

SECTION 4

MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS

Alieksandra Gaiduchena, Polina Medvedskaya
Science tutor *L. Vasilevskaya*
BSEU (Minsk)

QUIZ-MARKETING: HOW TO USE IT IN A SALES FUNNEL

Everyone has at least once encountered advertising on social networks such as “Find out who you were in your previous life” or “Which country suits you best for life”. Usually, such tests simply collect traffic on display resources in order to earn money on advertising. Quiz-marketing is another story: how to use tests and quizzes to engage a person, get their contacts, segment, “warm up” before the offer.

Quiz-marketing is a universal tool that is not perceived as traditional marketing. This is a technology for using quizzes on websites to increase the site's conversion rate and reach a larger audience.

There are some advantages of quizzes such as high traffic from the media itself, it is easy to analyze and calculate coverage, it contributes to the improvement of the behavioral factor, integration with social networks, the ability to create personalized offers based on the results of the quiz, which significantly increases the chances of completing the transaction, database collection.

The main disadvantages of quiz-marketing were also identified, namely: intrusiveness, primitive or inconvenient design, as well as a large number of questions.

Quiz-marketing is based on two features:

1) people's passion for taking tests and surveys, a very strong and stable pattern of behavior that is difficult to resist;

2) “incomplete gestalt” is an interrupted cycle, a situation that is not brought to a logical conclusion in terms of needs or emotions.

There are several types of quiz-marketing leaderboard grabbing quiz, selling quiz, engaging quiz, entertaining quiz.

We conducted a survey to find out how people feel about this type of marketing and also offered a Quiz for the Belarusian cosmetics brand “Belita-Vitex”.

To sum up, we can say that quiz-marketing is a useful and effective tool, and it can be implemented simply, quickly and cheaply. Quizzes are not a panacea, but just another tool of a marketer and entrepreneur.