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## EVENT MARKETING: A NEW APPROACH TO PRODUCT PROMOTION

N.A. Drachilovskaya,  
P.A. Glinov  
Scientific tutor L.V. Bedritskaya  
BSEU (Minsk)

It's a common truth that the increasing competitive pressures brought on by globalization are forcing business professionals to find new ways to engage customers. In today's world of oversaturated markets one of the most efficient ways for companies to promote their products or services is to give preference to such phenomenon of modern marketing as event marketing. There are many definitions of event marketing. It is defined as the marketing discipline focused on face-to-face interaction via live events, trade shows and corporate meetings among other event types. Others define it as designing or developing a "live" themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause or organization.

As a matter of fact, companies all over the world increasingly use event marketing to promote their production and attract as many customers as possible. This tendency can be explained in the following ways. Event marketing allows a company to cultivate and express its identity firsthand. Another significant reason businesses choose to participate in an event is to generate leads. Moreover, event marketing provides customer engagement and upsell by introducing them to products and services that could address their needs. And, finally, most people attend events to network and be educated. Both are powerful draws in their own ways.

Undoubtedly, in order to create a successful event, a company must follow certain essential principles of event marketing. The first one is attracting the right people. Really, one of the core objectives of event-marketing is to identify the people or organizations who will participate in an event as exhibitors or presenters. A company should invite them to take part in the event, explain why it will enable them to reach their own target audiences and outline its plans for attracting visitors and promoting the event. Another significant aspect is selecting the right venue. A company should choose a venue that is accessible and attractive to visitors and participants. It must be able to accommodate the number of exhibitors and visitors it hopes to attract. The third principle is maximizing the number of visitors. It's vital for companies to remember that visitors attend events to learn about the latest products, see influential presenters or attend seminars and workshops where they will improve their knowledge. That's why it's of utmost importance to place information for visitors on an event website, giving essential details such as location, admission charges, travel, program and schedule of events, list of exhibitors and event highlights. And, finally, building relationships with participants and visitors. The idea is that by communicating with visitors after and during the event, a company can build relationships that will help it to market future events.

If a company decides to use event marketing it's not insured against risks and mistakes. The main mistakes made are going in blind, not knowing how much stuff is needed, forgetting relevant conversations, missing deadlines and not standing out from the crowd. So, in order to avoid them a company must set proper expectations for the event, remembering that details matter, should make sure each and every staff member logs the key points of each conversation, stay on top of all deadlines and make sure it gives the audience a reason to seek it out.

Thus, giving enough attention to planning the campaign carefully, a company's experience of using event marketing may be really exciting. It is proven by successful examples of such giants as Mercedes, IBM, American Express, Samsung, 20<sup>th</sup> Century Fox and many others.

Speaking about event marketing in Belarus it's worth mentioning that Belarusian companies and brands still don't make extensive use of it. And it can be explained by certain obstacles event marketing is running against in the country. Namely, the lack of qualified workforce in the field, growing demand for specialists working with modern telecommunications equipment and the fact that Belarusian companies still don't refer to event marketing as one of the most efficient ways of product promotion, attracting customers and meeting their needs. Though the concept is only emerging in Belarusian marketing sphere, it is expected to be widely exploited for promotion of Belarusian brands. Experts claim that despite all hardships there

exists the positive trend and the best time of Belarusian event marketing is yet to come.

## INSTAGRAM: ENTERTAINMENT OR A SOURCE OF REVENUE?

V.S. Lomakina  
E.S. Bondarovich  
Scientific tutor G.G. Karlova  
BSEU (Minsk)

Marketing, advertising, hiring, logistics, and manufacturing are of importance, but all efforts are futile without sales. Luckily, the internet has given small businesses an opportunity to expand their footprint and increase sales volume, alongside with thousands of different avenues and strategies.

There is perhaps no more powerful sales tool on the internet than social media. When properly used by businesses and brands, sites like Facebook, Twitter, LinkedIn, and Pinterest can become effective and profitable sales tools.

Instagram is not the first platform you think of when it comes to social selling.

Instagram is a mobile photo-sharing application and service that allows users to share pictures and videos through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

Now that Instagram has over 300 million monthly users. Many brands find ways to interact with the Instagram community and earn personally investing customers who keep coming back for more. Instagrammers are shoppers; they will follow your brand just because they like it. So Instagram can act as a kind of social portal to your storefront. You just have to know how to properly utilize it.

Therefore, our main goal is to reveal the importance of trade in social networks and to share the most important tips and rules of selling in Instagram.

We have the data from 260 Instagram accounts with more than 10000 photos with words “Minsk, Belarus, Belarusian” in description. This data was collected on January 10, 2017. There were 1,4 million accounts in the system by that date. Thus, we may conclude that our selection is broad enough to show the tendency in Belarus.

The most popular are accounts with good visual content. Large companies are also present in Instagram, whether they want it or not.

To make sure that this idea is working there are some sources that can provide proofs that it is possible to earn money in Instagram:

1. results of the poll among owners of accounts with average 5600 followers;