

To sum up, geomarketing is an efficient marketing approach that makes it possible to reach the right consumer at the right time and place. Knowing where to pitch your point of sale, open a new branch, or expand into a new regional or international market is what typically identifies the difference between success and failure.

References:

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2. Гурьянова, Л.В. Введение в ГИС: учебное пособие / Л.В. Гурьянова. –Мн.: БГУ, 2008. – 135 с.

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MARKETING COMMUNICATIONS ON THE BELARUSIAN MARKET

In general, communication is the process of transferring information from its owner to its final consumer. The communication system is a way of contacting of the organization with the outside world, as it includes collection, systematization and analysis of information about the environment.

Marketing communication is messages and mass media aimed at transferring information about the product and establishing connection with the external world (target audience, suppliers, partners, etc.).

The main goal of marketing communication is to timely bring reliable information about the product to the consumers and influence their choice. It can be done by means of marketing tools, which include advertising, sales promotion, sponsorship, public relations, direct marketing, personal sales, rumors [1, p.227].

Like other types of communication, marketing communication has its own characteristics: focused communication, repeated reports, complex impact on the target audience, persuasion [2, p. 24].

In recent years, in the Republic of Belarus many enterprises and businesses that aim at entering new markets and retaining their market shares in these markets have successfully used certain elements of marketing communications. Among these are the leading enterprises of Belarus, such as OJSC “Minsk tractor works”, OJSC “Minsk Gear Works”, OJSC “Bobruisk plant of tractor parts and units”.

Their marketing strategies have much in common. This is due to the fact that they are enterprises of the same industry and participants of one holding “MTW-HOLDING” which provides overall management and coordination of the activities of the holding's participants.

The marketing tools that are used by this holding include the following:

- 1) Placement of information in catalogs and specialized publications. Advertising in the media.
- 2) Holding and participation in annual specialized exhibitions and fairs, in foreign competitions and tenders.
- 3) Direct contact with consumers.
- 4) Sales promotion through the use of a differentiated system of discounts to the price list [3].

The use of these marketing tools is quite successful. And there are some examples that can prove it. For instance, a film that was created by OJSC “Minsk tractor works”, won the first place at the 50th US International Film & Video Festival in USA, and won silver at the Cannes Corporate Media & TV Awards in France [4].

Belarusian enterprises use not only traditional marketing tools but also various modern opportunities and innovative elements and their creativity and non-standard approach to creating a brand contribute to the level of awareness of a product by a customer.

References:

1. Маркетинг : Учеб. Пособие. – 2-е изд., перераб. И доп. – М.: ИНФРА-М, 2010. – 421 с.
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3. <http://www.belarus-tractor.com/>
4. <http://belarus-tractor.com/company/news/2017/image-film-mtz-breadwinner-is-named-best-promotional-video-in-belarus/>

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PSYCHOLOGY OF NEEDS: FORMATION AND DEVELOPMENT

Needs matter. Most likely, knowledgeable people are familiar with Maslow’s hierarchy of human needs, who identified them as follows:

- **Physiological** (air, water, food, homeostasis, sex)
- **Safety** (shelter, clothes, routine, familiarity)
- **Belonging and love** (affection; connection to family, friends, and colleagues)
- **Esteem** (*self-respect and respect from others, high evaluation of oneself, achievement, reputation/prestige*)
- **Self-actualization** (self-growth, actualizing one’s innate potential)