

However, if you own a well-known company, then advertising can help you increase sales and leave competitors far behind. In case your business has just recently begun to function, advertising will help make the brand recognizable and attract new investors. At the end of the day any promoter wants to gain only one thing – the effectiveness of advertising. The effectiveness of advertising can be analyzed by the following indicators: sales conversion, ROMI and CPI.

Sales conversion is the ratio of real buyers (those who have used the product / service) to potential buyers (those who have not used it for any reason).

ROMI is a return on marketing investment. It shows whether your advertising costs paid off or not.

CPL is a cost per lead, i.e. a call or message from a user who is interested in the product.

Summarizing all of the above, efficiency indicator depends on the correct choice of advertising media, promoting channels, target audience, psychological aspects, preliminary testing, advertising budget and others.

To sum it up, an advertising campaign should be treated as a business project that requires deep study to ensure the conditions for its effectiveness.

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HOW TO MARKET FITNESS

As consumers continue to gravitate toward lifestyles grounded in health and wellness, the fitness industry is cashing in to the tune of nearly \$100 billion globally [1]. The number of gyms and fitness studios continues to increase each year. It's more crucial now than ever to stand out from the competition, and this begins with your marketing efforts. If you're not using efficient marketing, you're likely to be forgotten among your current customers and you won't be interesting enough in prospect. Fortunately, the Internet has given new businesses tons of ways to market themselves, and most of them require less money than creating huge television, radio, or billboard campaigns. In our research we will highlight 10 gym membership marketing ideas, which will let you think outside the box to establish a solid membership base and to draw in new members.

1. Reward Members for Referrals. Referral marketing is one of the best ways for any business to market itself. Your current members are likely to find family or friends

who will enjoy the gym as much as they do, which creates more meaningful, engaged memberships for your gym. Plus, your customers will reap the rewards for getting someone to join. Consider giving away a free month of membership or a cash bonus for a number of referrals.

2. *Streamline Your Payment Process.* Online payment of bills or recurring billing is a win-win relationship for both you and your gym members. Your members will have a super easy way to pay their monthly membership and your gym software for billing will ensure that you get paid, on time, every month, with less time and work.

3. *Get a Referral From Trusted Doctor.* If you have a trust relationship with a general practitioner in the area, it won't hurt to ask him or her to refer patients to your gym [2]. Those who are overweight or at risk for diabetes, for example, can be the best candidates for a referral. If the doctor agrees, provide the office with brochures or other take-home material that they can read for more information before they decide to join.

4. *Use a Text Code Generator For Easy Coupon Creation.* If you've ever seen an advertisement for a company with a text code added for a special promotion the company is doing something right. Text code specials are among the simplest ways to market your business and drive new interest. Add your best promotions to your Facebook page, VK, Instagram, e-mail advertisements, T-shirts or whatever marketing material gets the most engagement.

5. *Co-Market Your Gym.* Co-marketing is a type of marketing where two or more companies act together to promote each other. Gyms can co-market with a vitamin supplement brand or fitness tracker, for example. Each company's audience will then be exposed to the other company, creating efficient marketing.

6. *Gym Anniversary Special or Event.* If your gym is coming up to an anniversary, you may celebrate this event. Not only will this boost the morale of current members, but it can also show prospective members how great and inviting your gym is. Run a special for a significant gym membership for the first 20-50 people who visit your gym for the event. Or offer a discount to your current members for bringing and signing up their friends. The more people you get in the door, the more successful you can be at turning leads into memberships.

7. *Create and Promote a Personal Trainer Course.* Create an online course to get people excited about your gym. They can take little cost to get going, and free courses can drive a lot of traffic to your website and, in turn, to your gym.

8. *Advertise Your Flexible Hours.* People want to be members of a gym that is open during the hours they can visit. You don't have to be open 24/7, but consider extending your hours to be available at weekends and for several evening hours. Then advertise your hours. Your gym can miss a huge opportunity for marketing if you fail to advertise your convenient working hours that makes your gym more desirable than others.

9. *Create a Blog.* If you don't have one yet, create a blog for your business. Blogs are becoming the most must-have marketing tools for businesses [3]. Your blog may not have any content specific to your gym, yet it still can pull in your targeted audience through helpful tutorials, videos and content.

10. *Weight Loss Challenge*. You've probably seen weight loss challenges on social media. A gym pays a cash reward or gives a free membership to the person who wins the challenge. The gyms that do this win at marketing tactics because social media posts like these are the ones that get shared and spread quickly.

In conclusion we may say that learning how to market a fitness business is not easy task. Fitness marketing is more than just ads with pictures of super fit people with abs. It's about communicating the right message to the right person using the right method. You shouldn't try to sell, but provide value, help your members and non-members reach their goals and you'll see a different response.

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INSTAGRAM POSTS AND STORIES AS AN ADVERTISING TOOL FOR MODERN BUSINESS

Social networks provide opportunities for improving communication with different audiences of the business space, and this implies global opportunities. That is why they play a crucial role in digital marketing, as they offer advertising opportunities for goods and services. One of these social networks is Instagram. The number of users is more than 1 billion, of which about 500 million people use it daily [1]. Based on this, it can be argued that Instagram is one of the largest advertising sites on the Internet. The use of Instagram services and tools, in particular posts and Stories, in digital marketing increases the effectiveness of advertising. So, studying this social network as an advertising tool is relevant and timely.

The goal of the study is to consider Instagram posts and Stories as a tool for promoting products and services on the Internet.

The functional of social network Instagram is carried out by a relatively small number of services: