

In conclusion I would like to say that today not only private and public companies acting on the Belarusian market but also state institutions can get help from qualified specialists in various types of activities. This is an important factor in business development in Belarus.

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INTERNET MARKETING TOOLS FOR INDUSTRIAL ENTERPRISES

The development and selection of effective web marketing tools is becoming increasingly important for all huge companies, which want to grow. Nowadays web marketing is not only a tribute to “fashion”, but also a key element for creating and maintaining a certain professional image. It is particularly important for industrial markets, since the vast majority of business audience representatives are focused on independent search for suppliers of the required goods and services, primarily on the Internet. Therefore, the use of modern marketing tools can allow companies to increase significantly potential consumer awareness about the company and its products, generate primary interest in buying and encourage possible cooperation.

Overview of the main Internet marketing tools for industrial (B2B) companies:

- Site of a company;
- News site;
- Search promotion;
- Professional forums;
- E-mail newsletter;
- Youtube channel;

- Banner advertising;
- Social media marketing.

The most important marketing medium for online promotion is a company's web site. Main goals:

- provide general information about the company;
- show the range of products / services;
- inform about the company's activities and main projects;
- dealing with customer reviews;
- purchase process

The site provides industrial companies with unique opportunities of globalization and transition from “mass” marketing to marketing “one to one”. The site gives the opportunity to provide optimum quantity and quality of information, supported by illustrations, photos, graphs, even videos. Using the site allows you to improve the quality and availability of the service: for example, the information on the company's website is available 24 hours a day, 7 days a week. But the most important advantage of the site is that if it is built correctly, it is able to integrate all elements of the marketing complex (product and service policies, pricing, promotion and sales, as well as the work of staff). And of course a good web site can make the life of both customers and sellers better, if it is easy to use and informative.

So industrial enterprises should pay attention to the proper creation of their web sites. Therefore, the following points should be taken into account:

- The attitude of consumers to communication is currently changing. Nowadays a lot of people don't trust the “official information” written on the web site, they are more likely to believe the same consumers or other independent sources. Therefore, the communication channels of industrial companies should include news sites, professional forums, and even social networks since consumers consider these sources more reliable.

- If the company does not have a web site it is automatically excluded from competition. Therefore, as it was mentioned before, the presence of a web site is essential for all companies not only for industrial ones. So, promoting sites itself is becoming more and more relevant in order to stand out among the numerous competing businesses and become an interesting and relevant professional resource.

- The importance of social networks and professional forums. The potential buyer does not feel pressure, in contrast to direct advertising. It is a good chance to see and hear the opinions of other customers, experts who do not have the task of promoting and selling a specific product.

- Optimization of the search system is essential, especially for industrial companies. It gives the opportunity to save money and time and to update the information quickly.

To sum it up, when choosing marketing tools companies should concentrate on buyers' interests and needs rather than their own convenience. In this case customers will feel valued and stay loyal.

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NATIVE ADVERTISING

The history of advertising originates from the time when trade was just born. In ancient times, most likely, advertising was just word of mouth. Advertising posters began to be fully used in the middle of the nineteenth century [1, p. 5-6].

Advertising began to expand significantly with the advent of the media such as televisions, radio, magazines, etc. It was the Internet that made a real revolution in the field of advertising, changing both the way it was broadcast and the attitude of consumers towards it. This happened due to a number of advantages in contrast to regular advertising: the ability to track the reactions and actions of the Internet user and the ability of the advertiser to make changes to the existing advertising campaign.

In 1997 Bill Gross patented and implemented the idea of selling advertising links that would be shown to users along with the results of their search – this is how contextual advertising appeared [1, p. 2-3].

Contextual advertising is made out in the form of announcements, and these announcements are published only on those resources that have a similar theme with the contents of the announcement.

Gradually, with increasing competition and the amount of advertising, Internet users got tired of pop-ups and began ignoring them. At that time, contextual advertising turned into a more effective type of advertising - native advertising. It is becoming increasingly popular and accounting for almost two-thirds of all expenses for digital display advertising. Native advertising mimics the appearance and functionality of the content, increasing the likelihood that the audience will trust it. Simply put, this is an advertisement that fits and looks more like a recommendation [2, p. 2-3].