

children's goods and in services of travel agencies. The following unusual example can represent creativity of advertising professionals: one company which produces chinaware advertised its goods in the following way: they placed a double-decker bus on their cups. That construction proved the quality of their porcelain and impressed everyone too much. All these tricks make businesses more effective and as a result increase their sales. The company which aims at creating the most favorable image, individuality and the originality of its brand will certainly make the highest profits.

Each advertisement should be considered as a long-term contribution to the reputation of the company. If an advertisement is remembered, the number of consumers will increase. Thus, the development of constructive advertising strategy is very significant and each company should strive to work out the unique methods of products and services promotion.

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## ADVERTISING AND PR AS AN ESSENTIAL PART OF MARKETING

Today PR and advertising have become an integral part of marketing and they play a special role in the system of marketing communications. Even a special new trend as marketing - PR has appeared. The effectiveness of the efforts of public relations is largely dependent on how well they are reconciled with other types of marketing communications. PR and advertising practice consists in relationship management, which is the basis of the marketing policy of any company.

We have done some research to find out information about contribution of advertising and PR on the example of the BMW company. We have looked through various BMW's advertising and PR campaigns. The process of researching their role in business profit of the company clearly shows the differences between these two marketing tools.

The objective of the research is:

- a) to show a contribution of PR and advertising to success of prosperous companies (BMW concern);
- b) to show the difference between PR and advertising as the main marketing tools

The research findings show that marketing and PR are independent. And they are considered to be very broad areas, which work together for the main goal of any business profit. When we speak about sales there are no boundaries between marketing and PR. Either marketers or PR people use the same communication tools. At the same time, advertising is one of the components of the marketing process. This part includes

products or services that are offered. Advertising includes the placement of advertisements in such mass media sources as newspapers, direct mail, billboards, television, radio and, of course, the Internet.

Accordingly, PR is formation of public opinion about the product; it is the art and science of achieving harmony with the environment through mutual understanding. Whereas, advertising is the distribution of information in order to attract attention to an object, formation or maintenance of interest to it.

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## THE ROLE OF SOCIAL MEDIA IN MODERN BUSINESS

The way we do business is changing. Traditional methods used to increase sales, recruit talent and find new customers are giving way to the social media phenomenon.

There are some quick facts about the role social media is currently playing in the business world.

Customers and clients can interact directly with businesses via social media. Appearing responsive and attentive to consumers provides an invaluable opportunity for businesses to build customer loyalty and strengthen brand image.

Social media marketing makes great benefits for modern business.

Social media represents low-cost tools that are used to combine technology and social interaction with the use of words. Online and mobile communication networking sites have been adopted by a critical mass of the population.

There are three primary social media outlets that businesses use called ‘The Big Three’.

1. Facebook: The primary method that businesses use to exploit Facebook’s marketing possibilities is by creating a ‘page’ for their business, which Facebook users can follow. Businesses can then use their page to market their products, offer deals, and build their brand.

2. Twitter: Businesses can use “tweets” to release news, market their products, and direct attention to special offers and new content. Hashtags can also be searched for on twitter, meaning that followers or users looking for info on that topic can be directed to your account by simply attaching a hashtag to particular concepts or ideas in your business’s tweets.

3. Google+: Google+’s ‘Promote’ option allows you to customize your promotional content by creating different groupings of followers that you can then market differently to, and their ‘Measure’ feature gives businesses an interactive