. These tools raise public awareness, cultivate responsible attitudes towards the environment and promote sustainable development. Through various communication channels, companies can effectively disseminate their environmental initiatives and motivate the population to adopt environmentally responsible behaviour. The examples and trends discussed underline the growing importance of environmental advertising as a powerful tool for shaping public

values and building a sustainable future. Recommendations include encouraging active collaboration between business, government and community organizations to maximize the effectiveness of environmental initiatives. In addition, investment in training and developing expertise in environmental marketing is essential to create effective campaigns that promote sustainable practices and values.

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## SOCIAL MEDIA AS A MARKETING COMMUNICATION TOOL

In today's digital age, social media platforms have become vital tools for marketing communications. There are over 5 billion active accounts on social media today. At the beginning of 2024, their total number in the world reached 5.04 billion. The number of social media accounts has grown by 5.6% over the past year, with 266 million new users registered on social media in 2023. This impressive figure means that over the past year, an average of 8.4 new social media users per second have appeared worldwide [1]. In the initial period social media used to focus on an individual but with passing time, social media is now used as a platform for commercial activities and maintaining a relationship between a client and partners.

Just a couple of years ago, the main methods of advertising on the Internet were mailing by email or advertising on websites. With the growing social media marketing, the public has become immune to tactics. Social media is of great help to all companies operating in various business areas; thus, everyone from plastic box suppliers to pet caregivers use social media to promote themselves.

Unlike Western companies that promote their products through social media platforms such as Facebook, Instagram and YouTube, we also have platforms such as VK and Telegram [2]. It would seem that VK lost its relevance at some point, but now it has gained a new lease of life. Monetization is carried out through VK, so many bloggers are now switching from YouTube to VK videos. It is important to understand that now the most effective advertising is advertising from media personalities. Therefore, literally any social network is filled with ads.

Just this year, a new trend has emerged for the creation of telegram channels. Among the blogger's posts about his life, it is quite common to see advertisements for