

20. Maintaining the balance in the content (informative, entertaining and advertising).

All of that allows me to conclude that targeted advertisement on Instagram can and must be exercised. People, especially young adults, are ready to buy and are open to new information. What is needed is the right strategy for an audience warming and an attractive offer. With the help of professionals, who are able and know how to work properly with Tools of Instagram Business Profiles, popular and small brands can cover a larger audience that will buy products / services and become loyal clients. At the same time most influencers should elaborate new strategies and ideas of producing content that might be more interesting for users to watch / read.

Taking into consideration the recent events and the situation with “Meta” products, right now the Belarusian Instagram-market may grow and expand its influence; influencers, local brands and individual entrepreneurs might use this chance to sell their goods and services to Russian clients, for example, while Instagram targeted advertisement tools are banned there.

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INNOVATION AND MODERN MARKETING IN THE ENTERPRISE

Marketing as a philosophy and toolkit for entrepreneurship and behavior of business structures continues to evolve. By conducting research on relationship-based marketing strategies, modern scientists and marketers note the growing role of interaction marketing, characterize its development trends, and evaluate its adequacy to the real tasks of marketing and management.

New developments in the implementation of marketing interaction predetermine the comprehension of its methodological potential, the determination of the possibilities and limits of use in the practice of functioning of modern companies, since the concept is focused on their long-term relationships with customers, the achievement of goals set by market entities participating in the value exchange processes. Clearly, interaction marketing companies can be defined as inherently innovative. From the standpoint of a modern approach, interaction marketing aims the company to promote customer

orientation, new technologies, to create a certain style and standard of consumption, closely related to the lifestyle of society and business entities.

When studying interaction marketing from the position of network business, scientists analyze the essential content of the phenomenon of “interaction”, the possibility of relationships between participants in the process of buying and selling, service with such objects as companies operating outside the network, and network business structures, it is determined whether the relationship is a result or an intermediate factor when establishing interpersonal and non-personal relationships. In addition, various forms and types of relationships existing in business (including the so-called customer loyalty) are investigated, the prospects for implementing the concept of interaction marketing in network business are evaluated [2, p. 130].

The network approach (as the Scandinavian approach to interaction marketing is often called) was introduced into scientific circulation as a result of understanding the practice of creating the first network structures in the 1970s by an international group of European scientists, including D. Ford, H. Hakansson, L. Mattsson, P. Turnbull, J. Valla and others.

Researchers of the network approach to business organization formed a conceptual model of the theory of interaction marketing, which appeared a decade later and developed in parallel in the works of scientists from the Scandinavian school of service marketing and in the works of representatives of the North American and Anglo-Australian schools of interaction marketing (D. Bury, E. Grenrus, K. Gummesson, F. Kotler, R. Morgan, S. Hunt, M. Christopher, D. Ballantine, J. Sheth, F. Webster and others) [3, p. 49].

The organization of rational marketing interaction between subjects of the market network is considered as a complex task, the effectiveness of which depends on a number of factors. These include the nature and type of the organizational structure of the network, the complexity of the tasks facing it, the rules for the interaction of subjects in the network, the methods for managing their actions, reflecting the dynamics of the interaction of subjects. The presence of a large number of factors influencing the formation and development of interaction in the network predetermines the need to develop a plan for organizing the interaction of business partners in the network. It may include a number of steps, the implementation of which contributes to the solution of the following tasks:

- to study the existing mechanism for managing network subjects in the process of their interaction, to determine the directions for its improvement;
- unification of forms of interaction between network subjects, achieved in the process of relationship management;
- identifying priority areas and types of interaction between network entities;
- organization of procedures for studying the types and nature of relationships between subjects in the process of their interaction, optimizing their actions in order to ensure the efficiency and functioning of the entire business network.

Innovation marketing is a relatively recent concept. It arose in connection with the rapid development of high technologies.

Improved products should be easily introduced to the market. In order for the mechanisms to be debugged as much as possible, specialists have done work to bring together and unite the two objects: marketing and innovation.

Today, innovation marketing is defined as a type of economic and production activity of a company aimed at controlling innovation, optimizing production and marketing based on ongoing research, and most importantly, actively influencing the market through the introduction of new products [1, p. 85].

Features of innovation marketing today have a rather weak specificity. Nevertheless, it is already possible to identify some methods of regulation in this area.

The specifics of innovation marketing, as well as other types of services and goods, is determined by the characteristics of the site and the products presented on it.

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BEAUTY SALON BUSINESS AND ITS TRENDS

Aims: to identify the relevance of beauty services in our time, to determine the extent of competition; to determine the importance of advertising in this area and what it includes; to find the main aspect in advertising of beauty salons.

Results: internet advertising is the most effective, because the constant updating of information and its dissemination is the most popular and easily accessible way in our time.

Beauty salon business is a booming industry. Recently, 2-3 new salons have been opened monthly, not only in capital cities, but also in the regions. They appear in residential buildings and shopping centers. The beauty industry includes hairdressers, beauty salons, image studios, tanning studios and more. For example, hairdressing services are the most popular type of procedures in everyday life, and, therefore, are the most popular in Belarus. Due to the great competition and interest in procedures, each beauty salon or center needs recognition and promotion through any channels. Nowadays it is very easy to get information, one of the quick access tools is the Internet.

Beauty salons are characterized by a certain variety. All of them are focused on providing professional cosmetic services. However, in certain regions the specifics of the