

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.

*Oskerko, K.*  
*Research supervisors: T. Yakovchits, G. Bondarenko*  
BSEU (Minsk)

The main purpose of any business is to meet the needs of the customer and to satisfy them. Promotional strategies assist business in understanding and connecting with clients and customers. Developing a promotional strategy helps to identify the target market and to set up measurable goals.

In the century of modern technologies it's difficult to imagine a successful company without a website and social media presence. Internet today is a great platform for realisation your ideas, promotion new products, finding new clients. Various surveys indicate that increasing number of consumers use social media and Internet search before buying something. Thus, social networks and searching systems are some of the tools used to attract customers and make a business well-known.

Today there are no standard approaches to Internet promotion. Each way of making a product famous is unique and needs creativeness for embodiment. Consequently, investigating such a topic as business promotion on the Internet is actual nowadays as it attempts to classify those methods that exist and are made used of nowadays.

The first thing to do for promotion your business is creating a website, though having a website is not enough. It won't make the company popular or ther product a brand. It is an easy way to illustrate the results of your work for the consumers to be able to obtain instant information on products or services. It's also a place for the major information about the company. It can be considered only an indirect instrument for increasing sales. Promotion is mostly the task for social media.

As far as social media is concerned, it is one of the most interesting areas of modern-day marketing. It's an inexpensive way to promote your website and to attract potential customers. It's fast-changing and it is exciting.

The most popular social networking sites are Facebook, VKontakte, Twitter, Instagram, YouTube, LinkedIn, Google+, and Pinterest. All of them are different, but at the same time they have something in common. A company doesn't have to be presented at all social media, it is enough to choose an "area of location". This "area"

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.

*Beletskaya, A., Mikhalskaya, I.*  
*Research supervisors: L. Vasilevskaya, L. Markusenko*  
BSEU (Minsk)

## 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.