

increase coverage by using different channels of communication with the client as well as to improve the quality of customer service.

Why advertising on TikTok is way more efficient in contrast to other social platforms?

1. The relative youth of the platform and the fact that advertising has not yet so much blurred the eyes of users.

2. The representation of advertising is more relevant for users. TikTok bloggers make advertising integrations that match their usual content in style, which helps to attract the viewer and reduce the likelihood of scrolling through.

3. On average, most users and bloggers in TikTok are within the same age category, which allows bloggers to have a powerful influence on teenagers who want to be as “awesome” as influencers on their favorite social media.

To sum up, despite the fact that we have touched upon only a sliver of the full scope of the TikTok it's pretty well established from the information above that it is a rapidly developing platform that may help not only market giants but start-ups to boost sales and raise brand awareness.

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ADVERTISING IN MODERN BUSINESS

Potentially, almost everyone can open his own business, and it should be promoted to become successful. But it is not so easy, especially if a person does not equipped with the necessary information for this.

Advertising is widely used today for receiving and spreading information. It performs not only an informative function, but also a manipulative one, because it can affect the emotions, expectations and actions of people associated with the purchase.

The idea of using the principles of human thinking in marketing can be hardly called a new one. Advertising managers are sensitive to the irrationality of some actions

of the buyer and to the “pressure points” of the target audience. They can also resort to suggestion, persuasion, and even to using colors and associations in advertising layouts.

Therefore, as advertisers entrepreneurs have to use all available advertising opportunities to form demand for their products. If we consider entrepreneurs as objects of influence from other entrepreneurs, they have to know how to get around those tricks, how to resist temptation and not to buy something unnecessary. Thus, like any other information, it needs to be filtered and its effect on consumer’s desires should be controlled.

In a general sense, advertising is paid non-personal communication aiming at influencing the audience. To be more precise, this is information that is conveyed to the consumer, while containing data about the product, service. It serves to attract attention to the promoted object. The main goal is to increase income by growing demand for services and traded goods. There are consumer, professional, financial, commercial, retail, political, social and other types of advertisings. Nowadays the most popular types are contextual and targeted ones.

The contextual advertising is a way of promoting a product or service on the Internet, where your ads are displayed in response to search requests. Frequently, the thematic content of a page corresponds to the interests of the visitor. The targeted ads linked to social networks. It is aimed at an audience with the parameters necessary for the marketer: gender, age, interests, education and others. The opportunities of these types of promoting are limitless, however not everyone can manage to use them properly. Skoda and Nike advertisement campaigns impress with their statistics, simplicity and originality. They attract the attention of the buyer with catchy slogans: “Just do it” and “Simply clever”. Analysis of such successful cases can significantly change the entrepreneur's approach to product promotion and increase sales figures.

On the other hand, you can look at the experience of existing examples of unsuccessful advertising.

For instance, Ford failed at advertising new EDSEL model because of ignoring the results of focus groups. Burger King created a campaign to run on smart devices that allowed device to read a list of burger ingredients posted on Wikipedia. This was a great idea before hackers altered the Wikipedia post to include ingredients like cyanide. As a result, the campaign was pulled. This is particularly unfortunate because the concept was pretty smart.

The analysis of such cases helps to identify errors in the use of advertising, starting from ignoring the orientation towards target audience and trends up to the launch of advertising without preliminary testing.

Regarding risks, advertising can make a person more aggressive and irritable. Many commercials are repeated so frequently that they even interrupt interesting films, videos. Such products and services as new gadgets, travelling, cars, are not available to people yet, but they want to have them. Desires and opportunities do not coincide, what leads to arising of feeling of disappointment. Sometimes it is also possible to go wrong with the subject of content, to encounter targeting errors. Statistically up to 90% of viral commercials go unnoticed or not properly rated by the audience.

However, if you own a well-known company, then advertising can help you increase sales and leave competitors far behind. In case your business has just recently begun to function, advertising will help make the brand recognizable and attract new investors. At the end of the day any promoter wants to gain only one thing – the effectiveness of advertising. The effectiveness of advertising can be analyzed by the following indicators: sales conversion, ROMI and CPI.

Sales conversion is the ratio of real buyers (those who have used the product / service) to potential buyers (those who have not used it for any reason).

ROMI is a return on marketing investment. It shows whether your advertising costs paid off or not.

CPL is a cost per lead, i.e. a call or message from a user who is interested in the product.

Summarizing all of the above, efficiency indicator depends on the correct choice of advertising media, promoting channels, target audience, psychological aspects, preliminary testing, advertising budget and others.

To sum it up, an advertising campaign should be treated as a business project that requires deep study to ensure the conditions for its effectiveness.

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HOW TO MARKET FITNESS

As consumers continue to gravitate toward lifestyles grounded in health and wellness, the fitness industry is cashing in to the tune of nearly \$100 billion globally [1]. The number of gyms and fitness studios continues to increase each year. It's more crucial now than ever to stand out from the competition, and this begins with your marketing efforts. If you're not using efficient marketing, you're likely to be forgotten among your current customers and you won't be interesting enough in prospect. Fortunately, the Internet has given new businesses tons of ways to market themselves, and most of them require less money than creating huge television, radio, or billboard campaigns. In our research we will highlight 10 gym membership marketing ideas, which will let you think outside the box to establish a solid membership base and to draw in new members.

1. Reward Members for Referrals. Referral marketing is one of the best ways for any business to market itself. Your current members are likely to find family or friends