

monitor the reaction of people and quickly respond to it with adjustments to the advertising company. In addition, all methods of promotion based on the ideology of the social network.

#### REFERENCES:

1. Компании выбирают Instagram [Электронный ресурс]. – Режим доступа: <https://business.instagram.com/>. – Дата доступа: 05.03.2020.
2. Все про директ в Instagram: детальный обзор сообщений в Instagram [Электронный ресурс]. – Режим доступа: <https://zengram.ru/blog/post/vse-pro-direkt-v-instagram-detalnij-obzor-soobshhenij-v-instagram>. – Дата доступа: 04.03.2020.
3. Архитектура Instagram [Электронный ресурс]. – Режим доступа: <https://www.insight-it.ru/highload/2012/arkhitektura-instagram>. – Дата доступа: 06.03.2020.
4. Полный обзор нововведений в Instagram за 2018 год [Электронный ресурс]. – Режим доступа: <https://www.likeni.ru/analytics/polnyu-obzor-novovvedeniya-v-instagram-za-2018-god>. – Дата доступа: 05.03.2020.

**Anzhela Pisareva**

Science tutor *A. Kravchenko*  
BSUT (Gomel)

#### ADVERTISING IN MODERN BUSINESS

Nowadays, the companies have to sell their products and offers in a high competitive and dynamic world. The new technologies and the amount of data available owe the companies to invest a large extent of their resources in Marketing and Sales. The finality is to create a unique brand which can be sold in different western target markets profiting of the data analysis and the new channels of communication, such as social media or blogs.

Therefore, based on this, we can identify the purpose of this research: analyze and understand the importance of advertising in modern business; identify the task of marketing communication and consider solutions used in this activity; and also indicate the prospects for the development and distribution of the product.

Importance of Advertising in Modern Marketing: - advertising your brand is what needs the most of your brand's energy in letting it achieve an enormous customer base for itself. Advertising and marketing have become an essential part of the business world [1].

The Marketing Communication refers to the means adopted by the companies to convey messages about the products and the brands they sell, either directly or indirectly to the customers with the intention to persuade them to purchase.

In other words, the different medium that company adopts to exchange the information about their goods and services to the customers is termed as Marketing Communication [2].

The marketer uses the tools of marketing communication to create the brand awareness among the potential customers, which means some image of the brand gets created in their minds that help them to make the purchase decision. Simply seeing your business name more often than you see that of the competition will help in the long run. In addition, advertisements can educate about a product or service, make consumers aware of pricing or challenge the competition by showing how their features are more beneficial [3].

Marketing communication offer solutions to the following questions:

- Why shall the product be used?
- How can the product be used?
- Who can use the product?
- Where can the product be used?
- When can the product be used?

A number of elements shown in the figure are used to solve communication issues. These tools of communication are collectively called as Marketing Communication Mix. However, it is worth noting that the elements can be used both in a single use and in a complex. Elements are aimed at influencing the consumer and communicating information explaining the benefits. When applying elements, you must not forget about the psychology of the consumer, so as not to get the opposite effect.



Figure – Elements of Marketing Communication Mix [2]

As we know, advertisements play a major role in business. There are different types of advertising techniques that are available for promoting products and services.

Many of the new-age advertising methods are a result of the advent of the Internet. Internet advertising is a vast concept and it entails several sub-types, many of which have been only recently introduced. Email advertising is one of the earlier trends.

Today, the problem of online advertising is caused by its obsession, which often leads to rejection of it and user recognition as spam. Therefore, Internet advertising should now be presented as informative as possible and be memorable from the moment of reading and viewing.

The importance of advertising forces the people to compare your services to your competitors'. You can get the idea about this by thinking the promotional strategies that the networking companies use. Each company that puts forward a new package or offer puts an ad about it on television or the internet and the features that this package has to offer to its customer. In this way, the customers can compare the packages from each

company and choose the one which best suits their needs.

It is quite a huge necessity in the troubled economy of today where keeping your brand up in the eyes of your customers is extremely important.

As you can see, the field of advertising has evolved and reached the masses in ways that were perceived to be unimaginable a decade ago. All thanks to huge developments and innovations in the field of technology [4].

### **REFERENCES:**

1. The importance of advertising in modern marketing [Electronic resource]. – Mode of access: <https://www.businessstudynotes.com/marketing/advertising-promotion/importance-advertising-modern-marketing/>. – Date of access: 01.03.2020.

2. Marketing communications [Electronic resource]. – Mode of access: <https://businessjargons.com/marketing-communication.html>. – Date of access: 28.02.2020.

3. Role of Advertisement in Business [Electronic resource]. – Mode of access: <https://yourbusiness.azcentral.com/role-advertisement-business-4948.html>. – Date of access: 29.02.2020.

4. 12 Modern Advertising Methods to Boost Your Business Sales [Electronic resource]. – Mode of access: <https://marketingwit.com/modern-advertising-methods>. – Date of access: 29.02.2020.

**Darya Rusetskaya**

Since tutor *N.N. Perepechko*

BNTU (Minsk)

### **CHANGES IN MODERN MARKETING**

The life of modern society can't be imagined without advertising. Advertising is a dynamic, rapidly transforming sphere of human activity. For many centuries, being a constant companion of man, it changes with him. The nature of advertising, its content and form undergo cardinal metamorphoses along with the development of the productive forces of society, the change of socio-economic formations. The role of advertising in modern society is not limited to the scope of commercial communications, or even to all market activity. The importance of advertising is growing in almost all areas of the economy and public life. Advertising is a relationship that is transmitted from the advertiser to the target audience, in order to inform consumers about the product or in order to stimulate them to purchase their products. This connection is carried out, as a rule, through various forms of paid media – TV, radio, print ads, billboards and, more recently, product placement (hidden advertising in films, television shows, music videos, books). Commercial enterprises use advertising to attract consumers of their products, while nonprofit organizations place advertisements to raise public awareness or to encourage people to change their behavior or perception [1].