

follow the rules and respect people's privacy. Facebook always tells its customers how their data is being used. Customers need to trust you to feel safe and comfortable buying your products.

One of the very convenient and interesting tools on Facebook is thanks to which you can constantly monitor how well your ads are working. You can see how many people view and respond to your ads. I think this is a great advantage for you to understand your result, to understand how you are progressing and whether you are doing everything right to attract customers. This tool also shows how many people bought something after watching the ad. It also helps to understand whether advertising helps business development.

Conclusion. Thus, getting customers from social networks in large volumes is possible with the correct use of targeted advertising. Advertising on Facebook can really help a business. But you need to understand how to use the tools correctly, respect user privacy, and constantly check whether advertising is working well. If you follow all these points, you will be able to attract even more customers and expand your business. Today, advertising on social networks is the cheapest and most effective tool for increasing sales and its use will have a positive impact on business.

REFERENCE

1. Блюм, М. А. Маркетинг рекламы : учебное пособие / М. А. Блюм, Б. И. Герасимов, М. В. Молоткова. – М.: ФОРУМ, 2014. – 144 с.
2. How Do Facebook Ads Actually Work? [Electronic resource]. – Mode of access: <https://www.searchenginejournal.com/facebook-ads/how-do-facebook-ads-work/>. – Date of access: 28.04.2024.

УДК 330.34

ECONOMIC DEVELOPMENT IN BELARUS. ATTRACTIVENESS AS A TRADING PARTNER

*А. А. Денисик, студент группы 10506123 ФММП БНТУ,
научный руководитель – преподаватель Д. И. Бондарчук*

Резюме – в данной работе будет дано подробное описание развитию экономики Беларуси, а также рассмотрены преимущества и недостатки статуса торгового партнера этой страны.

Resume – this work will provide a detailed description of the development of the economy of Belarus, as well as consider the advantages and disadvantages of the status of a trading partner of this country.

Introduction. Belarus, officially known as the Republic of Belarus, is a landlocked country located in Eastern Europe. The country has experienced various stages of economic development since gaining independence following the dissolution of the Soviet Union in 1991.

Main part. Here is an overview of Belarus' economic development. In the early 1990s, Belarus, like many other former Soviet republics, underwent a transition from a centrally planned economy to a market-oriented system. This period was characterized by significant challenges, including hyperinflation, economic contraction, and the need to establish new institutions and economic policies. Belarus adopted a model of a state-led economy, where the government retained significant control over key industries and resources. State-owned enterprises played a dominant role in the economy, and the government provided subsidies and assistance to support various sectors.

Moreover, Belarus has a strong industrial base, with sectors such as manufacturing, machinery and equipment production, chemicals, and agriculture playing significant roles. The country has developed expertise in producing heavy machinery, trucks, tractors, fertilizers, and petrochemicals. In addition to this, Belarus has actively participated in regional trade and integration initiatives. It is a member of the Eurasian Economic Union (EAEU), which also includes Russia, Kazakhstan, Armenia, and Kyrgyzstan. The EAEU aims to foster economic cooperation, remove trade barriers, and promote the free movement of goods, capital, and labor. It's important to note that the economic situation in Belarus can be influenced by political factors and external dynamics. Recent political developments and international relations have the potential to impact the country's economic trajectory. Why Belarus is trade-friendly?

Strategic Location: Belarus is strategically located at the crossroads of Europe and serves as a transit route between Russia, Western Europe, and the Baltic states. Its geographical location offers advantages for trade and transportation, making it a potential hub for transit and logistics activities.

Trade Agreements and Integration: Belarus is a member of the Eurasian Economic Union (EAEU), which provides a common market and facilitates trade among its member countries. The EAEU eliminates most trade barriers, including customs duties and quotas, making it easier for businesses to engage in cross-border trade within the union.

Preferential Trade Arrangements: Belarus has secured preferential trade arrangements with various countries and economic blocs. For example, it has a free trade agreement with Serbia and a partnership and cooperation agreement with the European Union. These agreements provide tariff concessions and favorable conditions for trade with partner countries.

Special Economic Zones: Belarus has established special economic zones (SEZs) to attract foreign investment and promote export-oriented industries. The SEZs offer tax incentives, streamlined administrative procedures, and infrastructure support to businesses operating within their boundaries. This creates a favorable environment for trade and investment. As for future, we can suppose that economical parameters in our economy will grow every year. It has something to do with a new strategy, which was signed by the President in 2024.

Conclusion. At the picture 2 we can analyze the forecast of the main parameters in Belarusian economy on the next 3 years. We can make a conclusion

that Belarusian economy has a huge potential for growth. In recent years Belarus gains more and more reliable trade-partners such as Armenia, Turkey and Zimbabwe. In the future there will be more and more countries, because all know that being a trade-partner of Belarus is beneficial way to reach the dizzy heights of economic development.

REFERENCES

1. Программа социально-экономического развития Республики Беларусь на 2021–2025 годы [Электронный ресурс]. – Режим доступа: <https://economy.gov.by/uploads/files/macro-prognoz/Programma-2025-nov-red.pdf>. – Дата доступа: 26.04.2024.
2. Экономический обзор Беларуси [Электронный ресурс]. – Режим доступа: <https://www.belarus.by/ru/business/economic-background>. – Дата доступа: 28.04.2024.

УДК 659.11

GAMIFICATION IN DIGITAL MARKETING AND MARKETING COMMUNICATION

*М. Г. Жигальская, студент группы 10508121 ФММП БНТУ,
научный руководитель – старший преподаватель С. А. Сласси Мутабир*

Резюме – применение геймификации в современном маркетинге является ключом к успешности продвижения новых атрибутов в интернете.

Resume – the application of gamification in modern marketing is the key to the success of promoting new attributes on the Internet.

Introduction. Digital marketing is a strategy for promoting goods and services using digital technologies and online channels. It includes various methods and tools to attract the target audience, increase sales and improve the overall effectiveness of marketing campaigns. Marketing communications is the process of transmitting information about a product or service in order to attract attention, create interest, convince and stimulate purchase. They play an important role in shaping the brand's image, establishing contact with the target audience and maintaining relationships with customers.

Main part. Knowing the basic terms, it is necessary to mark what gamification means. Gamification is a methodology that uses game elements and mechanics to increase user engagement and motivation [1]. In digital marketing, gamification has become a popular tool for attracting audience attention, increasing conversions, and improving consumer engagement [2]. In turn, marketing communications through gamification have a number of advantages, which will be discussed later. The basic principles of gamification in digital marketing:

1. Gamification helps to set clear goals and offer rewards to the user for achieving them. These can be bonuses, discounts, free goods or other pleasant bonuses.
2. Creating a competitive environment encourages users to be active and partici-