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USE OF SOCIAL MEDIA FOR PRODUCT PROMOTION

The goal of a social media network is to attract users and connect with them. The paper discusses the benefits of using social networks in business.

According to the global report «Digital», at the beginning of 2020 the number of users is 4.5 billion; the audience of social networks is 3.8 billion; 5.2 billion people use mobile phones. According to a study by Statista for October 2019, the first three places in the world in terms of the number of active users are occupied by the networks Facebook, YouTube, WhatsApp.

According to research by HootSuite (the leading dashboard), as of October 2019, 49 % of the population use social networks in Belarus, and Belarus ranks 1st in the world in terms of the women's network on Facebook. The first place in Belarus is occupied by the Vkontakte network, followed by Instagram, Facebook, Twitter, YouTube.

The Vkontakte network, due to its activities in Belarus, is very important for business working with the Belarusian market. Now this network has presented the VKBusiness platform, which helps companies develop. The Instagram network is very promising for promotion thanks to a variety of tools (geolocation search, hashtags, advertising). Facebook is the most popular in the world, but not so popular in Belarus. Still, a Facebook page is already a prerequisite for all companies in Belarus to reach a greater audience. YouTube is the most popular video hosting site where you can both post and monetize videos. It has a number of advantages: a huge audience, an increase in interest in videos, user participation in promotion (views, likes and comments), 81 % of companies on the Internet use this network for SMM, and engagement through video is 1200 % more than from text and photos were put together (WordStream).

But you can't say which particular network is needed by a particular business. It is important to test social networks for your business. Twitter is a federal brand: the feed contains «hot» news, answers to questions and reactions to events. YouTube is a labor-intensive network (especially in the early stages of development), requires a team, work with bloggers and a budget for promotion. LinkedIn is focused on startups, B2B businesses, and personal brands. Pinterest is suitable for creative entrepreneurs and brands, visual content is important (beauty, design, fashion).

By analyzing the statistics of the Vkontakte community, we, administrators, attract new users, profit from advertising and support of readers, through the targeted provision of information about the products of Crypton Future Media. The main factors of this analysis are: the percentage of use of mobile devices on a personal computer, the location of

users (during offline events, the most interested country will be), reaction to posts (their rating is analyzed, the interests of users become clear). Thanks to our analysis, the number of participants (up to 500) and page visitors (over 8500) were added every month.

In conclusion, we note that companies should target different social networks. It is necessary to choose the right SMM company, assess its capabilities and results. The effectiveness of the impact on the audience depends on the correct promotion, audience coverage, the number of subscribers, visitors, actions on the network («likes», participation in promotions and contests).

3-е место по итогам работы секции

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THE MAIN EFFECTS OF THE COVID-19 PANDEMIC ON THE TOURISM SECTOR

Despite the growth, it is important to note that world tourism has been exposed to a wide range of crises in the past (Figure). Between 2000 and 2015, major disruptive events include the September 11 terrorist attacks (2001), the severe acute respiratory syndrome (SARS) outbreak (2003), the global economic crisis that unfolded in 2008/2009, and respiratory syndrome. 2015 Middle East (MERS) outbreak. None of them led to a longer-term decline in global tourism development, and some of them are not even noticeable in Figure 1, with only SARS (–0,4 %) and the global economic crisis (–4,0 %) causing declines in international arrivals. This would suggest that tourism as a system has been resistant to external shocks.

However, this was the case until 2020. The coronavirus pandemic that broke out in China in December 2019 has caused more damage to the tourism industry than the attacks of September 11, 2001. Then the number of trips fell by 0,6 % for the first time since 1982. The crisis affected regions such as America (–6,0 %), South Asia (–4,5 %), the Middle East (–2,5 %) and Europe (–0,7 %), while the rest of the regions continued to show steady growth: Africa at 4,3 % and the East Asia and the Pacific region at 5,5 % [2, p. 2]. The main difference from the tragic events of 2001 is that the coronavirus crisis has gripped the entire world. No country has escaped the decimation of its tourism sector, from Italy, where tourism represents 6% of GDP, to Palau, where it generates almost 90 % of exports. The impact on Small Island Developing States (SIDS), least developed countries (LDCs) and many African countries are worrisome. In Africa, the sector accounted for 10 % of exports in 2019.