

SOCIAL NETWORKS IN BUSINESS

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Резюме – социальные сети – это эффективный инструмент, с помощью которого бизнес может вести диалог со своей целевой аудиторией, привлекать посетителей, продвигать товары и услуги. В Беларуси самые популярные соцсети – Вконтакте, Одноклассники, Instagram и Facebook.

Resume – social networks are an effective tool with which a business can conduct a dialogue with its target audience, attract visitors to the site, promote goods and services. The most popular social networks in Belarus are VKontakte, Facebook, Instagram and Odnoklassniki.

Introduction. Each of the social networks offers its own functionality and advantages for doing business. As a rule, many companies have websites in each of them. This allows you to reach the maximum audience.

Main part. Information about each social network and the opportunities they will provide.

Vkontakte. The age of the users who are predisposed to purchases is from 25 to 45 years. The gender of the audience is the following: 50 % women and 50 % men. But VKontakte is actively used by men, so you can place ads aimed at a male audience. You can do polls so that people get involved and vote. [1].

Odnoklassniki. The social network is popular in the regions. It is often chosen by those who need promotion throughout Belarus. The most active audience is from 28 to 40 years old. A lot of moms, women. Children's products, cosmetics, sports equipment are well suited for promotion [2].

Instagram. The audience is 70 % women and 30 % men. Active users are from 18 to 30 years old. Since young people buy more often on Instagram, there is a lot of business with impulsive goods. There is a function of conducting live broadcasts. The platform makes it possible to reach bloggers and advertise goods through them. Instagram can be synchronized with other social networks, that is in just one click your post will be published in three other social networks at once [3]. Facebook. The audience is 30 and older with an active lifestyle. The concept of "solvent public" in this social network justifies itself – top managers, entrepreneurs, programmers. You can advertise expensive purchases. The social network is good for B2B business. People often indicate their occupation in the profile, so there is a setting for specific professions in the advertising cabinet. You can create reminders about upcoming events and notify users subscribed to your page. When a person on Facebook clicks "Like" or writes a comment to your post, all his friends see it. This is additional viral traffic [2].

Opportunities provided by all social networks:

1. Free or inexpensive access to millions of people.

2. Targeted advertising when promoting goods or services. It is possible to photograph an advertising campaign for a specific audience, focusing on its personal and professional preferences.

3. Increased awareness, dissemination of information on the principle of "word of mouth" (viral advertising).

4. The ability to maintain a dialogue with the audience, promptly respond to questions and responses, track reviews and contact their authors to resolve conflict situations.

5. Track the result of an advertising campaign in real time (reposts, likes, number of new subscribers, comments, and so on) [3].

Conclusion. In order to keep up with customer expectations and keep up with competitors, small and medium-sized enterprises need to constantly develop, implement digital solutions to achieve their business goals. It is almost impossible for a modern person to imagine that the organization he is interested in is not represented on social networks. Now our opinion about the company is formed even before we start communicating with it. It is important for a business to create such a point of contact with a client in social networks in order to please him even before direct interaction. Social networks provide business recognition, the ability to effectively interact with customers. If you want to attract attention and increase your value to consumers, social networks are tools that you need to use.

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УДК 339.977

BUSINESS IN BELARUS: OPPORTUNITIES AND CHALLENGES

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Резюме – основной целью данной работы является рассмотрение бизнеса в Беларуси, его возможностей и испытаний.

Resume – the main goal of this work is to consider business in Belarus, opportunities and challenges.

Introduction. Belarus, a landlocked country in Eastern Europe, has been making strides in developing its economy and attracting foreign investors. The country's strategic location, well-educated workforce, and favorable business