

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.

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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

and literature. However, B2B companies can also effectively use the Internet as a promotion tool.

Investments in B2B digital marketing and the creation of a digital presence have become critical for B2B companies that are looking for new channels to attract customers and follow new trends in doing business online.

To begin with, it is important to understand that a strategy is a long-term action plan to achieve goals, which is built for a year or more, and to distinguish with tactical plans that are developed for the nearest period, for example, a month [1].

Whether the company will act independently or seek help from a contractor while creating a digital strategy, the organization must conduct an internal brief to determine the vector of development. Brief includes understanding at what stage the company is now in order to determine the starting point, what final point the organization wants to achieve with the help of the developing strategy and in what time frame the company wants to achieve the set goals.

It is also important to answer the question why the company hasn't achieved these goals yet in order to identify weaknesses and shortcomings that prevented development. Answering this question honestly, the organization has the opportunity to use its shortcomings as a point of growth and development. It is necessary to determine what resources are already available and what are needed to implement the strategy, which includes not only the budget, but also human capital, IT-solutions, etc., and to determine the sacrifices that the company is willing to make in order to achieve results, for example, some potential customers.

The process of creating a marketing strategy for B2B companies on the Internet can be divided into 3 blocks:

- general marketing, which includes research of product, target audience, competitors, definition of goals and budgeting;
- defining points of contact (for example, a website), setting up analytics and CRM, determining the chains of interaction between the target audience and the company;
- advertising launch, content marketing and working on a repeat sales system.

So, as mentioned above, any business should have a digital presence in the modern world, which will include search engine optimization, paid advertising, a website or other space where a B2B company is active on the Internet.

It is quite time-consuming to determine the target audience for B2B companies, but this information is very useful, as it will be used in marketing events in the next couple of years. The peculiarity of working with the target audience in the B2B segment is that marketing in this case is aimed at creating personalized relationships with decision makers, that can even work in different departments. Therefore, in advertising communication, it is necessary to give different persuasion arguments in order to get a deal [2].

Digital marketing is impossible to imagine without an informative website, as more than 80% of buyers visit the site before buying. In the B2C market, the level of website design is much higher, so in order to attract customers, companies make high-quality and

attractive websites, less attention is paid to sites on the B2B market, so even a catchy and convenient website can act as a competitive advantage. In most of the topics of the B2B segment, there is high mobile traffic, which indicates the need for a mobile version of the site and adaptive layout.

Not all social networks are suitable for promoting B2B business, many social media such as Instagram, Telegram or VKontakte are more suitable for B2C business. Research shows that 97% of marketers choose LinkedIn for B2B business, as this network is designed to find business contacts [3]. In addition, experts choose TikTok as the optimal platform where they can reach a large audience and redirect traffic to sales pages, an example of such promotion is Amkodor.

Often, the main focus on the B2B market is not on the promotion of goods as in B2C business, but on the formation of reputation, image and brand awareness, since there are no spontaneous transactions in B2B sales, customers come to the company they are loyal to with a specific request.

The topic of Internet marketing is very broad. The digital world is full of creative resources and opportunities for B2B business. New technologies and opportunities to promote companies on the Internet set us rules and development trends. Digital marketing for B2B requires the organization of complex actions and tools and takes into account a number of features of the segment.

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PROMOTION OF OUTBOUND TOURISM IN THE MODERN WORLD ON THE EXAMPLE OF FRANCE

In the modern world tourism is an important segment of the economy, generating considerable income for the country's budget. Belarus has recently paid special attention