

nection with the emergence of a new place for successful advertising – the pages of popular bloggers on Instagram.

A remarkable phenomenon in the development of the advertising business is artificial intelligence, which teaches the skills of modeling high-level abstractions. The first steps in the application of AI in marketing events are being made: large-scale analysis of Big Data, independent creation of unique content of its kind, search results, monitoring of requests from potential customers, recognition of the intended objects in photos [1].

**Conclusion.** The achievement of these goals and the solution of the tasks set for digital marketing allow:

1. Significantly save time for marketing events.
2. Reduce the number of employees by performing a large number of operations by the network.
3. Reduce monetary costs compared to traditional marketing.
4. Provide a wide coverage of the customer audience.
5. Get a qualitative picture of sales performance.
6. Inform customers in detail and quickly about the results of the company's marketing activities.

To increase the effectiveness of digital marketing, it is necessary:

1. Optimize advertising avoiding information perceived as spam.
2. Take into account customers' distrust of insecure payment systems through which fraudsters withdraw money from citizens.

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#### **BRAND PROMOTION IN SOCIAL NETWORKS IN THE CONTEXT OF THE CRISIS OF 2022**

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*Резюме – в статье рассмотрена социальная сеть ВК как развивающийся в 2022 году канал продвижения.*

*Resume – the article considers the social network VK as a promotion channel, which developing in 2022.*

**Introduction.** Nowadays, the world market is faced with the fact that a huge part of market (in the form of Russia) is isolated from the most developed promotion channel. Instagram has banned targeted advertising in the country. The problem is also effects on Belarus, because many companies sell their product to Russia and it's important to save customers from Instagram. In the article has been analyzed how to retain consumers and which ways for advertising are actively gaining momentum today.

**Main part.** If we go to any platform for freelancers today, we can see a growing number of applications for registration and maintenance of pages in the VK, which is one of the indicators of the demand for the site now [1].

Speaking numbers and statistics, at the end of 2021 there are 48 million active authors – users and publics, this is 2.2 times more than in 2019. In the main community of the VKontakte, a post appeared in which pointed out "In the spring, users began to create 369 % more new communities. We are getting more and more questions – about promotion, monetization, rules of public relations."

According to Brand Analytics' statistics Instagram's popularity has decrease by 30 %, but popularity of the VK increase by 3 % [2]. A huge number of successful brands have already created a community in the VK. In the "popular" tab we can see: Nestea, Nivea, Dove, FrutoNyanya (fruit babysitter), Samsung, Lipton, Fanta, Rexone, Nescafe and much more.

In addition, the VK company decided to refuse making a profit in tools for monetization of its authors for some time. Thanks to this, users will be able to receive 100 % of revenue from adding impressions on the platform [3]. To promote a brand there was a need to create a community in VK for sure

VK is a personal brand. There should be a real person behind every business page. According to statistics, content that is published on behalf of a real person collects 55 % more positive responses. In addition, an upgraded personal account can bring extra sales. To link a personal account with a brand, existing business accounts advise to install a brand community's link in your personal account at information about work.

The VK community is very different in design from the business page on Instagram. It is necessary to make a description of the group, set the status, add discussions, contact details, address, make a visual for posts. Don't forget that you need to install not only an avatar, but also a cover for the community.

Another important feature for promotion is the publication of videos. The publication of videos is one of the key elements of the success of the community, and business online in general. According to Hubspot, 54 % of users want to see more videos on social networks. Since the beginning of the blocking of foreign social networks, the attendance on the video catalog in VK has doubled.

Another tool that stimulates is UGC [4]. UGC (User-generated content) - this is the original content that is created by the brand's audience. This content can be anything from reviews and blog comments to photos and videos. For the realization UGC, the VK provides the "offer news" function. Many online stores offer users to unpack goods on camera or write and shoot reviews. Authors receive prizes or discounts for the best publications. For example, Litres store gives readers virtual money with which to pay for an order for book reviews. Advego Exchange regularly holds literary contests, the winners receive a monetary reward. It's necessary to encourage active consumers and participate in discussions with them to keep activity in the community, because user-generated content is an indicator of a community's success.

**Conclusion.** Social network advertising is the key way of promotion in modern world. To keep up with trends, it's important to analyze the market situation and use the platforms that are gaining momentum. Competent use of the functionality of social networks and an interesting presentation of the material will help to take a leading position in a highly competitive market.

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#### THE MAIN TRENDS OF E-COMMERCE

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*Резюме – в данной статье рассмотрена электронная коммерция и ключевые тенденции электронной коммерции на 2022 год. Анализируются вертикальные маркетплейсы, персонализация, маркетплейсы мобильных приложений и чат-боты с искусственным интеллектом.*