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Olga Moroz
Science tutor *G. Pribylskaya*
BNTU (Minsk)

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";

• Geographic (geo-targeting) – advertising for a group of people limited by a given geographical region;

• Time targeting – advertising at a specific time of the day or days of the week, according to the preferences of the target audience;

• Social and demographic targeting – targeting by gender, age, social status of the target user group;

• Behavioral targeting – a mechanism for collecting information about all user actions on the Internet, its places of visit, views and purchases.

Contextual targeting is for search queries. It is perceived by the user as a hint, since that is exactly what they are looking for. Here, the geographical and time factors are triggered, as well as the focus on the desired audience [2].

The most accurate advertising targeting is configured on social networks. The fact is that contextual advertising in the form of banners, text blocks and even dynamic remarketing that pursues a specific person receives data from computer or phone cookies. Simply put, if a user visits sites, the browser sends the password to the servers that the ad networks see and remember. But the cookies of different devices of one person differ, and, conversely, from one stationary computer to the Network all family members can go, and their interests do not coincide with each other.

Therefore, social networks have a greater advantage. Personal data, reposts, likes, even private messages are collected and from this a user image is created. Like filters by size and color on the clothing store's website, the system determines the account owners who will see the action conceived by the marketer in a couple of hours.

Brands set up campaigns simultaneously in one category, for similar target audiences, so when the right user flips through a feed, an instant auction occurs among the creators of advertising posts. At the same time, for experienced marketers, targeting allows not only to bypass competitors, but also to guess user requests.

Targeted advertising in social networks allows you to get clicks and clicks of users cheaper than placing in product listing ads or contextual banners using Google and Yandex tools. The campaign settings are so detailed and subtle that you can segment your audience as narrowly as possible, avoid the high price of a popular query, and even get a big conversion.

But there are mistakes in such delicate matters. Targeting errors are usually the mistakes of marketers. The human factor is the reason for the initially incorrect definition of target groups and mistakenly selected settings. For example, in a campaign of a colorless antiperspirant, a specialist forgot to set the parameter "Show only to women", and indicated a too wide age cut for a gyro scooter. In the first case, advertising will cause a large percentage of empty clicks, because men who go to the site, interested in the announcement, will see that the product is female. And in the second, an adult audience will not show interest, and conversion will be low.

Summing up, it can be noted that each virtual user action affects the advertising activity of brands on the Internet, but if you want to stop showing something specific, you can use special buttons in ads on social networks. And in order not to annoy banners and dynamic remarketing, it is better to search the web for nice and necessary things. If the user does not want their data to be used, the easiest way is not to provide it unnecessarily, not to "leave marks" using likes and reposts on social networks.

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Phuong Nga Nguyen, Lizaveta Herman
Science tutor *V. Dzmitryieva*
BSUIR (Minsk)

MARKETING TRICKS IN DIGITAL BUSINESS

With a more comprehensive application and use of psychology in marketing, additional understanding and explanation could be provided for many of the key phenomena, such as customer satisfaction, loyalty, word-of-mouth, and willingness to pay. The usage of marketing tricks is crucial when a company's budget is limited. The objective of our search is to examine the psychological basis for marketing techniques and verify their effectiveness.

Social technologies such as Instagram or TikTok have become an innovation in the business industry. Social media due to their role is essential tools for sales' increase, product promotion, and reputation building. Working on this project, we decided to create commercial accounts in Instagram and TikTok offering photograph services. To get the above mentioned advantages we referred to some marketing tricks.

1. Clients tend to trust those photographers who present previous attractive works. A consumer gets certainty in further partnership since they observe the photographer's portfolio. In our case, an Instagram feed has become a portfolio. To gain experience and get attractive shots we asked 5 groupmates to become models.

2. As Instagram promotion is paid, we signed up in TikTok, where users get free traffic. During photoshoots the team filmed backstages. We uploaded short videos on the TikTok account. As Dr. James McQuivey estimates, video content is 10 times more likely to interact than any other material [1]. This, in turn, makes it possible to significantly increase the transition to Instagram. As a result, our most successful video reached 20,000 views in a day. The link to the Instagram account was attached in the description. More than 120 people followed our Instagram account, 9 people enlisted to photoshoots. Due to the pandemic, 4 clients declined their photoshoots.

3. If the discount is given to a certain number of people they feel that they are more unique and the discount is more personalized. In this case the possibility of a transaction is increasing. Our target audience is females aged 18-24. Potentially most of them are students. Therefore we set a loyal price for students – a 20% discount.