

behind its success. Besides, continual upgrade in employees' perks and benefits makes it an employer of choice.

But that's not the only thing that keeps employees glued to the company. What employees feel about their organization and also what talent in the job market perceive about it matters a lot. What employees are telling their families, friends, acquaintances and strangers about it, working there, the benefits they receive and the level of contentment they experience can make or break a company's reputation. Employee experience has a ripple effect on customer satisfaction.

In the 20th century, most organizations and people would associate the term 'brand only with products and services. It's now used far more widely and for almost everything including workplace, skills and content.

Here are the fundamentals of employer branding that every organization can lay its focus on to achieve their goals: transparency, momentum, well-being, additional perks and benefits, rewards and recognition, culture of fairness and diversity and women empowerment.

A company with strong employer brand shows that it cares for people and values them. Being strong-willed and persistent in pursuing main goals will surely help any organization to succeed at employer branding.

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MEMORABLE EXPERIENCE AS A NEW ECONOMIC OFFERING

Structural changes in society and fast-growing innovations cause ruthless changes in our economic landscape. The impact of the digital revolution and the process of dematerialization hit us harder than we realize. Almost any industry is feeling the urgency. Businesses must create memorable events that capture the audience and create experiences that transform the brand's value proposition. The companies draw competitive advantages from staging experiences. Thus, studying of this phenomenon is of importance as never before.

We are the witnesses of the formation of the fourth stage on the scale of customer value that reflects the evolution of economy. The entire history of economic progress begins with commodities – the things extracted out of the ground and sold on the open marketplace. Commodities were the basis of the agrarian economy. But then along came the industrial revolution, and goods became the predominant economic offering. Thus, we moved from an agrarian economy to an industrial one.

The goods have become commoditized. Hence, people don't care who makes them, they just care about three things only: price, price and price. Now, there's an antidote to commoditization, and that is customization. Customizing a good automatically turned it into a service, because it was done just for a particular person, because it was delivered on demand to that individual person. Consequently, we moved from an industrial economy to a service-based economy.

Actually, nowadays services are being commoditized as well. It's time to move to a new level of economic value. We're shifting to an experience economy, where experiences are becoming the predominant economic offering. Authenticity is becoming the new consumer sensibility – the buying criteria by which consumers are choosing who they are going to buy from, and what they're going to buy.

Like goods and services, experiences have their own distinct qualities and characteristics. To describe experiences two dimensions are used. The first conforms to customer participation. One spectrum includes active participation when customers play key role in creating the performance or event. On the other spectrum lies passive participation in which customers don't affect the performance at all. The second dimension of experience characterizes the connection, or environmental relationship, that links customers with the event or performance. At one end of the connection spectrum stands absorption, at the other end, immersion. On the basis of these two dimensions four groups into which any experience falls are distinguished. They are as follows: entertainment, educational, aesthetic and escapist realms. Actually, the richest experience embraces aspects of all four kinds of experiences.

The question that quite logically arises is what the principles of experience design are. Different scientists base the strategy of better staging of experiences with a focus on

different aspects. The most respected researches in this sphere Pine and Gilmore urge to theme the experience, harmonize impressions with positive cues and eliminate negative ones. Moreover, according to them, memorable experience is one that engages all five senses.

The experiential economy delivers good returns all over the world. The most initiative entrepreneurs intend to develop the economy of experience in our country too. A large-scale innovative project on developing the topical tourist routes Belarus N carried out by Belorusneft Company in cooperation with the communication agency Group NEF was launched in May, 2015. Fuel filling stations will serve as information, resource and equipment centers for tourists. The single standard branded service and learning program will be offered to tourists making trips under the project. Belarus N promises great economic benefits for our country and will create a positive image of the state.

Nevertheless, experiences are not the final economic offering. The next stage in the evolution of economy will be economy of transformations – changes of the client himself to the best. Then the key to success will be understanding of the aspirations of individuals and companies, as well as the ability to help them in the realization of these aspirations.

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DIRECT MARKETING: ADVANTAGES AND DISADVANTAGES

Direct marketing (DM) is a very popular and its common practice is to inform people about goods and services, to make them buy a product and to establish good relationships with them. The issues I'm going to touch upon are: what direct marketing is and its main advantages and disadvantages.

DM is defined as communicating directly with the targeted customers on an individual basis so that immediate response can be obtained. Interaction must take place in DM and therefore it is called a two-way of communication.