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TARGETED ADVERTISING VS INFLUENCER MARKETING ON INSTAGRAM

Nowadays, society is increasingly immersed in digital technologies across all areas. People use social media a lot. Due to this fact, business owners utilise digital marketing to promote their products and services. Digital marketing experienced a significant surge during the pandemic and since that time it has been gaining traction. Modern business space is full of companies that need platforms for their advertisements.

One of the most popular and relevant platforms is the social network Instagram. This platform has 2 billion monthly active users and over 500 million daily active users [1]. There are two most common and effective types of advertising within this app: Targeted Advertising and Influencer Marketing. Targeted Advertising provides the opportunity to leverage customer data, businesses can create personalized experiences that will resonate with specific audience segments [2]. Influencer marketing or advertising through bloggers, is a collaboration between popular social-media users and brands to promote the brands' products or services.

The object of the research is an advertising campaign in the Instagram profile of the company “School of drift JP Day” including Target Advertising and Influencer Marketing. It includes comparative analysis of effectiveness of various advertising methods with an emphasis on the opinions of the target audience.

The overall aim of the study was to investigate the effectiveness of the two types of advertising on the Instagram platform using the example of the company “School of drift JP Day”; subsequently, to determine the most effective tool for further work on the advertising campaign. The objectives were to analyze the advertising campaign; to learn the way to make more profit for the company by bringing in more customers analyzing advertising reports; to identify advertising preferences of the target audience; to evaluate the correctness of the advertising campaign to get the maximum result from the advertising budget.

The survey was conducted among 38 clients and followers of the Instagram profile

(jp_day_brest). The last two adverts placed as Targeted Advertising and the last two collaborations with bloggers were taken as examples. The respondents answered a number of questions in terms of age distribution, purchase history, purchase motivation, awareness channels, appeal of Targeted Advertising, influence of bloggers, attention to Targeted Advertising on Instagram, attention to Influencer marketing, effectiveness of Targeted Advertising and Influencer marketing on Instagram, awareness of advertisement for draw, productivity of draw advertisement, awareness of pre-holiday advertisement, productivity of pre-holiday advertisement, subscription to bloggers/companies mentioning JP Day, following JP Day's blogger/company profile.

The questionnaire demonstrated that the majority (68.4%) of the respondents are in the 18–24 age category, 21.1% in the 24–34 range, and 10.5% in the 35–44 spectrum. Therefore, the main focus should be on the preferences of the youngest audience. A significant portion (44.7%) has not purchased a certificate, 26.3% made purchases, 21.1% are considering it and 7.9% received the JP Day certificate as a gift. The primary motivator for purchases (79.2%) is the desire to try the activity JP Day suggests (drift), 12.6% of the respondents wanted to buy a present for their boyfriend / husband / friend, 4.2% were interested in the publication's description, another 4.2% were encouraged to purchase by the presence of a favorable offer at the time of the deal.

Half of the respondents (50%) discovered the profile through Targeted Advertising, indicating its effectiveness. 10.5% were attracted by Influencer Marketing. 34.2% were drawn by recommendations from friends or acquaintances. 2.6% and 2.6% came to the profile via search engines (Google and Yandex) and the site jpdaily.by, respectively. 69.2% of those who found the profile through Targeted Advertising were engaged by a picture/video, 15.4% by a special offer/discount, 11.5% by the description of the service, and the remaining 3.8% gave a personal answer (a unique entertainment for Brest region). 38.9% were attracted by bloggers for the reason of the advertising format (review, post, stories), 16.8% felt passionate about the visual appeal of drift. Both the blogger's authority and personal trust to the blogger brought in 16.7%, the remaining 11.1% was gained by a special offer/discount.

According to the statistics received, 57.9% and 50% sometimes pay attention to Targeted Advertising and Influencer Marketing accordingly, 28.9% in both cases rarely look at advertising, 13.2% and 10.5% – very often; 10.5% never pay attention to Influencer Marketing. A significant majority (47.4%) rated Targeted Advertising as “high” in effectiveness, with 42.1% giving an “average” rating. Only a small percentage found it “low” or “very low”. Similar to Targeted Advertising, Influencer Marketing received mixed reviews, with 34.2% rating it as “high” and 42.1% as “average”. A notable 7.9% rated it as “very high”. A substantial 65.8% of the respondents remembered seeing an advertisement for a draw, while 50% recalled the Valentine's Day advertisement. For the draw advertisement, 80% found it productive due to a tempting competition offer, 34.3% were attracted by the bright inscription and 2.9% consider it unproductive. There is similar statistics for the Valentine's Day advertisement: 69.7% enjoyed a tempting competition offer, 42.4% the bright inscription, and 9.1% considered the advertisement to be unproductive. At the end of the survey, it was also revealed that 57.8% are

subscribed to bloggers / companies that have mentioned JP Day, but about 40% did not go to this profile by mention.

The results presented by the questionnaire's statistics demonstrate that Targeted Advertising is more productive, according to the audience. After the analysis of the advertising from bloggers in more detail, it was discovered that their target audience, for the most part, is motivated to become the company's client only if it is a gift to other people, therefore, this advertisement worked only in one direction. But practice also shows that both tools have their pros and cons in specific cases. The best solution is to combine different methods, test different approaches to find the key to the target audience. Thanks to this research, in the future, work on an advertising campaign will be carried out with a greater focus on the preferences, goals and motivation of the target audience.

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POPULAR MARKETING STRATEGIES IN SOCIAL NETWORKS: ANALYSIS AND REASONS FOR THEIR SUCCESS

Social networks have become an integral part of modern marketing, and their dynamic nature requires brands to constantly adapt. In 2023-2024, strategies that combine authenticity, interactivity, and quick response to changes in consumer preferences are coming to the forefront, as well as strategies that must reflect adaptability to the endless stream of short videos and highlight ads in a very short period of time among the rest of the information pile. Let's consider key trends and their reasons.

User-generated content (from reviews to unboxing videos) has become the foundation of brand trust. Generation Z and millennials are skeptical of traditional advertising, especially TV-based, but trust the opinion of "real people." [1]. For example, TikTok challenges or Instagram stories mentioning a brand work as social proof. The reasons for the success of this strategy, in my opinion, are authenticity (UGC is perceived as an unbiased review), viral potential (user participation in content creation increases reach), and economic efficiency (brands save on content production by delegating it to the audience). However, it's also important to consider the possibility of negative feedback, which competitors or regular customers might post.

The next trend in dissemination is micro- and nano-influencers instead of "stars." So why are they popular? Micro-influencers (10-100k subscribers) and nano-influencers (1-10k) are displacing celebrities. Their audience is smaller, but engagement is higher. For example, a local beauty blogger's recommendation might generate more response