

AGGRESSIVE MARKETING AS AN EFFECTIVE WAY TO PROMOTE PRODUCTS AND SERVICES

Агрессивный маркетинг как эффективный способ продвижения товаров и услуг

In the contemporary world, the Internet serves as an integral component of marketing. One of the types of Internet marketing is Aggressive Marketing.

Aggressive marketing is a set of assertive and abrupt actions aimed at attracting customers swiftly and effectively. Hence, the object of this research is Internet advertising used in the English-speaking and Chinese media landscape. The subject of the research is key means of aggressive marketing that contribute to the successful promotion of goods and services. The goal of the research: to investigate the influence of aggressive marketing on the promotion of goods and services through the introduction of Internet advertising on the market of the English-speaking and Chinese media landscape. To reach the aim of the research, the following tasks are set: to reveal the essence of the concept of aggressive marketing; to analyze the specifics of the influence of aggressive marketing on the promotion of goods and services using examples of English and Chinese Internet advertising.

This type of marketing requires a good understanding of the target audience, what they need at the moment and what form of promotional offer will be most successful, but it also requires careful planning to avoid alienating potential customers. The key to aggressive promotion is to inform potential customers why they absolutely need the advertised product to solve a major problem in their lives, because persuasion is the main tool of an aggressive marketing strategy.

One of the most famous versions of aggressive advertising in English-speaking countries was introduced in 2003 by BMW which launched an unconventional commercial that made a huge impression on viewers. In this video, a hungry cheetah overtakes its prey, a zebra, in a furious high-speed rush. The BMW X5 was the rushing cheetah and the competitor, the Mercedes ML, was the victim. The crucial factor in the battle for the customer is not the actual tangible benefits of the car, but the way its positioning, its image characteristics, as a result of which the number of sales increases.

Aggressive marketing can also be seen by the example of Chinese renowned appliance retailer Suning which used the posting of an advertising game called "Swipe" on the WeChat platform. The game consisted of a set of 4 squares from which a grey layer must be erased. If four identical devices appeared on them, the user won. However, to open more than one picture, it was necessary to share the advertisement and attract friends to the game. The

result of this advertising campaign was an instant spread of the game "Swipe" among millions of Chinese internet users. So, the company reached the break-even point for sales in 24 hours, indicating that the marketing plan was successful and effective.

Aggressive marketing is, therefore, one of the most powerful types of modern marketing, with the advantages of rapid results and increased brand awareness. However, there are also disadvantages: the need to think carefully about every word to avoid backlash and to prevent consumers from antagonizing both the brand and its products. The effectiveness of aggressive marketing is confirmed by the results of a survey of 20 BSEU students conducted with google-forms. 80 % of respondents have fully memorised the commercial in English and 90.63 % of respondents in Chinese and can convey the meaning of the commercial. 74.5 % are willing to buy the advertised product for products presented in English-language advertisement and 87.5 % for Chinese products.

Thus, the impact of aggressive marketing is manifested through a skillfully crafted advertising message that catches the customer's attention, makes a product more memorable and a top seller.

References

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HOW TO IDENTIFY YOUR TARGET AUDIENCE

Определение целевой аудитории в бизнесе

The effectiveness of doing business depends on the successful implementation of the marketing policy. In addition to various methods of organizing the company's presentation, one of the key functions is constant communication with customers.

In any business, for the purpose of long-term success, it is necessary to understand who your "ideal" client is. It's not uncommon to hear companies say, "Fit for all." This is where so many business owners fail. Having a niche is the key. It is necessary to focus on the target audience, not on the entire market. For this purpose, the image of the "character" is developed and compiled, which will act as a generalized portrait of the target audience — the "ideal" client. The company is becoming magnetic, and its offerings are becoming much more attractive. The image of the customer guides the development of the business. A customer