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NEW DIRECTIONS IN BELARUSIAN MARKETING ON THE EXAMPLE OF THE INTERNATIONAL COMPANY “CIVITTA”

Today marketing in Belarus is developing in a new direction and every year the struggle for consumers among firms and companies intensifies. In the presentation we will consider several features of the development of marketing in Belarus.

The new generation practically does not watch TV, does not read newspapers, so the channels of influence on the consumer are changing. In the West, one generation replaces another about every 30 years, and in post-Soviet countries – about every 10 years. Now we are in the digital age and the consumer is overloaded with information and changing channels. Therefore, there is a challenge for marketers: it is necessary to promote one product in so many different ways that advertising will reach the consumer of any age category [1].

In fact, Belarus is an incredibly interesting country for marketers. Cultural identity within Belarus is very different. Some people associate themselves more with Russia, some with Europe, and some want to consume only Belarusian products. No doubt that many companies need support from specialists. And we will talk about an international consulting company “CIVITTA” and some of its interesting marketing projects.

Now “CIVITTA” is a leading management consulting company in Central and Eastern Europe, which offers a full range of services: strategy, innovation, financing, research, digitalization and implementation [2].

In Belarus we have “SATIO powered by CIVITTA” that has been a part of CIVITTA since 2016. “SATIO” provides marketing services: it helps clients from the private and public sectors to understand their market and consumers, identify market trends, become an effective and successful business [3].

The activity of “SATIO” is really important for Belarus. The example is its participation in the contest “BRAND OF THE YEAR”. This is the first and only professional competition in the field of marketing and branding in Belarus.

One of the successful “SATIO” projects was a study on the attitude of the population towards the older generation. As a result, it was discovered that Belarus has a rather high level of “ageism” (60%), that led to the denial of the social role of older people. One of the effective ways to solve this problem is to involve old-aged people in joint activities with young people [4].

In conclusion I would like to say that today not only private and public companies acting on the Belarusian market but also state institutions can get help from qualified specialists in various types of activities. This is an important factor in business development in Belarus.

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INTERNET MARKETING TOOLS FOR INDUSTRIAL ENTERPRISES

The development and selection of effective web marketing tools is becoming increasingly important for all huge companies, which want to grow. Nowadays web marketing is not only a tribute to “fashion”, but also a key element for creating and maintaining a certain professional image. It is particularly important for industrial markets, since the vast majority of business audience representatives are focused on independent search for suppliers of the required goods and services, primarily on the Internet. Therefore, the use of modern marketing tools can allow companies to increase significantly potential consumer awareness about the company and its products, generate primary interest in buying and encourage possible cooperation.

Overview of the main Internet marketing tools for industrial (B2B) companies:

- Site of a company;
- News site;
- Search promotion;
- Professional forums;
- E-mail newsletter;
- Youtube channel;