

кіраўніцтва па брэндбуку, вучыць супрацоўнікаў сваёй кампаніі асноўным рысам яе спецыфікі, і калі супрацоўнік атрымлівае заданне, ён ведае, што падыход павінен адпавядаць устаноўленым прынцыпам. Гэта значыць, фірмовы стыль дазваляе супрацоўнікам зразумець, завошта яны бяруцца.

Эфектыўны фірмовы стыль дапаможа ўмацаваць лаяльнасць і давер кліентаў да брэнда. Ён створыць сувязь паміж прадуктам і кампаніяй. Айдэнттыка выклікае ў кліента давер да бізнэсу (тавару), упэўненасць у якасці і станоўчае меркаванне аб паслугах, якія прадставляюцца. Добры фірмовы стыль спыняе любыя негатыўныя думкі. [2]

Айдэнттыка падвышае ўзровень матывацыі супрацоўнікаў арганізацыі, а гэта падвышае эфектыўнасць арганізацыі ў цэлым. Супрацоўнікі заўсёды ганарацца тым, што працуюць з моцнай карпаратыўнай ідэнттычнасцю.

Матывацыя – гэта, так званы, прадукт мэты. А сама мэта зыходзіць з прычыны. Веданне таго, чаму трэба зрабіць нешта пэўным чынам, павялічвае верагоднасць таго, што гэта будзе ў выніку зроблена правільна. Карпаратыўная ідэнттычнасць забяспечвае чыннікі, па якіх кампанія існуе, і чыннікі, па якіх яна спецыялізуецца на вызначанай вобласці[3].

Заклучэнне. Унутраны брэндынг з'яўляецца ключавым кампанентам іміджу кампаніі, ствараючы ўнутраную цэласнасць. Рэкламаваць свой брэнд сваім супрацоўнікам гэтак жа важна, як і прадаваць яго існуючым і патэнцыйным кліентам.

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THE IMPACT OF ADVERTISING IN SOCIAL NETWORKS

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Резюме – продвижение в социальных сетях актуально для многих сайтов, предприятий, организаций и магазинов, которым необходимо привлечь как можно больше представителей своей целевой аудитории. Как начать продвижение в социальных сетях? Основной целью данной работы является рассмотрение актуальности рекламы различных товаров и услуг в социальных сетях.

Resume – social media promotion is relevant to many websites, businesses, organizations and stores that need to attract as many representatives of their target audience as possible. How to start promoting on social networks? The main aim of this work is to consider the relevance of advertising of various goods and services in social networks.

Introduction. Today, the Internet is an integral part of the life of modern society. It is also understood by marketers who have started to work on creating effective ways to promote their goods online. Social networks have become not only platforms for communication and publication of entertainment content, but also have turned into one of the largest Internet resources.

The main part. Social media promotion is one of the most popular and effective SMM marketing tools. Facebook, Vkontakte, Odnoklassniki and Instagram are resources that people visit not out of necessity, but in order to communicate, publish materials about themselves, read interesting information. Advertising in social networks has many advantages, which undoubtedly distinguish it from other ways of promotion on the network. Users of social networks are in a comfortable environment for themselves, which positively affects the perception of advertising information. Users themselves can become advertising carriers by simply joining the discussion or making a repost on their page. That is why a lot of online stores and companies with their own groups and communities offer participants gifts and discounts for reposting records. Social networks do not limit the amount of text, that is, each advertiser can describe in detail the advantages of their products or services. However, despite the presence of a large number of important advantages, advertising on social networks has its disadvantages, among which are:

1. High competition. The ease of registering and creating communities in social networks is undoubtedly an advantage of this type of promotion, but this indicates the possibility of creating competitor accounts, which can become an obstacle for any business.

2. Limited audience. The huge popularity of social networks still does not give an absolute guarantee of informing the target audience.

3. The complexity of promoting specific goods and services. If you sell products or provide services that are designed for very specific groups, there will be very few representatives of your target audience.

There are several main types of advertising in social networks. Each of them has its own characteristics, advantages and disadvantages.

1. Content advertising is advertising that is served unobtrusively, in the form of communication on topics interesting to the user and enticing content. The main advantage of this method of promotion in social networks is that potential customers do not perceive information as advertising, which can significantly reduce the degree of irritation. It should be emphasized that, despite the effectiveness of content advertising, it is better to use it in combination with other methods of promotion on the world Wide Web.

2. Targeted advertising. Targeting allows you to form a target audience based on social, geographical, age, gender and other factors. This, of course, makes its impact much more effective, because the advertiser gets the opportunity to appeal not to all users in general, but specifically to those people who are interested in the products or services being promoted. Such advertising on social networks costs much less than targeted advertising in the most popular search engines.

3. A group or community on a social network makes it possible to attract new customers for free: attracting subscribers, selecting news, creating advertising materials, and so on. A huge advantage of having your own community on a social network is that the advertiser gets the opportunity to maintain direct communication with their customers, find out their real opinions about their product or service, and adjust their work based on the data received. Bonuses and gifts for repost turn subscribers into carriers of your advertising.

Conclusion. Every entrepreneur can promote their product independently: advertising on social networks can become very effective. It is necessary to take into account some important points: determine the target audience; conduct an audit and a competent and detailed analysis of the interests, priorities and behavior of potential customers; create communities and groups on social networks; analyse traffic, track the effectiveness of advertising and create suitable content.

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STRESS AND NEW WAYS TO COPE WITH STRESSFUL SITUATIONS IN THE COMPANY

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Резюме – бизнес и работа способны доставить как массу положительных эмоций, так и стать причиной тревог и разочарований. Стресс – это нормальная реакция организма на нестандартную ситуацию, когда нужно активизировать и мобилизовать различные системы организма, однако его уровень требует вдумчивого регулирования. Управление стрессом – важная задача менеджера.

Resume – business and work can deliver both a lot of positive emotions and cause anxiety and disappointment. Stress is a normal reaction of the body to a non-standard situation when it is necessary to activate and mobilize various body systems. Still the vital task of an efficient manager is stress management.