

Conclusion. Thus, a certain complex strategy is needed in international business, as well as dealing with such important issues as the language problem, the specificity of national culture and international laws. There are no secondary moments in international business. You need to take into account many factors related to the culture of the partner's country: attitude to religion, mentality, facial expressions, gestures, emotions, even the length of the working day. Nowadays business between different countries has already become a familiar and common phenomenon of our modern society. The main task of international business is not only to generate money, but also to establish friendly relations between countries.

REFERENCES

1. Challenges of Operating a Business in a Global Economy [Electronic resource]. – Mode of access: <https://smallbusiness.chron.com/challenges-operating-business-global-economy-75865.html>. – Date of access: 27.03.2022.
2. Global PEO Services [Electronic resource]. – Mode of access: <https://globalpeoservices.com>. – Date of access: 27.03.2022.

УДК 339.138

NATIONAL LANGUAGE AND SYMBOLS IN ADVERTISING AS A MEANS TO ENHANCE CUSTOMERS' LOYALTY

*А. А. Букель, Н. В. Козлова, студенты группы 10508119 ФММП БНТУ,
научный руководитель – старший преподаватель Н. П. Буланова*

Резюме – использование национальной символики в рекламе является методом маркетингового продвижения продукции. Размещение национальных символов в рекламе и на упаковке продукта помогает показать принадлежность к определенной стране, способствует повышению лояльности потребителей. Покупатели доверяют местным производителям и выделяют национальную продукцию среди аналогов. Национальный бренд имеет большой потенциал продвижения на рынке и развития экономики страны.

Resume – the use of national symbols in advertising is considered as a method of marketing promotion of products. The placement of national symbols in advertising and on product packaging helps to show belonging to a certain country and helps to increase consumers' loyalty. Buyers trust local producers and distinguish national products from similar ones. The national brand has a great potential for being promoted in the market of the country.

Introduction. Various marketing tools are used to distinguish products from competitors in advertising. The use of the national language and symbols of the country is one of such marketing moves. People are more willing to buy local products. Advertising in the Belarusian language is done by mobile opera-

tors, banks, a company selling equipment and services. This trend is especially evident in relation to food products.

Main part. There is an opinion that domestic producers know the taste preferences of the local population better. Accordingly, they produce what they would prefer them to buy; what they would bring to their home and put on the table. Such products are trusted, bought and used. This marketing strategy is applied and has potential in the following areas:

1. **Pride.** Appeal to patriotic feelings is a successful marketing strategy. The use of the Belarusian language enhances the sense of national identity. Buyers feel connected to their people and country. More often they remember that they belong to a unique culture. People like to be proud of their nationality and associate themselves with it.

2. **Territorial brand.** National symbols and language are important tools for branding a country or a particular region. Products with a strong national brand are also successful abroad. It can attract investment or make up a significant part of a country's exports.

3. **Quality.** Most people take care of their health and nutrition. They choose products more carefully, study compositions and manufacturers. Local food seems to the buyer to be fresher and of higher quality than foreign food. The delivery time of products to store shelves for domestic and imported goods is different. Overseas shipments take much longer than transporting products from local factories to points of sale. National products seem more natural and healthy although the production technology, storage and delivery times may be the same as for imported products.

4. **Price.** Some imported goods have a higher list price than local ones due to shipping and customs fees. Therefore, some people prefer to buy local products rather than overpay if the quality remains the same.

5. **Confidence.** Every citizen of Belarus knows the red and white ornament, the great bison and the cornflower. These national symbols are familiar. They are associated with stability and reliability. These associations inspire confidence in the products. A reliable product will always enjoy success.

6. **Gifts.** National products are used as souvenirs. They will always be a good gift for relatives or friends from another country.

Conclusion. The use of national symbols and language has great potential. It evokes a sense of pride and value in its uniqueness and national identity. In addition, it helps a product to stand out in the market. A strong national brand significantly strengthens the country's economy. The commodity will get the reputation of a high-quality product and cause pride in the native country.

REFERENCES

1. Expert: Belarusian language and national symbols can be effective marketing tools [Electronic resource]. – Access mode: <https://www.bel-ta.by/a-m-p/so-ciety/view/ekspert-belorusskij-jazyk-inatsionalna-mogut-byt-effektivnymi-instrumentami-marketinga-373184-2019/>. – Access date: 28.03.2022.

2. Социальная реклама на национальном языке как инновационная технология [Electronic resource]. – Access mode: <https://cyber-le-nin-ka.ru/article/n/sotsialnaya-reklama-na-natsionalnom-yazyke-kak-innovatsionnaya-tehnologiya>. – Access date: 29.03.2022.

3. Как белорусский язык помогает продвигаться продуктам и брендам [Electronic resource]. – Access mode: <https://probusiness.io/strategy/425-kak-beloruskiy-yazyk-pomogaet-prodvigatsya-produktam-i-brendam.html>. – Access date: 29.03.2022.

УДК 339.138

EFFECTIVE TOOLS OF DIGITAL MARKETING

*А. В. Войшнис, студент группы 10507121 ФММП БНТУ,
научный руководитель – канд. пед. наук А. И. Сорокина*

Резюме – в данной статье описывается понятие цифрового маркетинга, а также наиболее эффективные его инструменты. Успех бизнеса зависит от того, насколько продуктивно он будет использовать цифровой маркетинг, который является абсолютно новой стратегией понимания поведения потребителя, как на рынке, так и в сети. Этот вопрос является важным для рассмотрения, так как непосредственно связан с развивающимся сейчас рынком и технологиями.

Resume – this article describes the concept of digital marketing, as well as its most effective tools. The success of a business depends on how productively it will use digital marketing, which is an absolutely new strategy for understanding consumer behavior, both on the market and on the web. This issue is important to be considered, as it is directly related to the market and technologies that are currently developing.

Introduction. An important today's condition is the transition to the digital economy. Because digital technologies are replacing the methods that business usually used or uses. SMS and MMS alerts are losing their popularity, while phones and tablets are increasingly becoming necessary gadgets in the life of a modern person; digital television in most cases replaces terrestrial.

The main part. Firstly, we need to consider what digital marketing is about. Digital marketing is the use of digital technology to attract and retain customers. The effectiveness of digital marketing largely depends on the skillful use of its tools. One such tool is SMM or social marketing. A huge active audience, which is characteristic of the social network, allows you to use it to promote the brand, expand the audience and participate in active sales. With the help of SMM, there is a chance to find a loyal audience and increase their activity, while receiving feedback [1].

The face of the company, its business card is a landing page (or a whole website) where consumers can find all the information about its product. Whether the website is effective or not can be judged by the conversion rate, which