

from the internet, social media in particular. And while it is common to meet people who do not watch TV or listen to the radio, you can hardly meet a person who does not have an Instagram account. This change in priorities of information sources has given SMM a headstart in the industry.

As a result of the research, I can state that the broad use of SMM nowadays has allowed small businesses to develop more effectively and reach global market. It makes small companies competitive and helps reduce monopoly rates on the market.

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## **IMPACT OF MARKETING IN THE BEAUTY INDUSTRY**

Over the last few years the system of producing products in different spheres has improved globally. In connection with the emergence of information technologies and resources, companies had to develop new strategies to stay relevant on the market. These updates have not left the beauty industry aside. “Today’s beauty industry is decidedly different from 10 years ago. Instead of traditional advertising, beauty and cosmetics brands are largely digitally-focused, using social channels (and influencers) to reach and engage users” [1]. Like with fashion and luxury, “the dawn of social media – along with other digital innovations – is transforming the way consumers discover and shop for beauty brands, forcing marketing professionals to constantly innovate” [2].

Experiential marketing is also another big source of investment, with campaigns allowing beauty brands and retailers to tap into the changing behaviours and interests of consumers. One of the major changes in the beauty industry is online shopping. Due to the fact that modern people barely let go of gadgets, the move to online trading has become a key marketing move. The main advantage of shopping on the Internet is the opportunity to save time considerably. Using the filter on the website of the Internet shop, you can quickly make a list of necessary products. When selecting your consumer

basket, brands will use their advertisement, which can considerably affect purchasing power.

Social media personalities are also having a massive impact on the way brands promote products. Collaboration and sponsorship with creators is now par for the course. “The key to a successful campaign is all about choosing the *right* influencer” [3].

In addition to the previous words, beauty influencers are playing a key role in the beauty industry more than in any other retail sector. For beauty consumers, being able to see the desired product applied to ‘real people’ can lead to an instant purchase decision for one specific product.

It is not surprising that now brands are naming makeup artists as their brand ambassadors, making sure they try their products and of course, share them on their own social media channels. Influencers also gave away free samples and offered discounts to followers to encourage them to buy the products.

Various events organized by the brand are also very popular. Typically, at such meetings, the brand introduces new products to customers or the same ambassadors, provides with basic information for promotion.

However, with every digital marketing channel come the downfalls. “One of the biggest disadvantages is that reputation of the beauty brand can be damaged. If a customer does not like a product or experiences poor customer service, negative posts can be made” [4]. These can then be shared by thousands (or more) people within a few hours. Reputation could potentially be damaged, especially if it has affected a great number of people’s opinions.

Marketing does not slow down in the modern world. It remains as relevant as ever. Someone might say that advertising is a rather prevalent phenomenon, however it is through advertising that we learn about something new and popular. The fashion of nature and “healthy” beauty has taken over the market, but it does not prevent beauty brands to produce new products with an updated strategy and message. The manufacturer tries to be on the same page as society and satisfy its interests.

Marketing is a future that will only strengthen purchasing power and will help any enterprise to enter the world market.

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## **COLOR IN BELARUSIAN MARKETING**

Colors can change perception, alter our senses, make us emotional, etc. Colors have the power to improve our memory and attention, and even the power to convince us to make a certain decision. The purpose of this paper is to define the impact of color in brand mark design on consumers in Belarus and find out which colors are prevalent to Belarusian businesses [1].

Regions of the world can have a great effect on how colors are interpreted by those viewing them. For example, let's take the color associated in the west with mourning, black. In very far eastern cultures, as well as Indian cultures, brown is the color of mourning. Black in those cultures can mean either stability or negativity, respectively. In the Middle East, blue is associated with loss, along with black. Green, as another example, is almost always associated with hope, fertility, and harvest universally, except for in the west, where people view it as a symbol for wealth or greed [2].

Color meaning and the psychology of colors can powerfully impact people's behavior and decision-making. People make subconscious judgments about a person, environment, or product within a few seconds or minutes. Color plays into this initial impression. Color can often be the reason someone purchases a product. Research conducted by the secretariat of the Seoul International Color Expo found that 93 percent of buyers focus on visual appearance. And close to 85 percent claim color is a primary reason when they make a purchase [3].

I conducted research and looked through 30 companies' logos on Belarusian market to identify colors which organizations use in their brand mark. The results are amazing: 86 percent of logos consists of red and white.

White is associated with feelings of cleanliness, purity, and safety. White represents a new beginning, lightness, perfection, peace, innocence, etc. White space helps spark creativity since it can be perceived as an unaltered, clean slate. A blank sheet of paper opens you a world full of creative possibilities [4].

Marketing colors like red can capture attention. The red color meaning is associated with excitement, passion, danger, energy, and action. You might've noticed that some brands use red for 'order now' buttons or for their packaging as a way to stand out on the shelf. In color psychology, red is the most intense color. And thus, can provoke the strongest emotions [4].