

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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Е. Lapitskaya
Е.И. Лапицкая
БНТУ (Минск)

Научный руководитель Е.О. Миронова

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

avatar is a model of a potential buyer for whom the product is designed, the company's development directions are developed. This image can help the company at various stages of work: the formation of a unique sales offer, the creation of a product line, etc.

At the beginning, company needs to answer the questions: Who exactly does the company want to help? Who will be positively affected by the company's activities? The ideal customer — what is it for the business? etc. Then, when drawing up the portrait, the answers to the following questions are taken into account in more detail — Who buy the company's product and who does not buy it? Why do they buy and why don't they buy? What is the key and decisive factor when a customer chooses a product?

Having the initial information, further analysis of the data obtained by statistical collection, etc., is carried out, which is the basis for creating an image. The company learns what exactly attracted customers to work with company. Such a deep analysis allows the company to know by what means it is possible to "get" to the client, to tell about the business, services and products. When a company has information about its customers, their preferences, problems and goals, it strives to perfectly and fully meet the needs of consumers, finding an approach to each of them.

A well-formed portrait of the "ideal" client can be equated with more effective advertising and promotion, and also better communication process with consumers. A properly created and developed portrait of the "ideal client" will help the business not only to focus on the key points, move in the target direction, but also to affect the needs of its client in the right and profitable direction for the business. Creating the image of the "ideal" customer involves constant improvement, addition, corresponding to the trends of the modern world in connection with the rapid changes in the world, and, as a result of it, changes in the needs, views and tastes of consumers.

Thus, effective marketing is impossible without information about the target customers. Knowing and understanding who the target customers are and what they want will help to increase work efficiency and, in the long run, recoup many costs.

A. Levchenko

А.А. Левченко

Технологический университет им. А.А. Леонова (Королёв)

Научный руководитель М.Д. Джамалдинова

MODERN DIGITAL TECHNOLOGIES FOR BUSINESS DEVELOPMENT

Современные цифровые технологии развития бизнеса

In the modern world, innovative technologies are increasingly prevalent, which are of great importance in the development of science, economics, politics and the life of every