Main part. To understand more about trends of visual content, below the most popular types of visual marketing are described. Today live video used as an effective strategy. It effectively helps entrepreneurs to widen attention span. It also boosts sales, build clients audience, and make a brand smarter in competitive world. Moreover, companies are making more video billboards to give clients a more media rich communication besides their smartphone. It gets people to notice a message and should make people get out of their routine. It is a job of designers, that income of campaign depends on. For example, one of the popular strategy is to use stories to make an emotional impact. Large percentage of ads is based in social media. It remains one of the most platform for advertising. This powerful system allows companies with limited resources to reach the target audience. The perspective trend nowadays is online influencers. Businesses are collaborate with powerful consumers who have its voice and introduce it to target clients. Influencers make posts in Instagram or Facebook with product reviews and demonstrate online testing. This sharing with customers is an effective way to spread the information and convince them to buy. Additional types of visual marketing are used: Memes and Gif files are pop-culture visuals which contain humorous meaning. Data Visualizations: its a complex of data sets. Infographics: type of combining data and graphic design elements, using visual formats like posters or flyers. Stock Photos: photographs from platforms such as Unsplash and Shutterstock. Conclusion. Based on research, it’s obvious that the majority of entrepreneurs understand the meaning of visual marketing and widely use it. The world of marketing offers plenty of new strategies and ideas ready to take over the world in the future. It allows businesses to expand the audience throughout the globe.

REFERENCES
With the help of marketing strategies, the company analyzes various aspects of the market with which it operates, develops tactics of behavior in the market. Today, a company can succeed only if it hears its customers. The more people are satisfied with the product of the company, the more the efficiency of the company will increase.

One of the innovations of marketing is franchising. The essence of this business is that the company produces goods under the brand name of any other large enterprise using technology, techniques, receiving in return part of the profits.

All above-mentioned statements make it clear that without the use of marketing strategies, a company will not be able to function fully.

Now consider the problems of marketing in large enterprises of Belarus:

1. Lack of full-fledged marketing services at the enterprises. In general, the services do not perform the work of their profile, so, for example, the marketing department can transfer the responsibilities of the logistics center or the functions of the sales and financial planning service.

2. Most of the enterprises are engaged in direct marketing, they advertise their product through the media, which covers only a part of the hypothetical consumers.

3. Many domestic manufacturers reduce the promotion of products only to the creation of a website and do not move beyond the placement of information on thematic industry portals, without using search engine optimization (practically do not use the potential of Internet marketing).

**Conclusion.** According to Philip Kotler, “marketing management is the analysis, planning, implementation and control of activities designed to establish, strengthen and maintain profitable exchanges with target buyers in order to achieve certain goals of the organization.” From this definition, it can be concluded that marketing management is directly related to demand management, and it is the link in supporting relations with consumers. And in order for the company to remain competitive, a capable Manager needs knowledge in many areas of marketing.

**REFERENCES**
