

THE ROLE OF ADVERTISING IN DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY IN BELARUS

Goal: to form an idea of the demand for advertising in the entrepreneurial activity of the Republic of Belarus, to analyze the coverage and its effectiveness.

Results: studied the effectiveness of the impact of an advertising campaign on the audience, its demand and importance today.

In the modern world, it is impossible to imagine a successful business activity of an enterprise without properly organized marketing and a high level of advertising promotion of products.

One of the most important tools for promoting goods and services in the modern market is advertising. With the help of advertising, a buyer, who is interested in a product or service can form a certain idea of their quality. Advertising is a real art in the world of trade. Nowadays there are many opportunities in order to create a unique, individual advertising.

The main function of advertising is to convince a potential consumer to purchase a product or service. It is a source of information and moreover it also has a psychological impact on minds of potential consumers. Also, advertising stimulates the introduction of fundamentally new technologies and promotes the expansion of the product range and the introduction of improved quality control methods. Today advertising tells potential buyers not only about the possibility of buying a particular product. It also encourages them to make a more thoughtful purchase, reports on quality, price, methods of use and other factors that buyers need to know about, before deciding among many similar items. And it must be remembered, that advertising helps to improve the standard of living of people and motivates them to purchase better goods [1].

Of course everyone wants to be competitive in the marketplace, and this pushes the enterprise to create interesting and unique advertising that will lead to increased profits.

During the process of creating advertisements and evaluating their effectiveness, it is necessary to take into account of motivating motives, which make the potential buyer respond to what the advertiser wanted to achieve [1].

The motive should contain a promise to help buyers achieve their personal goals or overcome difficulties encountered along the way.

Efficient activity of entrepreneurs without advertising is impossible today. The main point of advertising is to provide marketing communications, what is important for any company that wants to achieve its established long-term goals and objectives [2].

In order to fulfill strategic tasks in the field of advertising effectively, you need a clear understanding of the business and its features, you should also study its strengths and weaknesses, have information about the modern market: take into account the

opportunities; see problems which might arise during activity of an enterprise. It is important to organize an advertising campaign very clearly: choose a place, timing and type of advertising, the size of the advertising budget, etc.

REFERENCES:

1. Роджер, Д. Нейромаркетинг. Как влиять на подсознание потребителя / Д. Роджер. – Минск : Поппури, 2021. – 314 с.
2. Гребенюк, М. С. Отдел продаж по захвату рынка / М. С. Гребенюк. – М. : Эксмо, 2018. – 208 с.

Ekaterina Kalegova
Science tutor *L. Mironova*
BNTU (Minsk)

MARKETING COMMUNICATIONS IN MODERN BUSINESS

Goal: to find out how to establish business in the modern world with the help of marketing approaches.

Results: identification of the main marketing tools of communication in business.

The modern world requires marketing not only to create a good product and set a good price for it, but also to ensure the availability of this product to the consumer. A business must communicate with customers, buyers, receive feedback and influence consumers in the right direction for the business.

To achieve its business impact on consumers, the enterprise must develop its marketing communications. These communications are a process of communicating product information to a wide range of consumers. Any company must understand that it is not possible to affect all markets at once, and that such a policy will not produce the desired result. In order to achieve the greatest effect it is necessary to concentrate on development in one sphere, only this way the most important goal of any business - profit-making is achieved.

So far, five main elements have been identified as constituting marketing communications:

1. Persuasion and information.

The purpose of all marketing communications is to provide certain information to their customers or to change the opinion or attitude of some consumers towards their product. To persuade consumers, many firms apply different arguments, incentives, etc. For example, the number on a package is an excellent example of marketing communication, as customers can turn to it and make comments and suggestions on the product.

2. Purpose

The ultimate goal of marketing communications is for the firm to be able to market the goods to the greatest possible extent and to develop the firm further. In order to