

measurement of how their Google+ page is being used. Google+ also offers a tutorial for businesses which gives advice on how best to use its features.

Each social media platform makes it possible for businesses to form unique relationships with and reach out to a wider consumer base, share key content about the business and provide marketing and networking potential.

In conclusion, social media presents a large opportunity across multiple channels to build on and promote service, content, advocacy building and insight.

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ADVERTISING SLOGAN. IS IT NECESSARY?

Advertising is the communication relayed from companies to persuade an audience to purchase their products. This communication is usually through various forms of paid media – TV and radio commercials, print ads, billboards and more recently, product placement. Ads are placed where advertisers believe they will reach the largest, most relevant audience.

One of the most important components of an effective advertising is a slogan.

The slogan is an advertising motto that sends an advertising message in a compressed form. It's used in all kinds of advertising communication in order to gather people's attention, increase their commitment to the brand, and stimulate sales.

Slogans are divided into image and commercial. The first express a sense company's philosophy, product or service. The second are aimed at accelerating sales growth. Image slogans usually have more 'serious intonations', while commercial slogans are likely to be rhymed.

Slogans are actively used in advertising. This can be tourist slogans, slogans of enterprises or companies that produce various goods and provide any services to customers. They also play an important role in tourist attraction to certain towns or even countries.

In Belarus, advertising due to a number of reasons almost does not develop. This is due to the lack of real competition, severe censorship, as well as the inability of large cash costs in the sphere of advertising. This is reflected on the texts of slogans, which, owing to the lack of interest of the author (firm), do not possess the same brightness, courage and vigor as, for instance, western firms have.

It is believed that a slogan is 'second name of the product'. The notion came to us from the Gallic language and means 'battle cry'.

How to create a catchy, bright and memorable slogan for the customer? There are plenty of strategies. For example, ‘Application for leadership’ (leadership position - is something that tends to have most companies, so there are numerous rankings that determine the best companies according to different characteristics); ‘Call to action’ (an integral part of any advertising and selling text); ‘Unique distinction’ (qualitative difference of the advertised product); ‘Rhyme’ (helps to make slogan more harmonious and memorable); ‘Binding to the audience’ (reference to a specific audience of buyers); ‘The creation of effect of selectiveness’ (Who does not want to feel special? This is one of the main ‘motivators’ for making a decision), and others.

When making a successful slogan, any of the strategies mentioned above can be used, but also they can be combined to achieve top advertising effect. The main thing to remember is that in the heart of all the great things lies an ‘idea’ and its implementation – it’s just a ‘business’.

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ADVERTISING AND ITS IMPACT ON SOCIAL OBJECTS IN MODERN BUSINESS

According to some people, advertisement is the printed salesmanship which makes goods popular. In other word, we can say that advertising is a technique of influencing the minds of the public to buy the goods advertised. It is a powerful art of attracting the customers to a particular goods. Advertising makes the commodity popular among the people through the use of media like newspapers, radio, TV and sign boards. It attracts the people and creates demand for the product. The expenditure on advertising is considered as a profitable investment.

There are the main advantages of advertising:

1. Increases sale: advertising is very useful in creating the demand and increasing the sale. As the sale of any commodity increases, its production also increases.

2. Provides employment: in the advertising industry thousands people are employed. On the other hand when the sale of the goods increases, new factories are established and rate of employment increases.

3. Save time: advertising enables the consumer to select the commodity according to his requirement within no time. Because he has been already informed about the standard of various goods through advertising.

4. Introduces new products: new products can be introduced in the market within short time through advertisement.

5. Establishes goodwill: advertising establishes reputation and goodwill of the firm.