

Summing up, it should be noted that like any other nation, Arab have their own traditions and customs of doing business and corporate relationships. Breaking these traditions can negatively affect the end result with potential investors. Religious traditions and Muslim canons play the main role in Arab countries. Islam extends to all spheres of Arab life, and business is no exception.

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WHAT BRANDS GOT PROMOTION WITH THE HELP OF INFLUENCERS?

Каким брендам удалось раскрутиться при помощи инфлюенсеров?

Nowadays we face with a large number of different brands. Some of them are already very popular, while others have yet to ‘win’ the consumers’ hearts. It is rather challenging to promote new products, especially if they are new to the market. So, social networks, like Instagram, are an effective way to attract people.

How does it work? It's simple. Brands engage influencers to their advertising. By influencers we take people with large audience, whose posts have a noticeable impact on subscribers. If you choose the right influencer and the content provided, then the ad is likely to reach a potential consumer.

We conducted a comparative analysis of 5 brands: Garnier, Natura Siberica, Eveline Cosmetics, Maybelline New York, Lux Visage.

In 2017–2019 a well-known Garnier brand had a rate of 318–679 ‘likes’ with the number of commentaries ranged from 5 to 15. In 2019–2020, the brand was poster faced by Klava Coca. As such the post gained 87,270 likes. Vlad Bumaga also boosted brand’s visibility with both 291 250 ‘likes’ and several thousands of comments.

Natura Siberica is making big now. In 2018–2019, the ‘like’ count ranged from 480–550, and the number of commentaries was minimal. At the end of 2019, a makeup artist Adele shared this brand on her Instagram that drove followers’ reaction. The number of likes increased immediately to 100,265, so that the number of comments peaked at several hundreds. No surprise, sales went up as well.

In 2018–2019 Eveline Cosmetics could boast an average share of 270–400 ‘likes’, what can’t be perceived as a total success. In 2020, Nadezhda Timofeeva and Alina Lobacheva, professional makeup artists, published a video, and the number of ‘likes’ got at 7,056 and 10,800 respectively.

Maybelline New York is currently one of the most popular cosmetics brands. In 2017–2018 its average ‘like’s’ span was proportional from 800 to 1000. Since 2019 such bloggers as Katya Klap, whose post brought 154,357 ‘likes’, and Nastya Ivleeva with her 466,462 ‘likes’ advertised for this one. You can also find out that this brand is used by celebrities such as Gigi Hadid.

By 2018 the number of ‘likes’ under Luxvisage’s posts did not exceed 900, and the coverage of comments was small. In 2019, an advertisement was released in «Heads and Tails» with Regina Todorenko, where she used this brand of cosmetics. After that, she posted a video on her Instagram, which collected hundreds of comments with positive reviews.

The results of the research show that as soon as a popular blogger with a multimillion audience or a makeup artist, who is much into beauty sphere, publishes an entry with a certain brand, the audience immediately expands. The number of ‘hearts’ and comments under the photo is making the grade, too.

We can conclude that with the help of influence marketing, it is possible to push forward brand’s awareness, as well as promote new products. Interaction with influencers will attract new customers to the brand and improve relationships with the existing ones. It is also a loyalty building tool. People count their favorite bloggers, examine your product and welcome it positively. The reasoning is that the blogger, who gained positive and trusting reputation among his audience, is able to picture the qualities of the product in simple and clear words.

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STARTING A BUSINESS IN ENGLAND: DIFFICULTIES AND COMPARISONS

Открытие бизнеса в Англии: трудности и сравнения

We live in a time when we have everything to make our plans come true. In particular, setting up and running your own business. Most businessmen start from their own country. They try to implement their ideas for people with a familiar understanding of life and mentality, in general, because it is much easier when you know what to expect both from consumers and from organizations with which you will need to negotiate and do business, even just for opening your own business, because each country has its own rules and requirements. However, what is it like