

But some are unique and to some extent even unexpected:

1. Create marketing avenues that invite seniors to participate, learn and meet new people.
2. Make it easy to perceive. Seniors come from the generations in which communication tools were simple and straight forward.

Effective marketing plans start with the assessment of your marketplace, and senior citizens make up a sizeable portion of this demographic. Marketing to seniors involves establishing a relationship, building trust and providing opportunities for growth, learning and interaction. Seniors are known for developing long-term brand loyalty, so an honest and forthright approach is vital to reaching this important segment of the population.

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SOCIAL MEDIA MARKETING IN MODERN BUSINESS ENVIRONMENT

New businesses appear each day, creating more competitive business environment and higher demand for promotion. With popularization of Internet, it has become easier to give cheap and effective advertisement but nowadays the amount of banners and teasers on internet sites is so high that users have developed banner blindness. Banner blindness is a phenomenon in web usability where visitors of a website consciously or subconsciously ignore banner-like information. As a consequence, the effectiveness of Internet advertisement has decreased.

Today internet-marketers and businessmen face the problem of promoting their production without using direct internet commercial.

According to the marketing research in 2017, the average person spent more than five years of their lives on social media. It was calculated that average time spent per day on YouTube was 40 minutes, on Facebook – 35 minutes, on Snapchat – 25 minutes, on Instagram – 15 minutes and on Twitter – 1 minute. This incredibly high user activity led to the relocation of business's commercial activity to the social media. . Moreover,

possibilities of social networks give businesses an opportunity not only make the commercial but also show it to those who will be interested in it.

However, that is not enough to talk about a product or service in social media to sell, business should give his customer some information value because a reality in 2018 is that people go to social media for communication, fun and new information but not for shopping. Therefore for successful sales in social media business should interest his customer, give him useful information about product, increase his curiosity in a product and surely make him fell in love with it – in a word increase customer's involvement. The art of making commercial in social media is called Social Media Marketing (SMM).

There are several SMM methods, which help to make good sales in social media:

1. Blogger endorsement – very popular and effective method in SMM. The secret of its success is that a blogger or opinion leader basically has a lot of followers. This increases commercial outreach. Moreover, followers respect the opinion of a blogger, so the loyalty to the product is higher. In this method it is very important to choose a person who has audience in the list of followers and makes the commercial look natural.

2. Instagram stories – 1-day photos or videos in Instagram. Instagram created this feature in 2016 and now its outreach is higher than outreach of feed, which is big advantage for business. Now we can make quizzes, add GIFs, more videos and photos of the product in stories – all this increases customers engagement. It is important to remember: don't post to many stories – that could be annoying.

3. Event marketing is the promotion of a product, brand, or service through in-person interactions. A company can attract customers by providing specials, activations and discounts dedicated to special occasions and holidays. A company also can attend an event as an exhibitor and introduce their product to potential clients. Whatever the format, event marketing is incredibly effective strategy that builds long-term value upon relationships with clients.

4. Contests – the idea is to draw a product or service of a company and give it to someone as a price. To win the price users should follow a company account, like or comment contest post and make repost. The winner is determined randomly. This method effectively attracts attention to a brand, increases engagement and outreach.

5. Lead-magnet is a price or bonus to a visitor of company's site in return to his contacts. It could be discount promotional code, eBook, trial lesson and etc. Using this method a company gets loyal audience for subsequent sale.

This list can be extended, as there are numerous amount of methods and particular business can create its own effective promotion strategies.

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SECTION 5. DIGITAL REALITY (INTERNATIONAL BUSINESS IN THE ONLINE ENVIRONMENT, TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS, ETC.)

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MARKETING COMMUNICATION AND ADVERTISEMENT IN MODERN BUSINESS. INTERNATIONAL BUSINESS ON THE INTERNET

All organizations need to communicate with a range of stakeholders and consumers in order to get materials and services to run their business successfully, or to collaborate with others to provide suitable promotion of their goods and services. That is why the primary goal of marketing communication is to reach the target audience by informing, persuading, and reminding, to maintain a brand's current customer base by strengthening customers' desire to buy by providing additional information about the brand's benefits.

Successful marketing communication depends on the range of elements called Elements of Marketing Communication: advertising, sales promotion, public relations, direct marketing, and personal selling. The Internet has also become a powerful tool for attracting new customers.

Marketing communication was traditionally viewed as a way of presenting a company's messages. The mass media could effectively deliver a sales message to consumers. Advertising is the main element of Elements of Marketing Communication.

It has four characteristics: it is persuasive in nature; it is non-personal; it is paid for by an identified sponsor; and it is dispersed on mass channels of communication. Advertising messages may consolidate goods, services, persons, or ideas in the market. Advertising effects are best measured in terms of increasing awareness and changing attitudes and opinions, not creating sales.

Marketing communication is divided into two types: direct marketing and database marketing.

