

Improved products should be easily introduced to the market. In order for the mechanisms to be debugged as much as possible, specialists have done work to bring together and unite the two objects: marketing and innovation.

Today, innovation marketing is defined as a type of economic and production activity of a company aimed at controlling innovation, optimizing production and marketing based on ongoing research, and most importantly, actively influencing the market through the introduction of new products [1, p. 85].

Features of innovation marketing today have a rather weak specificity. Nevertheless, it is already possible to identify some methods of regulation in this area.

The specifics of innovation marketing, as well as other types of services and goods, is determined by the characteristics of the site and the products presented on it.

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BEAUTY SALON BUSINESS AND ITS TRENDS

Aims: to identify the relevance of beauty services in our time, to determine the extent of competition; to determine the importance of advertising in this area and what it includes; to find the main aspect in advertising of beauty salons.

Results: internet advertising is the most effective, because the constant updating of information and its dissemination is the most popular and easily accessible way in our time.

Beauty salon business is a booming industry. Recently, 2-3 new salons have been opened monthly, not only in capital cities, but also in the regions. They appear in residential buildings and shopping centers. The beauty industry includes hairdressers, beauty salons, image studios, tanning studios and more. For example, hairdressing services are the most popular type of procedures in everyday life, and, therefore, are the most popular in Belarus. Due to the great competition and interest in procedures, each beauty salon or center needs recognition and promotion through any channels. Nowadays it is very easy to get information, one of the quick access tools is the Internet.

Beauty salons are characterized by a certain variety. All of them are focused on providing professional cosmetic services. However, in certain regions the specifics of the

salon work depend on the characteristics of culture, the level of development of the state, the socio-economic situation, in particular, the share of the middle class, as well as the unique features of consumer behavior.

Most often, beauty salons are small businesses, they have two or three points in the city and it is difficult to allocate a budget for promotion. And the difficulties with the budget give rise to a new problem – how to ensure a constant influence on new customers? This is where online advertising tools come in. Advertising on the Internet is relatively inexpensive and adaptive, has convenient options for evaluating effectiveness, and provides direct sales. The huge advantage is that instant feedback is provided. Also, this advertisement runs continuously, and the contact time is determined by the user. Therefore, online advertising is a good option for small businesses and is often the choice of entrepreneurs.

Internet advertising tools include media or banner advertising, contextual (text) advertising, viral advertising, teaser advertising, direct-mail, search engine optimization and website promotion (SEO), SMM (Social Media Marketing). The most interesting tools are media and banner advertising, contextual advertising, viral advertising and SMM.

However, which tools are considered the most suitable for working with beauty salons?

This is, first of all, SMM, or promotion in social networks. Today it is difficult to imagine a beauty salon that would not share their work on Instagram. The average time people spend on social media is 20 minutes per day. Users practically live in social networks: they communicate, post photos, solve work issues. Next, a common promotion tool is SEO. A website is created for a beauty salon, which contains information about the services provided, and a special key is entered into their description, which allows them to be successfully indexed in search engines. In addition, the possibilities of directed or targeted advertising in social networks and contextual advertising with a visual block in search engines are also used. This set is standard for any type of small business, but the main difference regarding advertising a beauty salon is that there must be a high-quality illustration of services as an image for publication on a social network, a clickable banner, or an illustration for the description on the site.

Thus, we can conclude that beauty entrepreneurs make the right choice in favor of promotion opportunities on the Internet. This makes it possible to reinforce your advertising with illustrations in any quantity, as well as constant access to advertising cabinets for making edits.

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