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FEATURES OF ADVERTISING IN THE SOCIAL NETWORK INSTAGRAM

Instagram is one of the most promising social networks for business promotion. In comparison with other social networks, Instagram is a completely photo and video-oriented network, so users can post only photos and short videos, adding descriptions and tags to them, by which users from anywhere in the world can find the published material. Advertising on this platform has many advantages:

- It is the fastest growing social network: the global community of Instagram users exceeds 700 million people per month, in Belarus, on average, 2.5 million users actively use the resource every month.

- Instagram publishes visual content that users respond to much faster than simple text messages.

- To these main advantages, you should add the ability to use Instagram from any mobile device. According to the Pew Research Center, 57 % of Instagram users check their account at least once a day, and 35 % log in to the social network several times during the day. The same study says that the core of the Instagram audience is people aged 18-29, and this is the millennial generation, whose representatives often make the decision to make a purchase under the influence of social networks [1].

Targeted advertising is a type of online advertising that uses methods and settings to search for the target audience in accordance with the specified parameters (characteristics and interests) of people who may be interested in the advertised product or service. Such advertisements are shown only to the selected (target) audience, which allows you to use the company's advertising budget more effectively [2].

Targeted advertising is often used in the following areas:

- material goods;

- services;

- experience (informational business, seminars, conferences);

- events (concerts, parties).

To attract the attention of potential customers, Instagram offers a number of opportunities:

- site traffic (allow you to increase traffic to the company's website);

- 60-second video advertisements (this format can be used to promote selling videos or music videos);

- advertising – carousel (an advertising with several photos replacing each other.

It is suitable for presenting the history of the company, describing the advantages, main offers).

The price depends on the type of advertising, the quality of the visual graphics, the literacy of the text, including the call to action, the specifics of the target audience, the profile rating, the attractiveness of the offer, the activity of subscribers, and similar

details that ultimately determine the cost of a click on an advertisement and its effectiveness.

Influence-marketing is a way to promote products and services through opinion leaders. Speaking in relation to Instagram, such people are called “bloggers” here. The profession of a blogger implies that a person shares information with the audience, receiving a certain material reward for this. However, all bloggers on Instagram, depending on the main purpose of blogging, can be divided into the following types [3]:

- Businessmen. People who promote a blog for the sake of earning money. In this case, the authors most often create the most relevant or popular content.

- Addicts. People who talk about their hobbies and interests. They often do this in an original manner and add rare details.

- Famous people, media persons. The authors tell about their lives, supplementing the text with colorful details, images, and reports from the scene.

Nowadays, one of the most popular topics for maintaining a profile is travel, a healthy lifestyle, beauty and self-care tips, photography, and tips for self-realization. Regardless of the direction, there are bloggers with a small audience (up to 100,000 subscribers), with an average audience (from 100,000 to 1,000,000 subscribers), and with a large audience (from 1,000,000 subscribers) [4].

To conduct an effective advertising campaign through Instagram bloggers, you need to consider the following factors:

- Target audience. To promote your product, your service, you should study blogs with similar topics. For example, as an advertisement for cosmetics for teenagers, a post ordered from beauty bloggers is a good fit.

- The quality of subscribers and the reputation of bloggers. Often bloggers can be caught in the so-called “cheating” of subscribers. Therefore, advertising for such individuals simply turns out to be ineffective.

- The cost of advertising. Advertising prices vary greatly and depend on many factors: the number of subscribers, the content, the cost of creating the ad itself, the duration and quantity of the ad itself.

Prices for advertising both in Stories and as a post vary from blogger to blogger. It is believed that the most influential person on Instagram is the football player Cristiano Ronaldo with an audience of 270 million followers. The publication of one post costs 975 thousand dollars. Or Kylie Jenner, whose Instagram audience is 220 million followers, and the cost of one post brings her \$ 1 million. Of course, advertising in smaller accounts will be much cheaper. If we talk about Belarusian bloggers, then, for example, Vlad A4 with an audience of 6.2 million subscribers, an advertising post starts from 670 US dollars. But with a blogger with a small audience of 52 thousand subscribers, Natalie Roche, a Belarusian stylist, an advertising post will cost \$ 40.

In 2021, the direction of advertising “Carousel” may receive its development, which consists of several photos that replace each other, which allow the user to interact with advertising content and remember the brand on a subconscious level. This direction is already actively used, for example, by such an online shopping service as Lamoda.

As already mentioned, Instagram is currently one of the fastest growing social networks. The dynamics of its development makes this platform the most favorable for

conducting an advertising campaign. Today, a blogger is not just a hobby, but a full-fledged profession that brings a stable income for the most part from advertising.

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INFORMATION AS A KEY MARKETING TOOL

The main marketing resource is information. It is easy to get data about a person on the Internet. Users willingly want to find out, for example, who they were in a past life, and for this they pass all kinds of tests and questionnaires, from which you can get a variety of data about them. You can also study the user's digital footprint, that is, his actions on the network: records, likes, browsing history on the Internet, history of search queries – and then no questions can be asked, no questionnaires and tests are needed.

The latter was suggested by Mikhail Kazinsky, a psychometric researcher at the University of Cambridge. “Psychometry is the science of psychological measurements, attempts to establish as accurate as possible various psychological aspects, personality, intellectual abilities, happiness, tendency to depression, etc. Earlier to compose someone's psychological profile, you had to ask the person to take a test. The subject understood well that someone was measuring his psychological characteristics. Now you can do the same, but the person does not recognize that he is evaluated. It is enough to look at the digital footprint and on the basis of this data compose an incredibly accurate psychological portrait,” – from an interview with Mikhail Kazinsky to Radio Svoboda [1].