

depends on the company's target audience, country where potential consumers are, their preferences, age, etc.

Another way to be promoted is to place ads on other content. For example, put banner ads that display across websites that users visit. Use pay per click (PPC) advertising, which generates revenue when users click on sponsored links to or ads for your content while browsing online. You also can make use of Google AdWords, which offers PPC and other advertising options or ads placed in social media, such as Facebook and Twitter.

Promotion on the Internet involves such important aspect as content, by which we understand the information and experience(s) directed towards audience. It is "something that is to be expressed through such media as speech, writing or any of various arts". That means additional information, which goes with main information, must be suitable and interesting. To some extent content is the reason for customers to pay attention to the promoted company or product.

Thus, having promotion on the Internet as the focus of the present work, we also analyse the benefits it has in comparison with traditional advertising.

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BILLBOARD ADVERTISING OR THE SECRETS OF A SUCCESSFUL ADVERTISEMENT

Whether it is free or paid, advertising your business is a strategic part of your overall marketing plan. Mobile, print, online, radio, TV, direct mail, email, offers... how are you using these types of advertising?

The key to successful advertising is to determine the best medium or combination of media to accomplish your sales and marketing objectives.

Effective advertising methods vary among different types of businesses and industries, so there is not just one right way.

For more than 100 years, billboards have provided a great way for people looking to advertise their products and services to passing pedestrians and vehicle drivers.

Billboards surround us. We probably see hundreds of billboards every single week, but remember just a handful. Withoutdoors advertising upping the stakes and becoming increasingly more competitive, it is important to know how to make your advertising count.

Therefore, people will notice the billboard whether they like it or not. Another added benefit is that many people travel the same route repeatedly, such as with their commute to work each day. This means that they will see your billboard regularly, which makes it more likely to stick in their minds.

A pricing error in an advertisement can be a nightmare for a small business. Imagine customers flooding into a store expecting a great deal because an advertisement said an item would be "\$10.00" rather than "\$1000." The question is whether the store is legally obligated to sell the item at the advertised price. The answer is probably no, but do not expect customers to be happy about it.

Poster advertising is highly prominent and does not require the consumer to do anything to access it. You do not have to tune in or click onto it or turn a page. At the same time, most people regard it as less intrusive than other methods of advertising. Indeed, a lot of outdoor advertising engages the consumer, providing colour, humour, and insight.

Is it still working today? Many business owners or managers wonder about the effectiveness of billboard advertising and whether it can produce a return on investment. It works because it is seen by everyone who leaves his or her house. People spend a greater percentage of their waking hours in a car than they do watching television, reading magazines or listening to the radio, which are all vehicles that provide advertising opportunities. Taking advantage of those hours that your customers are behind the wheel can be a good idea if you have a clever and strategic advertisement in mind.

Since drivers are already engaged, you need an ad that they will remember once they are out of the car. Advertisements that have too much going on – like multiple

pictures, lots of text and different colours and fonts – can be too overwhelming for drivers to read as they pass by. Be sure that your business is clearly and prominently displayed, so that viewers will associate the ad to your brand.

So our young businessmen should analyse and take into consideration the principles and secrets of advertising on billboards of foreign successful companies to arise our customer's interest to buy Belarusian products.

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THE DARK SIDE OF PUBLIC RELATIONS

Public Relations (PR) is an integral part of an economy. It seeks to create, maintain, and protect the organization's reputation, enhance its prestige, and present a good image. Studies have shown that consumers often base their purchase decision on a company's reputation, so public relations can have a definite impact on a company's sales and revenue.

Public Relations have an evil twin: Dark Public Relations (DPR). It involves the unethical damaging of a client's reputation or corporate identity. It's the complete opposite of what PR should be about.

Dark Public Relations is a hidden danger that can pose a threat to the survival of the biggest and best-run companies. DPR can involve a general blackening of a company's reputation or a more specific attack on a particular product or service line.

Due to the nature of the work, very few DPR firms promote themselves as DPR specialists. The few that do stress that they work within legal boundaries and hide under the more general umbrella of public relations.

A DPR campaign can be both short and long-term, and building it can be a long and complex project. Usually it begins with extensive information gathering. The DPR firm may employ professional investigators to ferret out embarrassing intelligence.

There are some tactics how DPR firms can achieve their aims.

The "friendly" press.