

даследаванняў, закліканых садзейнічаць вырашэнню праблем, якія стаяць перад ёю [3]. Аднак, каб мець больш поўнае ўяўленне аб эфектыўнасці ўдзелу ў рабоце дадзенага мерапрыемства варта правесці параўнальны аналіз мэтай удзелу выставы і фактычна дасягнутых вынікаў.

**Заклучэнне.** Са сказанага вышэй вынікае, што мэты ўдзелу фірмы ў выставах павінны быць падпарадкаваныя мэтам рэалізацыі маркетынгу, якія ў сваю чаргу варта ўзгадніць з доўгатэрміновымі, сярэднетэрміновымі і кароткатэрміновымі мэтамі дзейнасці фірмы. Зыходнай перадумовай апошняга з'яўляецца, перш за ўсе абгрунтаваны выбар выставы для ўдзелу фірмы ў яе працы. Змены ў чаканнях спажыўцоў і больш пашыраныя тэхнічныя магчымасці азначаюць, што брэндывыя могуць і павінны ўкараняць інавацыі ў працэс прадстаўлення свайго тавару з дапамогай выстаў патэнцыйнаму спажыўцу, такім чынам мы ўбачым найбольш эфектыўнае супрацоўніцтва ў далейшым паміж вытворцамі і пакупніком.

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#### USE OF 3D ADVERTISING IN THE MODERN WORLD

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*Резюме – в данной статье рассматривается эффективность использования 3D-рекламы в современном мире. В стремлении произвести большее впечатление на потребителя, предприятия стали внедрять в рекламные компании 3D-контент.*

*Resume – this article discusses the effectiveness of using 3D advertising in the modern world. In an effort to make a greater impression on the consumer, enterprises began to introduce 3D content into advertising companies.*

**Introduction.** In the modern world, there are many ways to convey information to potential buyers. According to the Granat communication group [1], on average, a person sees and hears more than 400 advertisements a day without even realizing it: in the form of banners and leaflets on the way home and to work, in the form of ro-faces and pop-ups in the Internet space when watching movies and TV shows. But how many of them do we remember? A little bit. Probably, this is the

main reason that the line "the ability to think outside the box" has increasingly begun to appear in the requirements for the applicant. After all, every company wants to stand out against the background of competitors and attract attention to itself due to an extraordinary presentation with a clear message, a creative but simple slogan and a bright picture. All three points are interrelated, and a really good advertisement should include each of them. A high-quality visual will not save you from mediocrity, and the most genial idea is revealed only after viewing. It follows from this that one of the most pressing issues facing marketers today is the ability to impress a potential buyer, make them freeze, forget about the goal of their path and just contemplate the product. To this end, companies began to explore new ways to visualize information and thus came to a variety of 3D content. But how appropriate is it? Is the world ready for this?

**The main part.** According to the marketers' research, not because of the content, but because of excessive importunity, the majority of respondents prefer to simply ignore ads, while the rest of respondents is completely annoying it. But when the audience is asked (by showing specific examples) as they relate to advertising with 3D content, the majority opinion has changed in a positive way. Thus, 3D advertising fulfills its main task – to surprise and impress – one hundred percent. And what do the customers say? Companies using 3D content have noted a good percentage of profit growth. It is difficult to name exact figures, the indicators vary in each area, and the types of 3D content are different, but generally speaking, the increase can be from 5 % and up to 40 %. On average, the increase is about 14 %.

So, the company True Value [2], by introducing a 360° photo of the offered products on its website, was able to increase the conversion rate by 22 %. 360° photo technology is a panoramic photo of an object or product with a 360-degree view, which can be rotated using an interactive player, which allows you to view the product from different sides. This technology also helps to reduce the percentage of product returns. So, the percentage of return from the company The Home Depot [2], which specializes in the sale of goods for construction and repair, decreased by 35 %.

The usefulness of such an implementation was also confirmed by such major trading giants as Amazon and Walmart. Moving away from western representatives, it can be noted that the Eldorado company, after analyzing the results of its 3D photo studio in 2017, came to the conclusion that the demonstration of goods in 360° format increased their conversion to 30 %. This phenomenon can be explained by the fact that we think in three-dimensional space, so it is easier for us to perceive 3D objects rather than pictures. We can better imagine their size, texture, how they will interact with the outside world and whether they will meet the goal we need. This 3D technology is perfect for large retail outlets that deal with large turnover, B2B sites, online stores.

**Conclusion.** Thus, the introduction of 3D content in advertising can really provide an increase in the company's profit by fully recouping the costs. However, the investment of funds should take place with full awareness of the mat-

ter, based on a thorough study of the feasibility of using this or that type of 3D content, taking into account the specifics of the enterprise's field of activity, and, of course, it should work only with trusted firms.

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#### DIGITAL MARKETING: CONCEPT, GOALS AND OBJECTIVES, ADVANTAGES

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*Резюме – в данной статье рассматривается понятие цифрового маркетинга, его цели и задачи. Он помогает продвинуть ваше предложение во всех цифровых каналах. Развитие информационного общества требует от человека формирование устойчивой системы знаний и компетенций об инструментах применения современных информационных технологий как в повседневной жизни, так и в профессиональной деятельности, в том числе и в сфере Digital-маркетинга.*

*Resume – this article discusses the concept of digital branding, its goals and objectives, advantages. It helps you to promote an offer in all digital channels. The development of the information society requires a person with a stable system of knowledge and competencies about the tools and methods of applying modern information technologies and systems both in everyday life and in professional activities, including in the field of Digital marketing.*

**Introduction.** The digital era has not only made it easier for us to communicate, work, and search for information, but also provided new opportunities for business promotion. Due to the convenience, speed and popularity of digital channels, their use in business for communication with the target audience has grown into digital marketing.

**Main part.** Today, digital marketing collects vital information for business about target audience, and tracks the results of brand or product promotion. Dig-