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DOING BUSINESS IN THE MODERN ECONOMY WITH TARGETED FACEBOOK ADVERTISING

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Резюме – в наше время таргетированная реклама в Facebook помогает бизнесу найти клиентов при правильном использовании всех инструментов.

Resume – nowadays, targeted advertising on Facebook helps businesses find customers with the right use of all tools.

Introduction. Today, one of the most important and difficult problems of any business in the modern economy is the search for interested customers. Every year, Internet technologies rapidly develop, and new types and tools of advertising appear. One of the most advanced technologies in the modern world is targeted advertising on social networks. Social media advertising is an effective channel to attract customers on a regular basis. It allows you to interact with the audience and bring profit to organizations. Today, the client increasingly prefers the company that is on the Internet, so the search for customers on social networks is always an urgent topic.

The main part. The main principle of targeted advertising on Facebook is the choice that allows you to find the right users by gender, age, interests and behavioral characteristics on social networks. The most important discovery of recent years is artificial intelligence embedded in the Facebook advertising cabinet. After 4–5 days of advertising, the artificial intelligence of social networks studies the preferences of the audience itself and edits the target audience at its discretion. In 90 % of cases, it improves statistics and reduces the price.

The advantage of Facebook is to provide detailed statistics on advertising campaigns, and this helps to work better with advertising. Another advantage is the connection with Instagram. Facebook Instagram connection allows you to analyze and collect statistics in one account. The problem is that Facebook does not skip your ads with text that takes up more than 20 % of the image area. What is more, the poor design of the site: there are a lot of elements, little free space and a huge number of buttons, since there are a lot of them, it's hard to deal with all this. Facebook is careful about saving user information. In order to ensure data security, it is important to handle user information carefully. Make sure you

follow the rules and respect people's privacy. Facebook always tells its customers how their data is being used. Customers need to trust you to feel safe and comfortable buying your products.

One of the very convenient and interesting tools on Facebook is thanks to which you can constantly monitor how well your ads are working. You can see how many people view and respond to your ads. I think this is a great advantage for you to understand your result, to understand how you are progressing and whether you are doing everything right to attract customers. This tool also shows how many people bought something after watching the ad. It also helps to understand whether advertising helps business development.

Conclusion. Thus, getting customers from social networks in large volumes is possible with the correct use of targeted advertising. Advertising on Facebook can really help a business. But you need to understand how to use the tools correctly, respect user privacy, and constantly check whether advertising is working well. If you follow all these points, you will be able to attract even more customers and expand your business. Today, advertising on social networks is the cheapest and most effective tool for increasing sales and its use will have a positive impact on business.

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ECONOMIC DEVELOPMENT IN BELARUS. ATTRACTIVENESS AS A TRADING PARTNER

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Резюме – в данной работе будет дано подробное описание развитию экономики Беларуси, а также рассмотрены преимущества и недостатки статуса торгового партнера этой страны.

Resume – this work will provide a detailed description of the development of the economy of Belarus, as well as consider the advantages and disadvantages of the status of a trading partner of this country.

Introduction. Belarus, officially known as the Republic of Belarus, is a landlocked country located in Eastern Europe. The country has experienced various stages of economic development since gaining independence following the dissolution of the Soviet Union in 1991.