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## **THE ROLE OF OMNICHANNEL MARKETING IN MODERN BUSINESS**

The purpose of our work is to prove the effectiveness of using omnichannel marketing.

Recently, with the development of information technology and digital business, the role of online marketing has increased. Customers are spending more time on social networks and the Internet than ever before. Traditional marketing, such as print and TV commercials, is therefore decreasing in favor of online marketing.

The world faced a threat from a real pandemic. This is another reason why the role of virtual business has increased. The use of social distancing, quarantine and other measures in response to the COVID-19 pandemic resulted in consumers making more online purchases, using social media, and streaming videos and films. More so than ever, marketers are willing to experiment with all the digital and virtual channels to reach out to remote workers, whose only source of entertainment is these digital services now.

Therefore, marketers have developed a new marketing strategy called omnichannel marketing, which has spread around the world quite rapidly. Omnichannel marketing is the type of online marketing, which focuses on a consistent, personalized customer experience across all channels and devices.

According to “Customer expectations report 2020” 79% of respondents say personalized service is more important than personalized marketing. This is exactly what omnichannel marketing provides: through several types of channels, the company collects information on customer preferences and then uses it to promote a particular product. The core principle of omnichannel marketing is to focus on the customer rather than the channel of interaction [1].

According to Accenture 89% of customers get frustrated having to repeat their issues to multiple representatives. Omnichannel marketing is an approach that provides customers with a completely seamless and integrated shopping experience from the first touchpoint to the last. This means that each channel works together to create a unified message, voice, and a brand for your company [2].

Omnichannel marketing puts the customer at the center of the strategy. In an omnichannel marketing strategy, the message changes and adapts to how the customer has interacted with other channels. Omnichannel marketing uses various channels, such as offline retail sites, dressing rooms; online venues, including online shops, websites, blogs; tele-shops; chatbots, social networks and others [3].

Moreover, the customer is free to switch from channel to channel, whether it is a mobile device or an offline platform. He bounces between channels when interacting with an ecommerce brand, and today, marketers are just beginning to respond to that behavior.

Omnichannel marketing plays an important role in boosting the revenue of every business. It is, therefore, one of the main areas where every business invests heavily in.

The mastering of omnichannel has a positive effect on sales, consumer confidence, and therefore on the desire to return and make purchases again. In the end, all this makes it possible to increase the sales effectiveness and the business in general.

According to a survey conducted by Aspect Software, businesses that adopt omnichannel strategies achieve 91% greater year-over-year customer retention rates compared to business that don't.

Moreover, companies with extremely strong omnichannel customer engagement see a 9.5% year-over-year increase in annual revenue, compared to 3.4% for weak omnichannel companies. Similarly, strong omnichannel companies see a 7.5% year-over-year decrease in cost per contact, compared to a 0.2% year-over-year decrease for weak companies, according to Aberdeen Group [2].

The use of omnichannel marketing more fully satisfies consumer needs through close interaction with them, makes it easy and convenient to select, order and receive goods, increases companies' sales and revenues, provides companies with quick access to unified statistics, the ability to manage all channels from one place, creates consumers' loyalty.

As for the belarusian businesses using this marketing strategy, in March 2020, sales of the online store 21vek.by increased by 80% compared to March 2019 [4]. The company uses different channels to reach their customers, such as the website, mailing lists, blogs, remarketing campaigns in popular social networks. Besides, they often conduct various surveys in social networks to know more about their customers. Thus, they can improve their work.

The main advantage of omnichannel marketing communications is the increase of competitiveness of companies. A possible full transition to omnichannel marketing communications in the near future is caused by a strong increase in competition between organizations due to the increasing importance of online technologies. In addition, the constant growth of the Internet audience, mobile users creates an extremely favorable situation for the development of omnichannel marketing. Due to the increasing complexity and pickiness of customers, marketers have to build up trust with an ecommerce brand before consumers feel comfortable enough to purchase, which is the main goal of omnichannel marketing.

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## **ANALYSIS OF ADVERTISING IN MODERN REALITIES**

Currently, marketers are provided with more and more platforms for advertising as the Internet is rapidly developing in this industry. Consumers can be provided with the necessary information only with the help of special algorithms that themselves will process all personal information, including ordinary Internet requests.

Every third person noticed that, after their search for a product, over time they came across an advertisement about exactly what was needed. Is advertising haunting us?

Internet marketing has up to 20 different advertising tools and channels. All promotional materials that the user sees can be divided into three large groups: text ads in search results, flickering media and contextual banners and advertising posts on social networks. Apart from stationary banners that partner companies place on their resources in support of each other, all other ads are created taking into account the interests of the audience.

In order to set up any of these advertising campaigns on the Internet, you need to choose to whom and when the ads will be displayed. The process of dividing a wide audience into target groups of potential buyers is called “targeting”. It is beneficial for brands if the right person sees the promo, and it is convenient for their customers: they will receive offers that are relevant to themselves [1].

Why targeting?

1. To reduce advertising costs due to the fact that this advertisement will be shown only to users who may be interested in your product.

2. Increase site conversion. When switching from an advertising message to a site, a person who belongs to the target group is more likely to purchase the goods.

3. As a result of increased conversion, website promotion in search engines improves.

4. The use of targeting removes unnecessary burdens from the staff.

The main types of targeting and their tasks:

- Thematic – display of advertising messages on those sites that correspond to a specific topic;

- Contextual – showing messages to the target audience according to their interests. This type of targeting is also called “contextual advertising”;