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USE OF TARGETED ADVERTISING AS THE BEST SALES CHANNEL IN THE MODERN MARKET

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Summary. *The Internet can be viewed as a basis for globalization, as a tool for creating an information society, as well as a business assistant. Web development has become a web-based system at a very rapid pace, so it has become possible to develop Internet marketing. Targeted advertising as a kind of advertising is a strong and effective tool to attract customers, it is one of the best channels of sales. Ads of this kind are intended precisely for the audience of the advertiser, so the ultimate goal is high result.*

As the number of users of Internet resources increases with great speed, it is necessary to solve the problems of improving the quality of advertising on the Internet in order to reduce the share of casual users. This requires new tools that focus messages on a narrow target consumer audience. Targeting is such a tool. «Targeted advertising» is an advertisement that is used in social networks, and it is intended for a specific group of users, it is a trading platform in the Internet for the audience with set criteria.

Targeting (from. target) is the targeting of an object. If this concept is considered in connection with advertising, it is the targeting of an advertisement message to an audience that will positively perceive the content of the advertisement and respond to it in a planned way (read, go to the advertiser's website, buy the product/service).

The following targeting options can be defined:

- Location-based targeting - declarations are displayed only in a certain area, such as a certain city, country;
- Time targeting - ads are shown only when the target audience is focused on finding information, for example, only in the evening, in prime time, only on Saturdays;
- Theme-specific targeting of advertisements is shown with subject-specific content similar to that of the Internet site;
- Behavioral targeting is displayed depending on the user's recent interests. After processing the completed questionnaires on the site, analysis of the most recently visited user pages, these ads appear;
- Social-demographic targeting - advertisements are shown for an Internet audience of a certain sex, age, income. This type of advertising is now the most effective.

The first among others was the company Begun to take into account gender and age specificities, Internet users' requests for advertising campaigns. As social networks are currently being actively developed, the various services that provide dating services, search for friends, may be well placed to use socio-demographic targeting in context advertising. All users feel that all information is anonymous, but advertisers, after processing the questionnaires, can easily target a very narrow target audience.

The possibility of reaching users is the main task of Internet advertising of any information resource. And contextual advertising is the optimal tool for achieving a goal, as it is accessible and easily distributed on the Internet. Socio-demographic targeting should not

attract one-off readers, but a regular audience. This will solve the problem of spending a small advertising budget with zero efficiency.

If advertisements are additionally targeted on the basis of age or gender data, you can get better scores than a classic Internet advertising campaign.

Targeted advertising is shown to a person who has the right features. And most importantly, there is no need to search for information. Marketers who work with this advertisement need to know more about the buyer to be able to tune in.

For a more complex project you need a person of high professionalism.

4 basic steps to configure targeted advertising:

Step 1. Definition of CA portrait (target audience). If you know the tastes, the interests of future buyers, the success of the advertising campaign will be higher. That is, a full study of the target audience is needed before the launch to determine the type of targeting. This will also help in defining the appropriate site for targeted advertising.

Step 2. Create visual images. Advertisements need to be accompanied by a thematic image, first knowing the site requirements.

Step 3. Definition of sending and preparation of creativity. Create an advertisement that attracts the audience. There it is necessary to reveal the essence and also to interest the client to transfer to the site, in the official group.

Step 4. Targeting. At the end, you should specify parameters to help define the audience for advertising (age, sex, period of viewing, region of residence, interests and themes) and set the price of clicks to see the frequency of the display of the ad.

The target is necessary for all those who promote their product. The benefits of targeted advertising are that it has a target audience, so advertisers can use user habits to promote products/services more successfully and reduce resource costs. Advertising becomes more visible to consumers.

The downside of this advertisement is that the advertiser needs time to analyze the behavior of the clients, it is necessary to constantly search for a new audience.

The greatest opportunities for targeted advertising are available on social media. It is also available offline.

Currently, traditional advertising: billboards, print media, radio and TV, to which the buyer is accustomed, begins to be replaced by online advertising. For the new generation, targeted advertising is becoming more popular, as it quickly spreads through Internet channels. It is becoming important for companies to keep advertising costs to a minimum, so they are actively using new information technologies. When compared to other types of advertising, targeting advertising uses a wide variety of features. The number of users makes it more efficient. Each type of targeted advertisement is constantly developed and refined to search for an audience according to set criteria.