

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

## INSTAGRAM: ENTERTAINMENT OR A SOURCE OF REVENUE?

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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;

2. analytics of commentaries by key words in competitors' accounts;
3. results of our work on PSNP project.

The main idea and subject of any Instagram account is a catching content that cannot be without good photos. These are the key features of the best photo:

1. unique photo;
2. vivid photo (2 or more contrasting colors);
3. people in the photo (completely or partially);
4. women attract more attention, then children, then men;
5. perfect posts are not effective, but network won't forgive you poor quality;
6. lack of advertising signs (and text) on the photo is very important;
7. photo captured in the action.

The most important thing to provide a high speed of growth of your effectiveness in Instagram is presence of "your" audience. After that goes quality photo content and then the rest.

As mentioned above, Instagram should be associated not only with selling photos, but also with the platform, where a number of sales methods can be used. Promotion in Instagram includes:

1. free methods including White and Grey methods;
2. paid methods.

It is obvious that while entering the arena of small or medium business nowadays one must include social media marketing in one's budget plan. It's important to notice in Instagram the platform for sale. Remember: survives not the one who is the strongest, but the one who is more adapted.

## BIG DATA: A NEW TECHNOLOGY IN MARKETING

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Big data is a term that describes the large volume of data - both structured and unstructured – that fill a business on a day-to-day basis. But it's not the amount of data that is important. It's what organizations do with the data that matters. Big Data is not only about the volume of information, which is measured by thousands of gigabytes. It can be analyzed for insights that lead to better decisions and strategic business moves.