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## **THE ROLE OF INFLUENCERS IN PROMOTION**

### **Роль инфлюенсеров в продвижении**

Influencer marketing is now seen as one of the most effective tools for promoting brands, products, and services in the digital environment. Promotion through opinion leaders relies on native, organic communication that avoids intrusiveness and fosters emotional engagement. The study aims to identify the role of influencers in brand promotion and the key mechanisms that make their impact particularly significant for consumers.

The foundation of influencer marketing is opinion leaders with engaged audiences. Influencers are categorized as mass, medium, micro, or niche based on reach and engagement. Mass influencers provide broad exposure but lower trust, medium influencers balance reach and loyalty for complex products, while micro- and niche influencers target specific segments with high engagement and trust, ideal for personalized, authentic promotion.

Influencer marketing can be classified by content type. Product content directly presents the product to boost sales. Content marketing focuses on creating value and strengthening the influencer's reputation. Joint projects involve brand-influencer collaboration to create unique content, enhancing influence and building an authentic brand image.

According to the type of interaction with the audience, influencer marketing includes contests and sweepstakes, partnerships between influencers, and live broadcasts. These tools stimulate engagement, build trust, and allow the influencer to interact with the audience in real time.

The study highlights unique content creation and narrative branding as key foundations of an influencer's impact in the digital space. Unique content shapes the influencer's identity, builds audience trust, and strengthens niche authority. Narrative branding enhances this by adding emotional depth through the influencer's story, values, and experience. Together, these strategies work synergistically: unique content builds trust, while influencer promotion expands its reach and strengthens the brand's image.

The essence of narrative branding lies not only in sharing an influencer's personal story but also in creating stories around a product or service. By integrating a brand into their life context, an influencer can demonstrate through storytelling how a product supports goals or improves daily life. This makes advertising more persuasive and memorable.

The conducted research allowed us to establish that influencers are a key resource for promotion in the digital environment, since they create personalized communication that traditional advertising cannot provide. The most effective promotion models turned out to be those that combine unique content and narrative branding elements: they form a stable emotional bond, promote deeper brand perception, and ensure long-term audience loyalty.

In addition, the results of the study confirm that the degree of influence of an influencer is determined not by the number of subscribers, but by the level of trust and the ability to create convincing, emotionally intense content. Narrative branding, based on the power of history, acts as a central mechanism for shaping values and perceptions, and also makes influencer marketing an effective tool for interacting with consumers in the long term.

Thus, influencer marketing, combined with strategies for creating unique content and narrative branding, becomes a powerful tool for influencing mass consciousness, providing brands with the opportunity to build stable emotional connections with their target audience.

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## **RETURN FLOW MANAGEMENT IN THE INTERNET RETAILER**

### **Управление возвратными потоками в интернет-ритейле**

The goal of this work is to study reverse logistics as an important part of online trade in Belarus. The focus of the research is the process of product returns in e-commerce. This topic is relevant because of the high rate of returns in online stores, which is much higher than in traditional retail.

In recent years, both worldwide and in Belarus, a relatively new consumer habit has formed – online shopping. In 2022, sales in Belarusian online stores grew by 25 % to 3.4 billion rubles. Online sales now account for 5.8 % of the country's total retail turnover. During the COVID-19 pandemic in 2020, there was a surge in online sales: their growth rate was over 40 %, and their share of retail turnover was 4,5 % [1].

The common occurrence of returns, along with cases of damaged and undelivered goods, the need to organize exchanges, and growing attention to environmental aspects – all highlight the importance of implementing reverse logistics in e-commerce supply chains. Although its importance is recognized today, many businesses continue to focus mainly on forward logistics, paying insufficient attention to the reverse flows from the consumer back to the seller or manufacturer.