

lines: “Mainstream” and “Premium”. The mainstream line was replenished with a new variety “Legend”, and a Premium variety “Belae”.

The specificity of the online brand is the addition of a new variety of goods or a slightly different novelty. This method allows you to strengthen the brand image without spending almost any effort: the volume of sales increases and the needs of consumers are met. A striking example of a line brand is the Baltika beer (“Troika”, “Four”, “Nine”, etc.). The advantage of this type of brand is to attract the attention of consumers, which does not require additional advertising materials. It should be noted that the online brand has always been perceived as one. In this case, an excessive extension of the line is meaningless, since the proposal loses the unity that was originally an advantage [2].

The most successful configuration is a product brand for each unit of goods. Its essence lies in the exclusivity of each product, and it occupies a special position in the market. An important requirement for the brand is the superiority of the product in quality over other products. The weakness of such a brand lies in a special approach to each unit of goods. If it does not pay off, the company will suffer considerable losses.

Each of the studied variants of the branding strategy has advantages and disadvantages and can be used depending on the goals and capabilities of the manufacturer. However, the most popular strategies in the brewing industry are umbrella brand and commodity brand strategies.

REFERENCES:

1. Types and types of brands [Electronic resource]. – Mode of access: <https://center-yf.ru/data/Marketologu/Tipy-i-vidy-brendov.php>. – Date of access: 12.02.2022.
2. Classification of brands: main types and differences [Electronic resource]. – Mode of access: <https://koloro.ru/blog/brending-i-marketing/klassifikaciya-brendov:-osnovnye-tipy-i-otlichiya.html>. – Date of access: 12.02.2022.

Anna Sharkevich, Alexandra Kalenyuk
Science tutor *L.V. Bedritskaya*
BSEU (Minsk)

THE IMPACT OF SOCIAL MEDIA MARKETING ON MODERN BUSINESS

It is impossible to overestimate the role of technology in the modern world. They accelerate the development of civilization and make life easier for us. Nowadays, the Internet is a great force that provides excellent opportunities and, in addition, serves as a huge platform for expanding business, communication, education and entertainment. Moreover, it has become one of the fundamental components in the development of international business. The purpose of the work is to study the impact of Social Media Marketing on international business.

According to the HootSuite service over the past year, more than 49% of the residents of Belarus are active users of social networks. Today, social networks are not

only a place to communicate, but also a way to choose a seller or service provider and make a purchase. All this makes social media an effective marketing platform where you can successfully advertise and sell almost any goods. Advertising on the Internet has a great impact on business. It helps to promote the product, tell everybody about the existence of the product and sell it.

Social media marketing (SMM) is defined as a form of digital advertising that serves paid ads to your target audience using social media platforms such as Facebook, Twitter, Instagram and Pinterest.

There are some pros and cons of advertising on the Internet. Considering its positive influence on business we can point out the following ones:

1. Increase of awareness. According to meta company statistics, 60% of Instagram users learn about companies, online stores and new products on the market for the first time thanks to this platform [1].

2. Trust in the brand and well-executed public relations. Describing the merits of your product, the company's attitude towards its customers, the company's values, paying attention to your staff, reporting the latest news about products or services, you build better relationships with customers. Also thanks to social networks, companies can learn more about their customers: consumer's habits, problems, interests and preferences.

3. Always in the top. Most social media users check their accounts more than 10 times a day. Thus, with the constant publication of information in your communities, you are reminded of your company / product

4. Feedback. Social media provides an opportunity to interact with consumers directly, compared to traditional media, which involves one-way communications.

The problems we can face using the Internet advertising:

1. Time-consuming. SMM is a very time consuming process. To get the desired results from advertising, social networks require constant work.

2. Need experience. Social media marketing has become a full-fledged complex job. Promotion in social networks is really difficult and painstaking work that is best left to specialists. Having the necessary experience, they will immediately do everything right and at the same time will not waste the budget.

3. Increasing cost. If there is no experience in setting up an advertising campaign, then the budget will evaporate literally in an instant, and there will be no result. For example, on average, companies pay a popular blogger on Instagram from \$100 to \$2085 per post. The cost of a video advertising the product is estimated at \$ 114-3138, and Stories – \$ 43-721[2].

We'd like to show the impact of promotion through social media advertising on OZ.by. Today OZ is the company that includes one of the largest Belarusian online stores OZ.by and OZ retail store chain. We decided to reflect the impact of promotion through social media advertising on OZ.by Today OZ is a company that includes one of the largest Belarusian online stores OZ.by and OZ retail store chain.

The company actively promotes its products using SMM in addition to the website and application (according to the AppStore and PlayMarket, more than 1 million people use the application), Oz has an account on Instagram (151 thousand subscribers) and TikTok (more than 65 thousand subscribers).

On their accounts, they actively interact with customers, giving them useful and interesting information: new products in stores, selections of books (for example, in March 2022, they published a selection of literature in Belarusian on their Instagram account, encouraging the consumer to read in their native language), information about product discounts. Oz often participates in charity events and share this on social networks, inviting its customers to take part. It has a positive effect on the public opinion and the reputation of the company. The company also has a separate Instagram account for children and parents (more than 7.5 thousand subscribers), where they publish goods for children: books, toys, children's cosmetics, etc. On this account, company employees conduct "Fairytale Readings", read fairy tales online.

It was the Internet and SMM that helped this company to advance to such a high level and gain recognition from all residents of Belarus. According to their bright advertisements on the Internet, people always want to follow the link and buy some product, thereby attracting customers and interacting with them.

To sum up, advertising on the Internet is not enough to drive business force. But social platforms help to create a connection with customers, increase awareness of the brand. By advertising, companies attract new people, expand their range, increase sales and develop. Without advertising, the business would not be successful. Advertising has a comprehensive impact on the company's activities. It stimulates the introduction of the latest technologies, promotes the expansion of the range of goods and services, encourages the use and implementation of management methods and the latest methods of quality control of production. Nowadays people are under the influence of the Internet and social networks. Therefore, promoting your product through advertising is very important and necessary for the further growth of the company.

REFERENCES:

1. Forbes.com [Electronic resource]. – Mode of access: <https://www.forbes.com/sites/quora/2017/08/02/how-does-social-media-influence-the-economy/amp/>. – Date of access: 16.03.2022.
2. Emarketing.com [Electronic resource]. – Mode of access: <https://blog.emarketing.com/what-is-instagram-shopping/>. – Date of access: 18.03.2022.

Uliana Shilovich
Science tutor *A. Sorokina*
BNTU (Minsk)

FEATURES OF CREATING A DIGITAL-MARKETING STRATEGY FOR B2B COMPANIES

Undoubtedly, information technologies have become a valuable and irreplaceable means of interaction between all market entities. The specifics of Internet marketing are simpler and more understandable for B2C companies, it is described in a lot of research