quickly organized. Businesses do not waste time on ineffective and complex advertising campaigns. It is much easier and cheaper to create advertising on blogs. What is more, blog advertising is individual. Each blogger write or speak in his/her own style. Therefore, posts do not look like usual announcements. This makes the advertisement personal. Besides blog advertising is interesting for users. Bloggers show their feelings, thoughts and opinions on various subjects. Messages written in plain language do not scare away users. Generally, bloggers use a creative approach to making posts with ads.

However, there is the other side of the coin: blog advertising has its own drawbacks that prevent from active usage of this way of products' and services' promotion. In fact, it can be difficult to quantify the return on investment and the value of one channel or blog over another. Expert opinions differ on the monetary value of a "Like" on Instagram or a follower on YouTube, because neither of them lead directly to real, quantifiable sales. Furthermore, business owners do not know where to start because of the existence of a huge variety of social media platforms. Each platform appeals to a different market segment, so a company should use several platforms to reach effectively its potential consumer. Not to mention the fact that the usage of these ads covers less target audience in comparison with conventional types of advertising. Additionally, negative comments of followers and false blogger's reviews may damage company's reputation. And obviously, only regular advertising on blogs gives lasting results.

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PROBLEMS OF MARKETING COMMUNICATIONS OR HOW TO MOVE THE BUSSINESS FROM THE DEAD POINT

Nowadays our world is developing precipitously: every day many business companies increase and a lot of companies die. How to survive in this constantly changing world and what should we do to become the best of the best? Is it possible for

a little unknown business company to become the world's leader and how can it do it? The answer is – marketing communications!

Marketing communications are messages and related media used to communicate with a market. Marketing communications is the promotion part of the "marketing mix" or the "four Ps": price, place, promotion, and product. It can also refer to the strategy used by a company or individual to reach their target market through various types of communication. Marketing communications include: advertising, branding, brand language, direct marketing, graphic design, marketing, packaging, promotion, publicity, sponsorship, public relations, sales, sales promotion and online marketing and those who practice these kinds of activities are termed marketing communicators, marketing communication managers, or more briefly, *marcom* managers. Good businessmen can combine them all in a good way, but there are some of directions they pay attention first of all. What are they and how to choose the right direction?

Firstly it's important to consider all the directions and find its advantages and disadvantages. For example, by using advertising we can promote or sell something, usually a business's product or service, but a good advertising needs much time to learn its elements or a participation of well-qualified specialist and money to promote it. Supposing we don't have enough money to ask a specialist for help and we have to cope on our own. How to choose the most effective and the cheapest way to advertise our production? To answer this question we should know where most people become aware of such a product.

Secondly it's important to choose the most effective directions of marketing communications, justify the choice of them and how this choice can help to develop your business. And thirdly it's necessary to prove in practice or by using any examples from real life the importance of selected directions.

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BUSINESS PROMOTION ON THE INTERNET