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SECTION 5. DIGITAL REALITY (INTERNATIONAL BUSINESS IN THE ONLINE ENVIRONMENT, TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS, ETC.)

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MARKETING COMMUNICATION AND ADVERTISEMENT IN MODERN BUSINESS. INTERNATIONAL BUSINESS ON THE INTERNET

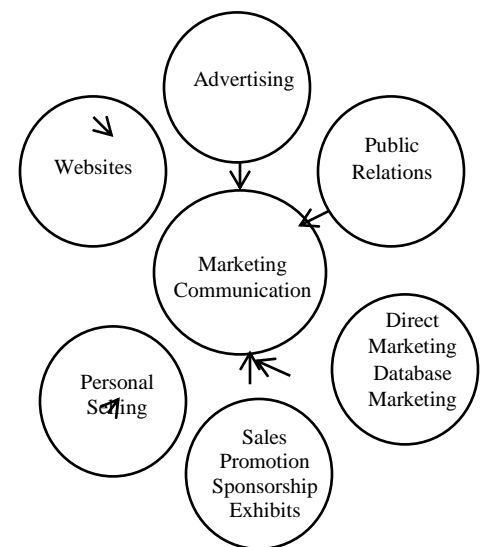
All organizations need to communicate with a range of stakeholders and consumers in order to get materials and services to run their business successfully, or to collaborate with others to provide suitable promotion of their goods and services. That is why the primary goal of marketing communication is to reach the target audience by informing, persuading, and reminding, to maintain a brand's current customer base by strengthening customers' desire to buy by providing additional information about the brand's benefits.

Successful marketing communication depends on the range of elements called Elements of Marketing Communication: advertising, sales promotion, public relations, direct marketing, and personal selling. The Internet has also become a powerful tool for attracting new customers.

Marketing communication was traditionally viewed as a way of presenting a company's messages. The mass media could effectively deliver a sales message to consumers. Advertising is the main element of Elements of Marketing Communication.

It has four characteristics: it is persuasive in nature; it is non-personal; it is paid for by an identified sponsor; and it is dispersed on mass channels of communication. Advertising messages may consolidate goods, services, persons, or ideas in the market. Advertising effects are best measured in terms of increasing awareness and changing attitudes and opinions, not creating sales.

Marketing communication is divided into two types: direct marketing and database marketing.



Direct marketing, the oldest form of marketing, is the process of communicating directly with target customers to encourage response by telephone, mail, electronic means, or personal visit. Aspects of direct marketing, including direct response advertising and direct mail advertising as well as the various research and support activities, have been adopted by all companies engaged in marketing products, services, ideas, or persons.

Database marketing is a form of direct marketing that attempts to gain and increase sales transactions and rich customers' awareness. Successful database marketing is based on questions: who customers are, what they are like, and what they are purchasing now or may be purchasing in the future. By using database marketing, marketers can develop products and product packages to satisfy their customers' needs or develop creative media strategies that match their tastes, values, and lifestyles.

As marketing communication is developing, impact of the Internet on international business is becoming stronger and stronger. And of course, one of the greatest approaches to locate amazing profitable prospects nowadays is to check online. There are an infinite number of opportunities that provide you the possibility to generate money readily without investing quite definitely.

Nowadays it's likely to communicate with anybody in any country, making a trade and business the easiest it's ever been. There are various individuals all around the world that are utilizing the world wide web to become rich nearly instantly. Obviously, it's preferable to take up improving yourself and learning new ideas relating to business and notably to the web organization. There are lots of tools available at no cost on the web.

The Internet can help businesses in number of extraordinary ways. First, the Internet is an excellent way to make business information available to possible consumers. Tell a person about a product your business produces and consumer likes to know more information about that product. Well, through Internet access a person can easily find your business web site and browse through the information needed. The Internet can sell products on-line very effectively.

Providing web sites over the Internet is far more cheap than advertising in magazines, on the radio, or on television. Therefore, most of the information tied into the web site is currently up-to-date and very competitive. Making business information available is one of the most important ways to serve your customers. By using the Internet, the customers can feel at ease with the information given to them.

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DIGITAL DEVELOPMENT FOR BUSINESSES

At the end of the last century the world witnessed the emergence of a new reality – the Internet. This new technology had been great expectations on the effects that it would bring about in various sectors of society. Each month, forecasting the changes were appeared in new publications. According to them innumerable traditional companies would rise under the attack of new virtual competitors; the processes of vertical and horizontal integration would be reversed and a new group of entrepreneurs would appear, generating almost all wealth.

The crazy that happened in the late twentieth century marked the beginning of the future ICT applications. The implementation of investments in the infrastructure of international broadband and wireless telephony led to significant investment losses, but at the same time provided a solid material base for the development of several applications. Furthermore, the maturation of new financial mechanisms such as venture capital contributed to make innovations possible. Markets are now beginning to distinguish which business models derive income and thereby provide a key learning experience for entrepreneurs, governments and investors. There are many successful businesses – Google, Amazon, e-Bay, etc. They are now in the consolidation stage. A number of e-government services had appeared all over the world, bringing benefits to citizens: reduction of time frames for transactions, consolidation of them and transparency enhancement in the relationship between government and citizens [1, p. 397].

In 2003, Internet connected about 100 per cent of large and medium-sized businesses, as well as 40 per cent of small firms. In this, the broadband connectivity increased. However, there are significant shortcomings with regard to the more advanced use of ICT. Companies use Internet to get information about what the public sector is doing and to check the status of their bank accounts and deposits, but they perform several transactions except for some basic services that are widely available on the Internet. Only 15 per cent of corporations communicate with their suppliers and customers via the Internet, and only 25 per cent of that number have a website. These figures are not good if we compare them with developed countries, which conduct three to four times more sales transactions online [1, p. 397].