

to create favorable working relations between employees, diversify them, but also create a positive reputation about the company and organize effective advertising.

4. There is a tendency to such directions like coaching. Business coaching is key search for effective ways to achieve customer goals by involvement in the decision-making process not only of its leaders, but also internal specialists. Business coaching is significantly different from external counseling that is not aimed at identifying hard regulations and consistent recommendations and aims to search solutions through joint efforts. Slow pace in development this direction is due to reasons related to lack of upscale professionals in the field of coaching, as well as with the problem of training such specialists [3, p. 27].

Conclusion. In the article, the directions in the development of employee education were considered. Today, training in companies is aimed at considering the individual qualities of each employee, the transition from involvement to productivity, the development of various abilities of employees. Various training methods are similar to a large number of companies that carry out the most diverse activities, ranging from economic to informational. Also, both the disadvantages of individual methods and their advantages for different companies were discovered.

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SOCIAL NETWORKS IN MARKETING

*А.Н. Корбут, студент группы 10508119 ФММП БНТУ,
научный руководитель – старший преподаватель Н.П. Буланова*

Summary - In this article the issue of selling products on social networks is considered. Also, marketing tools with the help of which an entrepreneur can carry out marketing on social networks are studied.

Резюме – В данной статье рассматривается вопрос реализации продукции в интернете при помощи социальных сетей. А также изучаются инструменты маркетинга, при помощи которых предприниматель может осуществлять маркетинг в социальных сетях.

Introduction. Nowadays, almost every modern person has an account in at least one of the social networks. A modern person is overloaded with advertising that falls on him from all sides: from the TV, from billboards and from the pages of print media. But in his phones, while riding in a subway car, most often a person spends time in instant messengers, and even more often in social networks. Therefore, sellers in the product market prefer to use this fact to sell their products. To this end, a company has to conduct a survey of users of social networks and, based on it, draw up a plan for future sales.

The main part. There are live viewers on social networks, they get closer, overcome temporary and territorial barriers in order to get in maximum contact with friends, relatives and acquaintances, without taking their eyes off the computer monitor in the office or in their own home. People love not only spending time talking with friends online, but also making purchases.

In the case of other marketing tools, working with the audience is built in a one-sided format: the advertiser communicates information about his product and is not able to get feedback. In social networks, this process is two-way in nature, that is, users can express their opinion, ask, participate in surveys and find out detailed information about the offered product.

As a result, there is a deeper interaction with the target audience than in the case of traditional advertising. The main task when working with social groups in networks is to create content that will be distributed by people on their own, without additional efforts from the initiators of the messages. Thus, social networks are ideal for advertising and selling products. The results of the study showed that the most popular social networks among the Russian-speaking audience today are VKontakte, Instagram, Odnoklassniki, Facebook. The interest of marketers in these platforms as a new source of target audience for promoting brands and companies has increased.

If we compare the use of social networks with traditional advertising (for example, a banner) we can say that social networks are the most profitable for an entrepreneur, and a number of advantages are revealed in promoting a company through communities, for example, wider and more accurate coverage of the target audience, the ability to quickly receive customer feedback and quickly respond to them. Also, advertising on the Internet is not affected by the crisis and the influence of any external factors.

Social networks also provide the ability to track user activity and receive information on the ranking of the use of links to their sites and specially created pages. According to the rating, we can understand what age audience we can

target this product. In social networks, there are many target audiences and few competitors who know how to work with it. Using their passivity and social illiteracy, a company can become a market leader.

Advertising on social networks causes more confidence among users, because it is not so obvious, so people do not consider it imposed, on the contrary, the message is perceived as recommendations from friends, as opinions of interesting or famous people. That is why this marketing method is the most attractive to customers, because it is easily perceived, which contributes to high and successful sales in the market.

The seller must take into account the fact that those resources that have not yet gained high demand can increase their audience in the near future. Therefore, for the most effective result, it is worth using several resources, as this will increase the number of regular customers and increase sales.

It is for an entrepreneur to decide which social media marketing tools to choose. They are as follows:

- group dialogue (for example, creating your own blog);
- viral marketing;
- trade marketing (conducting incentive events among the public);
- hidden marketing (information transfer in such a way that the consumer does not recognize himself as an object of marketing manipulation. For example, product approval)
- direct marketing (direct personnel management on behalf of the company);
- direct advertising in thematic communities and on the pages of popular bloggers.

Conclusion. Based on the analysis, we can conclude that social networks play a huge role in the life of a modern person. It is this fact that influenced the decision of entrepreneurs to strive to introduce marketing in social networks. Thanks to this, the seller can not only spread information about the product, but also study the preferences of a modern audience and find regular customers, as well as the approach to them.

Social networks are not just about company recognition and new users. This is an increase in brand authority, an increase in customer loyalty and engagement, work on reputation and negativity, an improvement in search engine rankings — all at a low conversion cost. It is enough to follow the basic rules of social media marketing. The campaign's customer base expands significantly in a relatively short period of time. Good customer knowledge and a competent approach to advertising on social networks will make it possible to achieve great success in promoting the company's products.

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COWORKING IN BELARUS. ORIGIN AND CURRENT SITUATION

*Н.П. Крапивин, студент группы 10503117 БНТУ,
научный руководитель – старший преподаватель, Н.И. Шумская*

Summary - Coworking centers in Belarus are becoming more and more popular every year, thus creating the popularity of this topic. Coworking first appeared in 2012 and immediately gained popularity among programmers, freelancers, and people working remotely. Despite the fact that there are more and more such places every year, you need to figure out what exactly makes people visit coworking spaces and how they can be.

Резюме - Коворкинг-центры в Беларуси с каждым годом становятся всё более популярнее, тем самым создавая популярность данной тематики. Впервые коворкинг появился в 2012 году и сразу набрал популярность среди программистов, фрилансеров, а также людей, работающих удаленно. Несмотря на то, что таких мест становится с каждым годом всё больше, нужно разобраться что именно заставляет людей посещать коворкинги и какие они бывают.

Introduction. What is coworking? This is a platform with equipped places for freelancers, programmers, and people, who work outside the office. Since it is sometimes inconvenient to work in a cafe or at home due to many distractions, coworking centers are popular. People can rent jobs for a certain period of time. Usually, these places provide free coffee, tea, cookies, wi-fi, and equipment. One of the advantages is the flexibility of renting a workplace – you can rent it for an hour, two hours or a day. It also creates a homely, relaxed atmosphere.