

## **HOW SOCIAL MEDIA CHANGES APPROACHES TO PRODUCT PROMOTION**

Nowadays social media has become a significant part of our life and, consequently, a part of companies' marketing strategies. Their impact on consumer behavior and ways of interacting with them is immense. The value of social media goes up with the square of the number of users.

The main purpose of the study is to examine the changes the development of social media has brought to the marketing sphere, and to come up with the effective methods companies could use to attain its objectives.

Social media help businesses interact with customers while creating a dialog between them, rather than just provide information. The advantages of social media include audience segmentation, which enables campaigns to target specific groups of people. It makes communication more personalized and more effective.

The studies about the evolution of the marketing strategies present an extensive field covering various aspects of both traditional and modern approaches to marketing. The traditional methods are diverse strategies and tactics that were used before the digital era. Some of the basic methods are press advertising, television advertising, direct marketing [1, p. 68].

As the 21st century began, most businesses rushed to establish their web presence, with email becoming widespread and manageable through new technologies. Customer relationship management (CRM) systems had been in use for managing databases, while some companies experimented with online banners like conventional ads. Innovative companies focused on search engine strategies and affiliate partnerships, leading to the emergence of online marketing teams and specialists [2, p. 17].

Then consumer behavior and the Internet in general were completely changed by the social media. Over the past seven years, internet adoption has surged. Back in July 2018, there were 3.85 billion users—meaning 1.67 billion more people have come online since then, reflecting the Internet's continuous global expansion [3].

Now marketing relies on new, innovative methods of interacting with clients. Among them, attention is paid to interactive content that helps brands become closer to their audience. For example, online interviews and polls allow customers to express their opinion and even give them a feeling of self-importance, which contributes to strengthening the loyalty to a brand. Another means of building a bond between companies and customers are webinars and live broadcasts. Interactive events that allow companies to communicate with clients in real time are actually a great way to share knowledge, showcase products, and answer questions from the audience. Users have an opportunity to share their reviews the products and exchange their opinions.

The brightest examples of influencing people's minds are modern pop stars. For example, Justin Bieber demonstrates the mastery of using digital media and having impact on people's minds. He began his career just by posting song covers on YouTube, developing new and popular content. His combination of singing talent and emotional connection with listeners caught the attention of producers and labels, favorable to his rise as a major star. His social media presence enabled millions to engage with and share his videos, ultimately attracting offers from icons like Justin Timberlake and Usher. He started as a talented unknown boy and has become one of the most aspiring artists today [4, p. 6-7].

Taylor Swift built her brand and stardom through direct engagement with fans, starting with a Myspace page where she personally responded to comments. She held a thirteen-hour meet-and-greet, signing cards for three thousand fans, which likely reached over a million people through social sharing. Taylor continues to connect with fans by attending personal events, such as birthday parties and weddings. In 2014, she surprised fans with Christmas gifts, garnering over eighteen million views [4, p. 9]. In 2022, Taylor hosted exclusive events for fans, including intimate listening sessions and special merchandise drops, reinforcing her personal touch. Throughout these years, her online presence remained strong, with frequent interactions on social media, where she acknowledged fan art, stories, and celebrations, fostering a vibrant community despite physical distance due to the pandemic. The approach during her career building period highlighted her commitment to her fan base and her ability to adapt to changing circumstances while maintaining strong connections.

Following the example of celebrities, companies are now using Instagram, TikTok and YouTube for utilizing the methods mentioned above. There are also professionals who can help businesses grow by recommending and advertising their products. Since blogging requires plenty of time and resources, this kind of activity has become a job for many authors and their teams. Bloggers can significantly support a business by providing highly effective advertising platforms, while being entrepreneurs who sell advertising services. Influencers have clearly defined audiences, so brands are able to particular groups of customers.

Businesses are to find the most efficient ways to attract new clients. Nowadays, it has become more complicated to attract new people due to the content growth and development. So companies need to pay attention to new trends appearing on social media. For instance, in the land of Sportswear, Nike put on the cloak of inspiration. They shared strong messages and stories of athletes who succeeded despite challenges. With each post, they invited followers to share their own fitness achievements. The hashtags they created became a call for action that brought together people from all backgrounds, forming a community driven by determination to win and move forward.

In conclusion, the rise of social media has fundamentally transformed marketing strategies, enabling businesses to engage more dynamically with consumers. This shift has led to a focus on interactive and personalized communication, fostering loyalty and deeper connections between brands and their audiences. As the digital landscape continues to evolve the ability to adapt to these changes will be vital for businesses aiming to thrive in the modern marketplace.

## REFERENCES

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## DIGITAL MARKETING TOOLS IN SHOPPING AND ENTERTAINMENT CENTERS

Shopping and entertainment centers are facing increasing competition from online retail and changing consumer preferences. Digital marketing is becoming a key tool for retaining an audience, increasing loyalty, and monetizing the space. In 2023, 78% of shopping malls in Eastern Europe increased their budgets for digital technologies [1].

Digitalization in retail implies a comprehensive rethinking of traditional business models using modern digital technologies to improve customer experience, optimize business processes and, of course, increase efficiency.

At the moment, the following key trends in retail digitalization are highlighted:

- Personalization - companies increasingly rely on unique offers for each customer, based on data analysis, for example, customer purchase history and, based on this data, offers individual discounts and promotions.

- The use of artificial intelligence and data analytics. Machine learning technologies help us understand customer preferences, predict demand, and manage inventory.

- Online presence. Even traditional stores are now striving for a strong online presence to attract new customers and retain old ones [2].

Table 1. *Examines digital marketing tools in shopping and entertainment centers.*

	Tools:	Functional	Cases
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