

INNOVATIVE MARKETING TECHNOLOGIES IN BELARUS

Marketing technologies help in the current environment, where in order to win a market segment, manufacturers must withstand competition and actively advertise their products. The article's aim is to discuss the main types of modern technologies in marketing, and the ways to apply them in practice.

The challenge of the marketer's job is to identify the consumers' need in order to fulfill it in the future. In such situation, there is a need to distinguish their products among competitors and convey their value to the consumer.

The concept of marketing is closely related to product promotion. Carrying out product promotion is becoming more difficult in our information overloaded digital age. However, with the passage of time, marketing technologies have evolved and modern ways of advertising allow companies to fully compete in the marketplace [1, p. 407].

Marketing has undergone a big change since the advent of blockchain. It provides transparency in monetary transactions and also exposes fraud in advertising. Blockchain makes it possible to verify that an advertisement was seen by a real person and not a bot, and it can also be used to customize the frequency of advertisements to prevent them from being shown to the same person more than once.

In the current situation with account spoofing brands must turn to third-party services to reliably evaluate their advertising campaign, but blockchain will eliminate this need for them to do so. Ads tailored to an individual's interests will be displayed on a web page directly, filtering out bots. Many users are reluctant to share personal information because of the frequent misuse and storage of it. Blockchain helps users ensure that their personal information is not sold to third-party organizations to make money. In addition, buyers will be able to verify the authenticity of the product and track purchases, their journey from the manufacturer to the retailer.

In marketing, blockchain can be used in creating loyalty programs for customers. Sellers can create their own currency based on blockchain technology, which can be used by buyers in the form of bonuses. Rewards from one brand could be transferred to others using the same currency. This would increase engagement and retention of customers [2].

The National Bank of the Republic of Belarus plays a key role in promoting this technology at the state level. Such services as the register of bank guarantees and the register of securities transactions are already successfully operating in the blockchain system. And, of course, further development of blockchain requires the development and approval of relevant legislation. Both the Belarusian government authorities and the private business sector are eager for larger-scale implementation.

Apart from blockchain, one of the innovations used in marketing is augmented reality. The essence of augmented reality technology is to combine real world objects with virtual ones. Augmented reality technology is a powerful marketing tool. It allows a company to establish a stronger connection between the brand and the customer. Thanks

to AR, the customer has the opportunity to feel as if the product already belongs to him, to examine it more clearly and to study its characteristics [3, p. 43-46].

Belarus is also actively using augmented reality technologies. Since 2020, any interested buyer can check whether a particular product is purchased from a legal seller. This is a free mobile application “Buyer's Check”. The application allows any buyer, after receiving a cash register receipt online, to check the very fact of its transfer to the cash register control system, which belongs to the Ministry of Taxes and Levies. To do this it is necessary to scan a QR code from the cashier's check and enter its date. The result of the check will be displayed on the screen of the mobile application

To build a successful marketing strategy, a company needs to accurately identify the brand's target audience and promote the product to them. Personalized marketing helps in such situation. Personalized marketing is a strategy in marketing where individual messages and offers are used for each customer. It includes: discounts, email messages, bonuses.

Web analytics services collect and analyze data about website visitors and their behavior, as well as the effectiveness of advertising channels. Using this information, marketers can make decisions about improving the site and its content, optimizing advertising and other aspects of the site. As a result of using web analytics, a company can track what user actions on the site lead to a purchase, registration, form filling, etc. [4].

Personal data and personalization are needed to stand out among competitors and create lasting relationships between customers and a brand. Personalized marketing promotes useful ads that will interest customers. If people see an ad related to their problems, they explore it more willingly.

In conclusion, in modern market conditions of increased competition, the largest market segment is obtained by those companies that successfully implement innovative technologies in the marketing process. Over time, spending money on the introduction of the latest technologies pays off, bringing the company greater profits and popularity among potential customers.

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