

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

convenience from the comfort of their own location. Internet marketing, which also goes by the names of online marketing, digital marketing, web marketing, e-marketing, etc., is defined as the process of promoting brands, products, or services, over the Internet. It includes any promotional actions that are done via the Web or wireless media, including email marketing, blogging, SEO, and social media.

There are several types of internet web marketing, some work alone, others work in conjunction with others. Among them one can mention Search Engine Marketing (SEM), Search Engine Optimization (SEO), Display Advertising, Pay Per Click Advertising, Affiliate Marketing, Inbound Marketing, Senior Marketing.

All of them are equally important and may lead to success. We want to draw the attention to last one – Senior Marketing.

Walking around the shops, we do not see advertising for the elderly, slogans that are clear to the older generation. And this is the niche to be filled. The Seniors - this is the audience which deserves more time and effort of marketers.

Marketing, advertising and PR agencies are spending an inordinate amount of time worrying about how to market to the rapidly growing millennial market. The fact that this younger population responds less to advertising than any previous generation has marketers scurrying for alternative solutions. However, while devoting energy to capturing millennial spending money, marketers may be forgetting about what is still an even bigger market - baby boomers and senior citizens. Marketing to the senior market requires an acknowledgement that they are leading active lives, and just as likely as millennials to be spending lots of time out and about.

According to the U.S. Census Bureau, young adults earn \$2,000 less today than young adults did in 1980 and if you are looking for buyers with disposable income, it is no longer the young. Nearly 70 percent of disposable income will come from senior citizens in the next five years, and seniors are spending more every year on hobbies, which has grown 5.2 percent annually since 1990; and entertainment, which has grown 9.8 percent annually since 1990. In addition, marketing to millennials requires a dramatic departure from traditional advertising, as these demographics are less likely to respond to an advertisement than they are direct engagement and social media.

The Bureau of Labor Statistics estimates that by 2050, there will be 83.7 million people aged 65 and older. Moreover, while the current cohort of seniors carries more debt than previous generations of seniors, they spend more on hobbies and non-essentials than they did in 1990, and in terms of net worth, are doing quite well compared to other age groups. On average, seniors are the most affluent demographic of American society, with seniors having five times the net worth of the average American.

What is to be done to be the first? Some things are absolutely natural and known to everyone:

1. Research your market to determine where the majority of your senior population resides.
2. Develop advertising vehicles that are most likely to reach seniors.
3. Add personal service.

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,