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## MARKETING POLICY OF BELORUSNEFT: DIRECTIONS OF DEVELOPMENT

At this stage, the business is developing in the direction of “retail”, which confirms the increase in volumes and income of related trade. Belorusneft uses different formats of related trade, one example is a “convenience store” - goods in assortment are sold at gas stations, close to those in the residential neighborhoods. This necessitates supporting the trend of the transition of the fuel business to non-fuel.

An important aspect in business is communication with its customers, so Belorusneft delivers information to customers through the site [belorusneft.by](http://belorusneft.by), which also works in English. Belorusneft should consider the possibility of disseminating information about its company through broader portals related to various topics in the oil sector both in the country and abroad. An example of such Internet technology is the portal [neft.by](http://neft.by), which provides information and forms the image of the company, which also performs the function of internal communication Belorusneft.

Belorusneft is active in social networks such as Facebook, Instagram, VKontakte. Today, the Instagram channel is one of the most popular worldwide. It is advisable for the company to use this resource to a greater extent for the purpose of communication and attracting foreign customers, which contributes to the development of tourism

In 2018, Belorusneft launched the Belarus N tourism project, which is currently integrated into the mobile application and loyalty program. The project is the deployment of "oil routes" around the country, which contributes to the development of tourism. The company promotes it by collaborating with tour operators as a complete product. For the further development of this project, investments are required, the search of which the company is engaged in.

The company also holds special promotions to attract customers. Loyalty program – a comprehensive program to encourage visitors to gas stations with monthly draws of various prizes. The program is aimed not only at attracting new customers, but also at retaining regular ones.

The main direction of the development of Belorusneft is the creation of infrastructure for electric transport, which also contributes to the promotion of “retail” by attracting not only owners of traditional vehicles, but also owners of electric vehicles, since the majority of charging stations are based on the company's gas stations, in less near shopping and business centers, cultural and sports facilities. Over 150 charging stations are already located on the territory of the country, which makes it possible for electric cars to move freely in all directions of the main highways in Belarus. To obtain information about the location of the charging stations of Belorusneft it is enough to visit the official website of the company, where their locations are described in detail and optimal routes for electric vehicles are provided.

Following the example of international companies, it is expedient for Belorusneft to focus on outsourcing the organization's development strategy for certain functions and areas of activity.

Deciding on the use of outsourcing is a complex and complex task affecting strategic interests, therefore it is the responsibility of the top management of the company. In fact, this decision means a choice between own production and the purchase of services “on the side” and is associated with an analysis of both the current state of affairs in the company and the possible risks of outsourcing projects. The starting point for deciding on our own production or accepting the services of third parties is to analyze our own production management processes and product sales processes based on strategic prospects.

The dilemma to produce or buy in is connected with the opportunities and the need to expand or diversify or, conversely, reduce the company, disaggregate, transfer part of its units to a third party. In the non-productive sphere, we are talking about services, not about goods.

The decision to transfer business processes or individual functions to an outsourcing organization is justified by the following factors:

- cost reduction;
- acceptance of administrative or technical experience;
- improving the quality of service;
- maintaining the long-term technological and economic viability of non-core activities;
- ability to focus on core activities;
- improving marketing and advertising.

The use of outsourcing can be a big risk for such a large enterprise as Belorusneft, but can also be considered as a “technological revolution” for the company. The development of outsourcing entails certain losses, but also contributes to the further development of the company along the way

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## HOW THE USE OF EMOJIS AFFECTS THE RELATIONSHIP BETWEEN USERS AND BUSINESS

The first emoji appeared in 1999, it was invented by the Japanese programmer Shigetaka Kurita. Icons became an integral part of online communication only in the 2010s thanks to the smartphones, the growing popularity of social networks and messengers.

In 2015, the Oxford Dictionary called *emoji* 🤔 the ‘word of the year’. After this recognition, brands also began to adopt digital writing. Emoji is not only about entertainment anymore, now it is an important tool for communication between business and client; it has deep functionality, history and the future.

Therefore, posts done by 150 companies according to their SMM campaigns became the *object* of the research. The *subject* is the impact of emojis on the relationship between business and user. The core *aim* of the following research is to identify how the use of emoji affects the relationship between users and business. To fulfil this aim the following *tasks* were established: to analyze posts with emojis, to assess the users’ engagement of posts with emojis, to assess the frequency of emoji use, to analyze the influence of using smiles on a brand marketing campaign. As for methods, they are the following: qualitative processing of materials, analytics, description and experiment.

According to the Adobe survey, which considers pictograms as a cultural phenomenon, 81% of respondents considered people who use emoji in correspondence more friendly. According to the study, the most popular icons were these: 😂, 😊, ❤️.

Quintly, an online social media analytics tool, provides the following figures: emoji increase user engagement by at least 15%, and 44% said they prefer to buy products advertised with smileys. In social networks, records containing icons get 57% more likes and 33% more reposting and comments, while users open push-notifications