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BIG DATA AS A MARKETING TOOL IN THE MODERN BUSINESS

Big Data, which is actively discussed the last decade, is becoming a new tool for business development and marketing research. The ability to work with information was valued in all times and the emergence of new technologies makes it even more effective.

In fact, the definition of the term Big Data lies on the surface: "big data" means the management and analysis of very large amounts of data. If you look more broadly, it is not systematized data on socio-economic development and environment, generated on the basis of information and communication technologies outside official statistics.

The Internet of things and social media are recognized the classic sources of Big Data, it is also believed that Big Data can come from internal information of enterprises and organizations (generated in information environments but not previously preserved or analyzed), from medicine, digital devices, events, messages from social networks, meteorological data, remote sensing data from the Earth, streams of data on the location of subscribers of cellular communication networks, audio and video registrations. It is expected that the development and beginning of widespread use of these sources initiates the penetration of Big Data technologies both into research activities, and into commercial and public administration sectors. Information is the main aspect of successful forecasting of growth and compiling a marketing strategy in skilled hands of a marketer.

Moreover, the application of Big Data in marketing allows businessmen:

1. To learn how to predict the behavior of customers and, if necessary, direct their actions for a specific scenario. This trend makes it very relevant to use Big Data in banks, insurance companies and allows you to adjust the marketing of the product for different target audiences.

2. To generate new ideas because large amount of data is a great source of ideas that you need to be able to hear, sort and work through: discarding unnecessary ideas and introducing new ones.

3. To understand whether the offered service meets needs and expectations/

4. To find and implement new ways that increase customer confidence and brand loyalty.

5. To identify target audience and to display advertising only to those consumers who are interested in the product or service.

As a conclusion I must admit that the relevance of Big Data is a modern trend, and correctly applying this trend not only increases the competitive advantage of the company in the market, but also provides an opportunity to take the company to a different level of profit, while increasing customer loyalty and involvement.

Of course, in Belarusian companies, there are many staff who know how to work with Big Data, but in most cases they have technical skills, while the main advantage of using large data in business is intellectual component of preparing products and informational messages, and here you will find both flexible management methods and approaches related to creativity in business useful [1, p. 1-3].

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MARKETING: SENIORS VS MILLENIALS

In the modern world, the Internet is a prominent tool that is helping businesses to reach literally millions of new customers. As a result, the relationship between Business to Business (B2B), businesses and consumers (B2C) has been redefined drastically. The benefit to marketing and advertising on the web is in the fact that it will remain always on. Your brand, products and services are shared and accessed from anywhere 24 hours a day and 7 days a week. Consumers will be able to visit your business website at their