

The reason for this is the strong dynamism and frantic competition in the online sphere. That's why the best solution is to integrate online and offline spheres.

It turns out that both offline digital transformation companies and digital products companies, in pursuit of sustainable competitive advantage, come to the same model – hybrid business at the intersection of digital and offline. A hybrid business model is a combination of traditional and digital business models. In general, the main goal of such a model is to create a unique and efficient business model. Such a model can be utilized in many ways. For example, the combination of traditional retail and digital models allows you to utilize the strongest advantages of both spheres, which leads to an increase in the overall efficiency of the company. The combination of offline and online media will expand the field of customer engagement, which will raise the company's status in the market and increase sales. Combining conventional stores with digital services such as mobile apps or loyalty programs will increase people's interest in your company and will also lead to a flow of customers.

Conclusion. Of course, all these changes are not given easily. Proper business hybridization requires a workforce that can be responsible for both the online and offline components of the company at the same time and is capable of analyzing both traditional and digital elements of the business. However, switching to such a business model is guaranteed to increase a company's efficiency, expand its customer base, and increase its competitiveness. Of course, offline and online companies individually still have a place, but their combination offers many new, modern business opportunities.

REFERENCE

1. FinModelsLab [Electronic resource]. – Mode of access: <https://finmodelslab.com/blogs/startup-costs>. – Date of access: 10.04.2024.
2. GreatAmerica Financial Services [Electronic resource]. – Mode of access: <https://www.greatamerica.com/blog>. – Date of access: 10.04.2024.

УДК 338.1

MECHANISMS: PAID ADVERTISING ON INSTAGRAM

*П. И. Каллаур, студент группы 10503323 ФММП БНТУ,
научный руководитель – преподаватель Д. И. Бондарчук*

Резюме – в наше время платная реклама в Instagram помогает бизнесу повысить узнаваемость бренда и привлечь больше потенциальных клиентов.

Resume – nowadays, paid advertising on Instagram helps businesses increase brand awareness and attract more potential customers.

Introduction. The popularity of Instagram in Belarus, as in other CIS countries, is at a very high level. About a million of all business accounts on this social network are Russian-speaking. Internet entrepreneurs, bloggers, marketers

and MM specialists choose this platform to promote their own and others' brands. With the advent of social media platforms such as Instagram, advertising has become an integral part of the marketing strategy of many campaigns. Instagram offers powerful tools for creating and placing paid ads that can reach a wide range of users. This scientific paper examines the main mechanisms of paid advertising on Instagram and their impact on the effectiveness of marketing campaigns. The results of the scientific work will allow us to better understand how the use of paid advertising on Instagram can increase the effectiveness of marketing campaigns and attract a large audience and increase sales.

Main part. Due to the fact that Facebook belongs to Instagram, there are two ways to place ads: using the Facebook advertising account or on the Instagram app itself. Let's take an example of one of the possible options.

1. The target audience. The first step in creating an Instagram advertising campaign is to identify the target audience. Paid advertising allows you to fine-tune the parameters of the target audience, such as geographical location, age, interests and demographic characteristics. This allows you to optimize the advertising product to achieve maximum efficiency.

2. Advertising formats. Instagram offers a variety of advertising formats, including photos, videos, and stories. Each format has its own characteristics and advantages, and the choice of format depends on the goals of the advertising campaign and the preferences of the target audience. The variety of formats allows marketers to creatively attract the attention of users.

3. Advertising placement. Instagram offers a variety of paid advertising options, including a news feed, a history section, search, and user profiles. A variety of advertising options allow you to achieve different campaign goals and reach a large audience.

4. Analytics and optimization. Instagram provides marketers with analytical tools to evaluate the effectiveness of advertising campaigns. Marketers can track metrics such as views, likes, reposts, user engagement and reach, and can optimize advertising materials and strategies based on the data obtained.

Conclusion. All of these items are just some of the available ones, but they are considered the most basic and most used. Paid advertising on Instagram is a powerful tool for attracting a target audience and increasing the effectiveness of marketing campaigns. By identifying the target audience, choosing the right advertising format, posting it in different parts of the Instagram platform and analyzing the results, companies can achieve greater awareness, increase brand awareness and attract more potential customers.

REFERENCES

1. 5 видов платной рекламы в instagram [Электронный ресурс]. – Режим доступа: <https://smmacademy.ru/2018/03/14/5-vidov-platnoj-reklamy-v-instagram>. – Дата доступа: 23.04.2024.
2. Реклама в Instagram [Электронный ресурс]. – Режим доступа: <https://business.instagram.com/advertising/>. – Дата доступа: 23.04.2024.

3. Tilda Education [Электронный ресурс]. – Режим доступа: <https://tilda.education/articles-instagram-ads-guide>. – Дата доступа: 25.04.2024.

УДК 339.138

THE ROLE OF EXHIBITIONS IN THE MARKETING COMMUNICATIONS SYSTEM ON BELARUSIAN MARKET

*М. Д. Кирисюк, студент группы 10504121 ФММП БНТУ,
научный руководитель – старший преподаватель Н. В. Шевченко*

Резюме – в данной работе рассматриваются роль выставок в системе маркетинговых коммуникаций на белорусском рынке. Дается характеристика организации выставочной деятельности Беларуси.

Resume – the article analyzes the role of exhibitions in the system of marketing communications on the Belarusian market. The characteristics of the organization of exhibition activities in Belarus are given.

Introduction. An exhibition or fair is a unique and innovative marketing strategy that integrates various tools for product promotion and sales. It serves not only as a powerful sales tool but also as a platform for advertising, marketing, and conducting market research to gauge product demand, aesthetic appeal, and consumer preferences. These events offer a distinctive opportunity to engage with both customers and competitors, as well as industry experts who can elucidate the optimal technological processes and materials required to elevate products to a competitive standard.

Main part. The core essence lies in exhibitions being a paramount tool for forging business connections, facilitating trade partnerships, and advancing enterprises towards their strategic objectives. Western companies are known to prioritize investments in exhibitions as they recognize the immense value they bring to the table. In recent times, fairs have evolved into pragmatic hubs serving as international advisory centers. While the Western world may have limited knowledge about the Republic of Belarus, Belarusian manufacturers often lack insight into the innovative business opportunities available. This underscores the pivotal role exhibitions play in bridging gaps, fostering global awareness, and fostering collaborations that transcend geographical boundaries.

Active development of exhibitions in Belarus and their introduction into the marketing complex was happening during the early 90s of the 20th century. The holding of international specialized exhibitions on the territory of Belarus is regular and systematic. More than 30 organizations are registered in the country that hold exhibitions for various sectors of the economy [1].

Mainly in Minsk there are exhibitions of various industries and the consumer market of the Republic of Belarus: automotive industry, mechanical engineering and instrument making, energy, light industry, agriculture and forestry, construction, chemistry and oil and gas complex, telecommunications, banking