

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.

The key to understand what Big Data is as follows: whatever we do and search on the Internet, we always leave some trails. By analyzing these trails and including some OCEAN principles we can create a customer profile, find out what he or she prefers. When we receive these data we have a clear idea what to offer to this or that customer, and what kind of advertising to provide them on the Internet.

The concept of Big Data is defined as three Vs:

- Volume. Organizations collect data from a variety of sources, including business transactions, social media and information from sensor.
- Velocity. Data stream at high speed and must be dealt with in a timely manner. Sensors and smart metering are driving the need to deal with torrents of data in near-real time.
- Variety. Data come in all types of formats – email, video, audio, stock ticker data and financial transactions.

Today, Big Data technology is actively used and brings great added value in the following industries worldwide:

- Retailing;
- Finance;
- Medicine;
- High-tech and Internet companies;
- Government.

Recently marketing research has been conducted with the use of Big Data technology which can predict what and when a consumer is going to buy - and thus, show focused on consumers advertising, offer them required goods.

For example, Target stores network in the US with the help of Big Data has decided to determine the model of consumer behavior for pregnant women. To do this, they collected data on all purchases of women who participated in the loyalty program for pregnant women and analyzed them using mathematical algorithms and machine learning. The regularities in the changes of consumer behavior traced so clearly, that it was even possible to determine the time of pregnancy up to a week. With this information, Target stores network knows what products and what benefit offer to the woman.

In order for the Big Data to start up in our market, companies need to start using the new technology and equipment, employ highly skilled professionals. Also to seek the resources, and potential investors to implement these technologies.

Once the above is achieved, it will be possible to talk about the impact of the Big Data on the Belarusian market and the economy as a whole. Having analyzed the changes in some countries after the implementation of the Big Data, we can speak about the changes that will take place in the market:

- Attracting more customers
- Customer retention and loyalty
- Reducing costs
- Increasing profits

Thus, it can be concluded that the use of Big Data can help a market to work with information in the most efficient way, analyze consumers' behavior, anticipate their needs, and to be the first to meet them.

POOLING MARKETING EFFORTS: GASTROFEST

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Due to the persisting difficulties in our country's economy, the overall café and restaurant traffic have dropped by approx. 30 per cent as compared to the situation several years ago. Food service providers are therefore looking for efficient ways of attracting customers to increase the traffic and, hopefully, their earnings. Some of them decided to pool their marketing and advertising efforts in a joint project, Gastrofest.

Gastrofest is a series of gastronomic festivals for lovers of delicious food and drinks. All festivals have a different theme, but one mechanism: 20 operators in a particular food service segment offer their best set at an agreed fixed price during a certain period of time, and guests both enjoy a gourmet quest and determine the winner by voting for the best set on the Gastrofest website.

The first Gastrofest festival was held in October-November 2016 in Minsk and participated by top restaurants. As it turned out to be successful, the second one, Gastrofest.Coffee, was launched in February-March 2017 for Minsk-based cafés and coffeehouses.

Using the case of Gastrofest.Coffee, we made an attempt to figure out if, and to which extent, this marketing and advertising move was beneficial for the parties involved.

The main sponsors of the Gastrofest series, including Gastrofest.Coffee, are Alfa Bank and Lavazza.