

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

to the tourism business. A legal framework regulating this activity has been formed, tourist infrastructure is being developed, and new destinations are being explored. Outbound tourism is especially popular in the country. The determining factors of advanced development of outbound tourism are: a favorable geographical location of our country, a well-developed transport network, growth of incomes, a desire for active rest, travel, increase in cognitive interest, etc.

Despite the pandemic and some other difficulties, people's interest in foreign travel remains stably high. One of the most popular outbound travel destinations is France.

The purpose of this article is to briefly analyze the marketing strategy for this destination and possible ways to overcome some of the problems encountered.

Promotion of a tourist product is a complex of measures directed on its realization, including advertising, participation in specialized exhibitions, fairs, the organization of information centres, the publication of catalogues, brochures, etc. [1].

Promotion implies internal and external sales channels. Internal sales channels are, as a rule, a system of branches, departments and intermediary organizations (agencies) through which various tourist services are sold on the territory of the country itself. External distribution channels are a certain number of foreign travel intermediary firms (tour operators, travel agents) that have assumed the obligation to sell tourist trips to a given country.

Thanks to the developed transport network, tourist routes to France from Belarus can be by bus, rail or air.

An important step in the marketing strategy is to identify and work with the target audience. This can be collectives and individuals. It is assumed that the main characteristics for tourist groups will be: the age of 25 to 50 years, including young couples (possibly with children), medium or higher education, average or above-average income, the need and ability to travel, interest in the history and culture of France, the desire for active recreation.

Equally important is the specific training of staff, psychologically and technologically able to ensure the promotion of the tourism product. The staff working with this destination must know all the details of the tour perfectly, including general information about the history and culture of France and be able to find an answer to any question from a potential client concerning the tour. The publicity manager must send out daily emails and periodically update the information on the website.

The most important tool for promoting a tour product is advertising. It helps to deliver information to potential clients, influence their behavior, draw attention to the services offered, create a positive image of the enterprise itself, show its social significance. As evidenced by world practice, tourism is one of the biggest advertisers.

Various types of advertising should be used: printed publications; radio; television; outdoor advertising; transport advertising. However, today Internet advertising is more effective and popular, it has a number of advantages, unlike conventional advertising: the possibility of rapid analysis and adjustment of the advertising campaign, interactivity (connection of the consumer with the advertiser to place an order directly through the advertising medium, etc.) and relatively low cost [2, p.45]. Internet advertising is especially in demand among young and middle-aged people. This fact, unfortunately, is

not always taken into account when designing appropriate Internet sites. This is one of the directions of marketing strategy improvement.

Thus, the success of the tourism business is largely due to the professional organisation of marketing, attention to even the seemingly insignificant details, and the differentiation of offers: from the organisation of weekend tours to Paris to longer journeys. This is especially important in today's challenging environment for outbound tourism.

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THE PROBLEM OF DEFINITION AND EVALUATION OF NATIVE ADVERTISING

Good advertising has the ability to transform a business and increase the number of consumers, no matter what form it takes. Currently digital advertising is gaining popularity, and native advertising has become one of the largest and fastest growing areas of digital advertising. However, since it is developing and changing quite quickly, new formats and ways of its implementation appear, the question of what native advertising is remains relevant and debatable.

Native advertising is one of the most controversial marketing topics today. According to the Federal Trade Commission, native advertising is content that has similarities to news, entertainment, selected articles, product reviews and other content in digital media [1]. The Interactive Advertising Bureau classifies paid ads as native ads that are related to the content of the page, assimilated in its design and consistent with the platform as a whole. According to a more formalized interpretation, native advertising is the cooperation of the brand with the developer of advertising products in order to create content on the publisher's platform [2]. In Belarus, native advertising is represented by content recommendation platforms and advertising networks created to promote marketing content.

The difference between active advertising and standard advertising is the ability of the former to follow the natural design, location and behavior in the environment in which it was placed with content that provides relevant consumer interest in the context.