

The strategies considered take into account the characteristics of the business that are characteristic of small businesses, they are directly aimed at the development of the organization, taking into account the advantages it has and the characteristics of the specific market environment in which the organization operates. The choice of a particular strategy for a small organization is the definition of the general direction for achieving development goals, focused on improving indicators, taking into account the considered model of strategic interests of a small organization.

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#### EFFECTIVE MARKETING TECHNIQUES

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*Summary - Most people do not follow their own logic when making a purchase, but give in to emotional outbursts caused by their expectations. And at large this buying behavior is determined by skillful, but invisible to the buyer actions of sellers, stores and suppliers of goods.*

*Резюме - Большинство людей при совершении покупки следуют не своей логике, а поддаются эмоциональным всплескам, вызванным их ожиданиями. И немалая доля в таком поведении покупателей определяется умениями, но незаметными для покупателя действиями продавцов, магазинов и поставщиков товаров.*

**Introduction.** In order not to be deceived and not to fall victim to the provocation of sellers in everyday life, you need to know what they use techniques and strategies for large sales and attracting customers.

**Main part.** The impact on the customer begins from the moment they enter the store. This is facilitated by correctly selected store interiors, music, lighting, and sometimes aromatic accompaniment pouring on the customer. However, such methods are more suitable for large retail chains or supermarkets, since in the self-service system, a person in most cases makes a decision without consultant participation.

In stores with consultants, customers and visitors are affected in a different way. Even before starting a dialogue with the customer, sellers are well aware of how to behave with customers. What, when, and how to offer, say, and show to customers and ordinary visitors in order to get them interested them. Modern marketing operates according to strict rules and laws. Therefore, nothing should be surprising.

Let's look at some marketing techniques, such as:

- **Price contrast.** In order to make the customer want to buy a specific item, the sale of which is the most important for the store at the moment, several other items similar to the product that interested the customer are placed near it in the sales area. But at the same time significantly (several times) different in price, both up and down. Too low a price often makes the buyer consider such a product to be of poor quality, and too high – does not give him the opportunity to purchase the product. And the buyer has to buy exactly the product that the store is actively promoting, creating the illusion of a high profit from the purchase. By the way, prices for products that accompany the right choice can often be completely far-fetched and unfounded.

- **Music background.** Noticed that in the halls of large retail chains, supermarkets and nice shops necessarily the music. And most often not obtrusive, wordless and in a certain musical rhythm. The absence of words in the music design of stores is important in order not to distract customer attention. Besides popular songs should be in a foreign language, so that the buyer is not distracted by their content. In stores, correctly selected, slow music melodies can increase the number of sales by a third – up to 38%. Slow music sets the buyer up for a calm, measured and deliberate choice of purchases. Fast music tracks, on the contrary, often cause customers to leave the store after a cursory evaluation of products. And often the user does not buy anything.

- **Smells in stores.** Perhaps someone has heard about intentionally sprayed flavors in certain departments of grocery stores and other retailers. For example, the smell of fresh coffee, bread or chocolate increases the number of sales by 14-16%. And specially sprayed flavors in grocery stores (flavors of fresh bread and pastries, fresh fruit) significantly stimulate the appetite of customers, forcing them to buy additional products and dishes that they did not initially plan to purchase. In addition to the influence of smells, there is an emphasis on strengthening the emotional perception of the buyer, which provokes him to make more purchases.

- Price tag and its color. Psychologists have proven and repeatedly confirmed in practice that the bright yellow color of price tags with information and price printed in black significantly increases the desire of buyers to make a purchase.
- Lighting. Lighting, and more specifically, its color characteristics, brightness, contrast, and intensity have a very powerful effect on the psychological and emotional perception of the situation in the store. As well as the mood of the buyer. Stores that sell exclusive and branded products adjust the light in their salesrooms, making it softer. This calms the buyer and sets it up for deliberate and judicious choices. Lighting devices in boutiques and other expensive stores are almost always aimed at rare, valuable and expensive goods.
- Recognizable images in ads. Psychologists proved that people tend to trust doctors and teachers most of all. This explains the fact of regular usage of these two professions representatives in TV commercials more often than others. Also, most people like small, cute children and animals most of all. For this reason, we should not be surprised at the ubiquitous presence of doctors, teachers, children and animals in commercials. They are often displayed against the backdrop of beautiful nature, because it is associated with health in human mind.
- Quantity of product used. Marketers and manufacturers deliberately force people to use significantly more of their products than the consumer actually needs. The goal of manufacturers and marketers here is very simple: the more products, such as toothpaste or chewing gum, a person uses, the faster this product runs out, and the buyer will purchase another package or unit of product.
- Head nodding. Such an ordinary way of movement in everyday life as a nod is extremely effective for the consumer, convincing him of the correctness of the choice of goods or services offered to him. Marketers and advertisers rely here on the psychology of the buyer. Getting the customer to nod is quite simple. To do this, it is enough to correctly place the desired products on the shelves in stores at different levels of height.
- Goods at the checkout. In the supermarket area located near the checkout, there are always products that marketers themselves refer to as products of the impulsive category. It includes cheap commodity items that a person is ready to buy without much thought. Batteries, vitamins, children's products, and other small items are often placed in the checkout area. It is interesting that children's products are placed at checkout specifically so that a parent can not refuse to buy them at the exit of the store. Especially when there is a long queue at the checkout.
- Discounts or the illusion of demand. Famous phrases such as "promotion", "discounts", "only today", "the quantity of goods is limited" create the illusion of increased demand for the categories of products that stores need to urgently sell off. Artificially created queues before entering a night club also increase the interest of many passers-by and people who did not initially plan to visit this institution.
- Game is based on the buyer's sense of duty. This psychological technique involves the maximum possible courtesy, respect, and other important qualities when communicating with a person. This concern for the customer often forces them to make an unplanned purchase as a sign of the seller's attention.

Without experienced use of marketing techniques in practice, most supermarkets would not be able to maximize profits, retain regular customers, and take a worthy place in the market.

**Conclusion.** When you know a variety of thoughtful marketing methods, and they are interconnected you can avoid unwanted purchases. Nevertheless, smart sellers can rely on the above techniques for commercial success.

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#### MODERN WAYS OF PROMOTING GOODS AND SERVICES VIA INSTAGRAM

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*Summary – This article discusses modern ways of promoting goods and services in Instagram. The main advantages of the Instagram network, the relevance of doing business on the Internet are determined. Recommendations on improving Instagram profile are given.*

*Резюме – В данной статье рассмотрены современные способы продвижения кондитерской товаров и услуг через Инстаграм. Определены основные преимущества сети Инстаграм, актуальность ведения бизнеса в интернете. Даны рекомендации по совершенствованию Инстаграм профиля.*

**Introduction.** At the moment, most companies have a presence on the Internet and it connectively allows them to display communication with consumers in a format that is convenient for both parties.