

HOW TO SELL IT TO GENERATION Z?

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There are 2 billion of them on the planet Earth. Born between 1995 and 2009, they have grown up with social media, a constant proliferation of information on a fully mobile internet. While they are still mostly kids and teens, Generation Z's eldest representatives are now 21-22 years of age and stepping into the spotlight. Generation Z is the future of the global economy. By 2018, they will control \$200 billion in direct spending.

Still, many companies have yet to prepare for their arrival. All firms and brands have some catching up to do if they are going to be ready to serve a brand new - and completely different - generation of customers and employees. This paper focuses on those marketing instruments that can help companies cater for the tastes of these new and sophisticated customers.

The first thing that comes into mind is mobile technology. Generation Z are eager adopters of wearable technology and networked gadgetry, and unafraid of a future that features artificial intelligence and job automation. For them, smartphones are not revolutionary, they are perfectly normal. Companies need to adapt to a more pragmatic, tech-savvy generation that is not easily wowed or won over. They need to make sure that their content gets integrated with a user's lifestyle on the go.

The easiest and one of the most effective ways to reach GenZ customers is through social networks. Today there are multiple opportunities for placing sponsored content on Facebook, Twitter, Instagram and so on. Gaining popularity are "Buy" buttons which deliver social shopping opportunities.

Another powerful instrument is interactive content. Quizzes, tests, questionnaires, assessments etc. let you kill two birds with one stone. You not only provide your target audience with information about your company and products, but also get information about their tastes and preferences, which is highly valuable for carrying out market research.

One more point to remember is that their attention span is very short. That is where such short-lived content applications as Snapchat and Instagram Stories come into mind. They showed the value of disappearing or short-lived content to the world of social media. This makes it compelling and authentic, but may appear difficult to use.

As GenZ representatives are pragmatic, constant advertisement may irritate them even more than the rest of users. Thus, companies should resort to native marketing techniques in order for their content to fit organically. Native advertising does not disrupt the user experience, so users cannot differentiate between what is paid advertising and what is part of the site.

Finally, the thing about Generation Z is that they want to feel special and stand out. That is why a company's content should appeal to their innermost emotions and feelings. Personalization is an age-old tactic used by marketers to lure people into thinking they are special. Tracking consumers' habits, interests and browsing histories is key to creating strategies that get them to close the sale or purchase the service.

As a sum-up, it should be said that Belarusian companies also start to understand the need to target the new generation. There are some good examples of using the marketing instruments mentioned above. Still, market researchers have just started to take an in-depth look at Gen Z, so more research should be done to make the use of these instruments most effective in the long run.

METHODS OF MEASURING CUSTOMER LOYALTY IN B2B

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Retention marketing in B2B has its own specific features. Traditional loyalty programs don't work here, decision-making process takes way more time, and there are fewer opportunities for customers to make repeat purchases. Emotional involvement and building trusting and beneficial relationships with customers are necessary in B2B. The value of the loyal clients is not only of the profit they might bring to business potentially. They are also the best company's advocates who may help business reach new customers through referrals. This is an important factor because 84% of B2B decision-makers start off the buying process with the referral [1].

New customers acquisition can cost up to 5 times more than striking a bargain with someone the company has already worked with [2]. That is why it is so important to keep increasing customer loyalty constantly. Herewith, loyalty is pretty difficult to measure, since each particular customer often expresses it differently.