

**СЕКЦИЯ D**  
**DOING BUSINESS IN MODERN WORLD ECONOMY**

УДК 659.13.17

**ADAPTING BUSINESS TO TODAY'S REALITIES**  
**(DIGITALIZATION OF BUSINESS)**

*И. А. Аниськов, студент группы 10503321 ФММП БНТУ,  
научный руководитель – преподаватель Д. И. Бондарчук*

*Резюме – в данной работе рассматриваются виды интернет-рекламы как средства продвижения бизнеса в современных реалиях и условиях всеобщей цифровизации мировой экономики, на какие аспекты рекламы стоит обратить внимание предпринимателям, желающим улучшить промоутирование своей компании.*

*Resume – this article examines the types of online advertising as a means of promoting business in modern realities and conditions of global digitalization of the world economy, as well as what aspects of advertising should be paid attention to by entrepreneurs who want to improve the promotion of their company.*

**Introduction.** Gone are the days when to run a successful business it was enough to advertise on television and radio, write about it in the newspaper and put up a billboard. Now the entrepreneur needs to understand all kinds of online advertising, because at the moment this method of promotion is the most effective compared to others. In this article we will take into consideration some types of online promotion for your business.

**The main part.** Naturally, the type of advertising depends on the product you are advertising. Since, for example, vegetable seeds will be more effective to advertise through newspapers and television, and a fancy bar through social media. Although, recently the situation has changed a lot, and many people of the older generation now devote more free time to social networks and messengers, they still use traditional media. Based on the above, we can understand that each product needs its own way of promotion, but it is undeniable that advertising on the Internet at the moment is almost a mandatory tool in the development of your business. At a minimum, businesses should have social media profiles.

As an example, we can simulate the following situation: you are planning to open your coffee shop, and you don't know how to start promoting it. The right thing to do is to start promoting any of your social network account – Instagram page, VK group, or Telegram channel in advance. According to statistics, the most appropriate time is about six months before you open the business, so that people will subscribe to these social networks and wait for the opening of the establishment. Today's business requires creativity, so you can think of various games, the prize in which will be a discount on the products of your coffee shop. This will attract new customers, and encourage people to come to your es-

establishment and get products at a better price, and also tell their friends about it, launching the mechanism by which word of mouth works. Also important is the uniqueness and promotion of your brand. As an example, we can take Starbucks. Despite the fact that this company is not the best in its segment in terms of quality, and they don't make the best coffee in the world, they have a strongly promoted company brand, which is what people are willing to give their money for. Similarly, you have to promote your company's personal brand, make it more recognizable. And by doing that, you will attract even more customers [1]. Another good way to popularize your company is to borrow different "trends" from other countries. You need to study what is currently popular in your business abroad, and integrate interesting innovations into your company. This should have a positive effect on the popularity of your establishment. Also, your business should have its own website, because nowadays you can't do without it. We can imagine the following situation: you need to find a workshop where they make keys. Where will you first search for the right place? Right on the Internet. Therefore, the site of your company should not be pushed to the last plan. You, as the owner of this business, should be in every way to develop your site [1].

There are several types of website promotion: search engine optimization, guest blogging, content marketing, social media, email marketing, Google My Business, quora, online communities and aggregators, pay-per-click advertising, giveaways. In addition to social networking, you can also look for your potential customers. This is done by buying ads there, because in the process of buying ads you enter the data of the audience who might be potentially interested in your product. Once you have purchased this advertisement, your account on this social network will receive the appropriate audience, and, accordingly, new customers. Advertising on various websites can also play pivotal role for business. Effective promotion will be the placement of banner ads on the sites, the topic of which is somehow related to your business. As an example – we can take a site that broadcasts movies and TV series. You can run ads on it for the delivery of any food (pizza, sushi, etc). The amount of tool you are able to use for advertising is extremely diverse [2].

**Conclusion.** Summarizing this material, we can conclude that the importance of advertising in social networks and the Internet cannot be underestimated, digitalization of business is an inevitable process, and, adjusting to the current realities, choosing appropriate methods of promotion, you can succeed as an entrepreneur.

#### REFERENCES

1. Андрей Ковалёв. Первый бизнес: что важно знать? [Электронный ресурс]. – Режим доступа: <https://youtu.be/RwQZ7RZtjxU>. – Дата доступа: 25.04.2022.
2. How to promote your website online [Electronic resource]. – Mode of access: <https://webflow.com/blog/how-to-promote-your-website>. – Date of access: 26.04.2022.