

СЕКЦИЯ D

DOING BUSINESS IN MODERN WORLD ECONOMY

УДК 659.1.013

VIRAL MARKETING AS AN EFFECTIVE ADVERTISING TOOL

*Грицук А. А., Сморгович Д. А., студентки группы 10508115 ФММП БНТУ
научный руководитель – старший преподаватель Н. И. Шумская*

The article contains methods of the impact of viral advertising on a person. There are main advantages, and the rules for creating an effective viral advertising.

Статья содержит способы воздействия вирусной рекламы на человека. Приводятся основные преимущества, а также правила создания эффективной вирусной рекламы.

One of the most effective advertising tools is viral marketing. Currently, this advertising tool is gaining increasing popularity.

Viral marketing is a psychological influence on the target audience in order to popularize and promote a particular product or service, and as a result, to stimulate sales. The main task is to create an advertising product that will be interesting for the potential consumer with a high SNP (Social Networking Potential) and inspire him to share this information with others. It is a well-known fact that in order to force a person to purchase a product or service, it is enough to convince him of the existence of a need. If advertising information refers to the sphere of interests and needs of the target person, then it can be surely argued that advertising will be widely distributed. Usually this type of advertising is presented as a video, photo, game, creative action, which is perceived not as an obsessive advertisement, but as entertainment.

The main advantages of viral marketing are the absence of censorship and restrictions, the economic advantage and the high duration of the existence of viral advertising. Due to the absence of restrictions, viral advertising is the most perspective area of product promotion. Another advantage, high duration of the existence of viral advertising, undoubtedly can be named as the most significant. Usually TV ads are broadcast to the appropriate time for the target audience. Unlike advertising on TV, information on the Internet usually spreads without certain time limits. Therefore, this information can be saved for further viewing.

Of course, viral marketing is an excellent type of product promotion, but it requires careful planning and organization. In order for viral marketing to bring the greatest benefit, you need to know and use some rules:

1. It is important to create conditions in which a person doesn't need to perform many actions to view the content. For example, there is no need to register on the site.

2. Regular content updates are one of the fundamental rules of viral marketing. You need to take into consideration the fact, that viral advertising «shoots» only once.

3. During the research, marketers concluded that viral advertising has only a few days for spreading. That's why, in some situations, it is necessary to take additional steps to speed up its spread. For example, it is appropriate to attract influential media people.

Viral marketing is the subject to multiple criticism. This suggests that more than one marketing technique cannot be universal. The future of advertising should be based on the integration of traditional and alternative methods of advertising.

REFERENCES

1. Вирусный маркетинг [Электронный ресурс]. Режим доступа: <https://wiki.rookee.ru/virusnyj-marketing/> – Дата доступа: 19.05.2019.

2. Вирусный маркетинг [Электронный документ]. – Режим доступа: <https://www.polylog.ru/ru/help/viral-marketing> – Дата доступа: 19.04.2019.

3. Демидов В.Е. Сущность рекламы и психология её восприятия. – М, 2001.

УДК 658.155

FORMATION OF PROFIT ON THE EXAMPLE OF ENTERPRISES OF THE REPUBLIC OF BELARUS

*В. А. Долганова, студентка группы 10502217 ФММП БНТУ
научный руководитель – преподаватель И. И. Пасовец*

Summary – the article is devoted to the analysis of existing mechanisms for the formation of profit on the example of enterprises. In the process of work, the value, types and sources of profit formation, profit management