

курс] // Постановление Совета Министров Республики Беларусь Январь 29, 2021 № 56 // Министерство Экономики Республики Беларусь. – Режим доступа: <http://www.economy.gov.by/ru/gosprog-na-2021-2025-ru/>. – Дата доступа: 11.03.2021.

3. Основные показатели деятельности субъектов малого и среднего предпринимательства в Республики Беларусь [Электронный ресурс] // Национальный статистический комитет Республики Беларусь. – Режим доступа: https://www.belstat.gov.by/ofitsialnaya-statistika/realny-sector-ekonomiki/strukturnaja_statistika/osnovnye-pokazateli-deyatelnosti-mikroorganizatsiy-i-malykh-organizatsiy/. – Дата доступа: 11.03.2021.

4. Белорусский Фонд Финансовой Поддержки Предпринимателей [Электронный ресурс]. – Режим доступа: <http://belarp.by./ru/>. – Дата доступа: 11.03.2021.

УДК 659.3

THE FACE OF BUSINESS ON THE INTERNET

*Я.В. Рябцева, студент группы 10508118 ФММП БНТУ,
научный руководитель – преподаватель Е.Н. Лазарева*

Резюме – современное общество не может вообразить свою жизнь без компьютерных технологий и Интернета. Каждый стартап и налаженный бизнес стремятся к тому, чтобы любой заинтересованный человек смог найти о нем информацию во всемирной сети. Для этого бизнесмены прибегают к созданию своего собственного сайта.

Resume – modern society cannot imagine its life without computer technology and the Internet. Every start-up and established business strives to ensure that any interested person can find information about it on the world wide web. To do this, businessmen are ready to create their own website.

Introduction. A website for business is a tool that introduces the buyer to your activities, sells products to the buyer, or helps to find contacts of potential partners for further cooperation. Also, a website is an opportunity to find job vacancies, for example. A successful business in the 21st century keeps in touch with its audience, speaks its language, and builds trusting and friendly relationships. The company needs to hear its customers and understand them, and the website is almost the only tool that allows this.

The main part. The site should not be considered as another line of expenses, but as an opportunity for businesses to reduce these costs in the future. You can save money on staff and premises. Why spend money on salaries for sales managers who close standard deals, if you can automate this process by reducing the staff? You can leave two managers to handle complex, problematic and individual orders, and let the site handle the rest of the orders. Also, the site will allow the company to save money on renting premises. Namely, retail stores and offices for meeting with customers.

A well-designed website can significantly increase the company's revenue. This is due to the large influx of customers from the Internet. With the help of the site, you can attract new customers, increase sales, improve the company's image, and so on. In addition, the site is a kind of indicator of the respectability of a particular enterprise. Any business owner should know that having a website is very important, but not the only criterion for success. Potential customers are more attracted to the resource that occupies a leading position in the search engine rankings. Any ordinary user can become a regular customer of the company, so all that is necessary is to attract them with an attractive and convenient website.

The effectiveness of the site is enough to explain in one simple example. Let's imagine that the client is interested in the services provided by the organization N. Oddly enough, he will definitely want to learn more about the company and enter the service in the browser search bar. And if the company does not have its own, well-promoted website and the client does not find the necessary information, he will simply use the services of another company. Moreover, the competition today is high in almost any area of business.

On the site, you can create a forum for communication. This way you can find out about the problems that customers encounter. Due to the fact that the problems are expressed by the customers themselves after using the site or product, it is easier for the company to solve these problems in the future. Business sites may have a different structure and design depending on the purpose of this site in business:

1. A business card website is created to give a person basic answers to questions. What kind of company is this? What does it do? And how do I find it? Usually, such sites do not have a complex structure and are limited to a few main pages: "Home", "About" and "Contacts".

2. Corporate website. This type of site is a bit similar to the previous one, but the main difference is that its owners are large companies. The corporate website observes the observance of the "corporate culture" in the presentation of materials and the design of elements. On the websites of large companies, there is often a news line. The site is constantly updated in order to show the consumer how the company lives and develops. A popular element of corporate websites is the publication of the required vacancies and the "Feedback" option.

3. Online store. This type of website is one of the most popular ways to start a business from scratch. The purpose of this site is to draw the attention of potential customers to a "Showcase" or "Gallery of products". The main task of such a site is to sell a product or service. An important component here is the presence of "Contacts", namely the phone number and location. Such a website is quite difficult to create, because it is very important to take into account the behavior of the buyer during the purchase process. The site interface should be clear to everyone. An online store often consists of dozens or hundreds of pages that are created to describe and display products.

4. Promo site – the website of a particular brand. It is created for the purpose of advertising a new product or brand in general. The main sections of such a website are “Promotions”, “Quizzes” or “Voting”. Such sites should be actively promoted in social networks to maximize the public's involvement in the actions of brand marketers.

Conclusion. It is impossible to imagine a functioning business without a website. Now a website for business is like a passport for a person. “Aren't you on the Internet? So we don't know you.”

REFERENCES

1. Зачем компании сайт: задачи и виды сайтов для бизнеса [Электронный ресурс]. – Режим доступа: <https://webevolution.ru/blog/sajti/zachem-kompanii-sajt/> – Дата доступа: 24.02.2021.
2. Эффективность сайта и его роль в маркетинге компании [Электронный ресурс]. – Режим доступа: <https://web-3.ru/site-development/definitions/introduction/> – Дата доступа: 24.02.2021.
3. Building a Business Website: A Small Business Guide [Electronic resource]. – Mode of access: <https://www.businessnewsdaily.com/4661-starting-a-business-website.html> – Date of access: 24.02.2021.

УДК 004.738.5:339.138.

MARKETING IN SOCIAL NETWORKS

*А.П. Хацкевич, студент группы 10503320 ФММП БНТУ,
научный руководитель – старший преподаватель Н.И. Шумская*

Резюме – развитие социальных сетей стремительно набирает обороты. С каждым днем количество пользователей растет. Еще несколько лет назад никто не мог представить, что можно развивать свой бизнес в интернете. Среди потока новых пользователей появляются предприниматели для завлечения потребителей. Поэтому стоит знать что такое SMM и как работать в этой сфере.

Resume – the development of social networks is rapidly gaining momentum. The number of users is growing with each day. A few years ago, no one could even imagine that you can develop your business on the Internet. Among the influx of new users, there are also entrepreneurs, who seek to attract new consumers. Therefore, it is worth to learn what SMM is and how to operate on this market.

Introduction. SMM is the use of social media platforms for brand advertising brands, increase in sales, larger content exposure, increase of targeted audience. In the age of IT and a swift technology development – SMM is one step forward from traditional marketing types. Social media is at the foundation of SMM. They replace printed newspapers, radio, television.