

- Does the organization have all the necessary resources to support business processes in conditions of limited movement between cities and countries?

The conclusions that follow from this article are relevant not only in an unfavorable epidemiological situation, they are rather universal in our constantly changing world and in the new realities in which we now find ourselves.

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### “STORYTELLING” AS A MARKETING TRIGGER FOR EFFECTIVE INTERACTION WITH THE TARGET AUDIENCE

The purpose of the study is to consider "storytelling" as a marketing technique for effective psychological impact on the client. The research results are as follows:

- the purpose of “storytelling” as a method of psychological stimulation of consumers in marketing was analyzed;
- the mechanism of operation of this trigger was considered;

- the opinions and experiments on this issue of marketers G. Zaltman and R. Walker were studied;
- detailed methods of “storytelling”;
- revealed the secret of the popularity of this method.

In modern marketing, psychological stimulation of consumers is actively used. One way of influencing consumer behavior effectively is to use storytelling.

The purpose of this trigger is to captivate the consumer with an interesting story in which he can easily recognize himself or a familiar situation. Stories do not leave people indifferent, as they evoke emotions in them, affect their feelings, awaken memories and create associative images.

Gerald Zaltman, author of “How Consumers Think: Important Revelations about the Nature of the Market”, authored a book on marketing secrets, was able to provide convincing arguments to prove the fact that the bulk of the buying process takes place at an unconscious level and is based on the emotional experiences of the client [1].

“Storytelling” in marketing affects those parts of the brain that are responsible for the organs of perception. The client, immersed in reading the story offered to him, feels the impact on himself of a wide range of emotions, while not carrying out any actions. A well-written story evokes the emotional factors that go into making a purchase decision. Bloggers were the first to notice this fact and made it their main tool.

Rob Walker, author of “Buying In: What We Buy and Who We Are”, a book on marketing and marketplaces, and marketer Joshua Glen conducted a pilot study: they organized the sale of old cheap things on eBay using emotional storytelling, which attracted 200 writers, putting they are faced with the task of writing an exclusive story for each item offered, with a profit of 2.7% [2]. This experiment proved the power of influencing customers with psychological incentives in marketing based on interest in emotional stories.

It should be noted that “storytelling” is a multifaceted technique. And there are dozens of its genres, as well as a lot of literature dedicated to this direction.

The most common method of “storytelling” is a description of the situation from the side (without explicit direct participation in it) with a skillful emotional overtones that leads the client to the necessary conclusions to perform the target action planned by the narrator.

The most common version of “storytelling” is a fairy-tale about Cinderella. It is actively used by those who talk about their prosperous life and success in the present with significant financial difficulties in the past.

The secret of the popularity of “storytelling” is that the narrator does not look intrusive, but at the same time skillfully conveys the desired idea to the reader. His goal is to write a story in such a way that the consumer, reading it, makes a decision in favor of the proposed product.

Consumers themselves note that reading posts in the style of “storytelling” is much more exciting and enjoyable than ordinary text material of an advertising nature. In addition, “storytelling” always looks interesting and inspires confidence.

Thus, all the above facts explain the ever-growing popularity of ‘storytelling’ and the fact that in the modern economy, when developing marketing strategies, not only

novice and successful bloggers, but also large companies are increasingly paying attention to this method of psychological interaction with the client.

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#### YANDEX GO: A CHANCE OR A DEVELOPED STRATEGY?

Today, various types of transport are used for faster and more comfortable movement around the city: tube, buses, bicycles, motorcycles, electric scooters and monowheels, as well as taxis. The popularity of the latter has increased enormously over the past 7 years. Previously, it was believed that a taxi was a transport for the rich. Now the situation has changed dramatically.

The purpose of my report is to analyze the trends of the development of taxi transportation in the Republic of Belarus.

The first thing to be mentioned is a positive steady growth in the share of taxis in passenger transportation in Belarus from 0.78 % in 2013 to 2.71 % in 2020. What concerns companies, 7788 have been functioning here for a long time with the famous advertising slogan “7788 – call us and we'll give you a lift”, *the capital 135*, *NEXT*, 7220, a large number of sole proprietors who persistently offer their services to you at the railway station, as well as aggregators like *Maxim*, *Uber*, *Yandex Go*.

With the arrival of taxi aggregators on the market (as Uber and Yandex prefer to call themselves) the situation in the field of individual passenger transportation in Belarus has changed dramatically. The entry of the Uber service into the Minsk market in 2015 did not really make significant changes – the service became not a competitor, but an alternative to traditional taxi services, and the tariffs set by the service did not force most market participants to “squeeze”. But after entering Yandex Go in Belarussian market the situation has changed.

Yandex Go is an aggregator service that helps to contact the taxi driver, directly without contacting the dispatcher. When you order a ride in Yandex Go, you are provided with a service not by Yandex itself, but by a third-party contractor. Yandex legally provides an information service – brings together passengers and taxi drivers and receives a commission for this service. Therefore, not the entire cost of the trip gets into the company's reports as revenue, but only the commission that Yandex charges.