

that Belarusian economy has a huge potential for growth. In recent years Belarus gains more and more reliable trade-partners such as Armenia, Turkey and Zimbabwe. In the future there will be more and more countries, because all know that being a trade-partner of Belarus is beneficial way to reach the dizzy heights of economic development.

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УДК 659.11

GAMIFICATION IN DIGITAL MARKETING AND MARKETING COMMUNICATION

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Резюме – применение геймификации в современном маркетинге является ключом к успешности продвижения новых атрибутов в интернете.

Resume – the application of gamification in modern marketing is the key to the success of promoting new attributes on the Internet.

Introduction. Digital marketing is a strategy for promoting goods and services using digital technologies and online channels. It includes various methods and tools to attract the target audience, increase sales and improve the overall effectiveness of marketing campaigns. Marketing communications is the process of transmitting information about a product or service in order to attract attention, create interest, convince and stimulate purchase. They play an important role in shaping the brand's image, establishing contact with the target audience and maintaining relationships with customers.

Main part. Knowing the basic terms, it is necessary to mark what gamification means. Gamification is a methodology that uses game elements and mechanics to increase user engagement and motivation [1]. In digital marketing, gamification has become a popular tool for attracting audience attention, increasing conversions, and improving consumer engagement [2]. In turn, marketing communications through gamification have a number of advantages, which will be discussed later. The basic principles of gamification in digital marketing:

1. Gamification helps to set clear goals and offer rewards to the user for achieving them. These can be bonuses, discounts, free goods or other pleasant bonuses.
2. Creating a competitive environment encourages users to be active and partici-

pate in promotions and events. 3. Gradually advancing through levels or achieving goals helps users feel satisfied and motivated. 4. The ability to communicate, play together, or compete with friends and acquaintances makes gamification more attractive to users.

In the modern world, we can observe many examples of gamification. And yet, let's turn to the Steam gaming platform. This platform has the greatest excitement among people of different genders and ages. At the time of 2020, the number of active users of this service exceeded 120.4 million [4]. Based on this, we can understand that the number of customers of this platform has grown significantly, due to active marketing tricks to attract new people. One example is the active distribution of a new update to the popular CS2 game, as well as many other chips. Example: new skins for items or the creation of new items. The number of desired goods on the trading floor is growing, prices are also rising due to user interest, as well as relevant matches, which are watched by a huge number of people. The Steam platform provides a huge number of opportunities for development and recreation by hosting all new games and attributes. There are all the conditions for performing the functions and principles of modern marketing [3]. Example: a game or the service itself provides tasks for rewards, from where the goal is formed to get it. Through this task, a new opportunity comes up to prove yourself, which is called a competitive moment. From here comes the desire to progress and achieve, which develops ambitions. And, of course, one of the most important factors is the social component. All games involve communication at the international level, which helps to develop linguistic skills, as well as communication skills with people of different genders, characters and much more. It is not uncommon to buy new games and attributes for your favorite games in order to be better than others. We conclude that the marketing ploy works. Here are some general examples of the use of gamification in marketing: 1. Loyalty apps. 2. Interactive advertising campaigns. 3. Training platforms. 4. Cryptocurrency promotion.

Let's dive into marketing communications through gamification. Firstly, game elements such as tasks, bonuses, ratings and achievements motivate users to interact with the company's content. Secondly, gamification allows the collection of data on audience behavior and preferences, which helps companies better understand their customers and create personalized marketing strategies. The third advantage – interesting game mechanics and tasks can encourage users to share brand information with friends and acquaintances, thereby expanding the reach of the target audience. However, when using gamification in marketing, it is necessary to take into account the specifics of the target audience, context and goals of the company.

Conclusion. Thus, we can conclude that this method of attracting an audience is relevant in the modern world. Gamification in digital marketing and marketing communication is an effective tool for successful brand promotion, new customer engagement, and more.

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УДК 338.1

HYBRIDIZATION OF BUSINESS IN THE MODERN ECONOMY

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Резюме – гибридизация бизнеса становится все более актуальной стратегией для компаний в современном мире. Этот подход предполагает интеграцию онлайн и офлайн сфер бизнеса для достижения уникальной и эффективной бизнес-модели. Гибридная бизнес-модель позволяет комбинировать преимущественные составляющие обеих сфер, что приводит к значительным преимуществам, таким как повышение статуса компании на рынке, увеличение конкурентоспособности и максимизация прибыли.

Resume – business hybridization is becoming an increasingly relevant strategy for companies in today's world. This approach involves the integration of online and offline business areas to achieve a unique and effective business model. The hybrid business model allows combining the advantageous components of both spheres, which leads to significant advantages, such as increasing the company's status in the market, increasing competitiveness and maximizing profits.

Introduction. In modern world, business competition remains a key factor in the success of companies. With the appearance of new technologies, companies are forced to constantly evolve and improve in order to take a leading position in the market. Innovation and technological progress have become a crucial driver of progress and a determining factor in competition. Due to technological innovation, modern businesses are faced with the need to constantly update and adapt. One of the innovative solutions is the hybrid business model.

Main part. The premise behind the hybrid business model is very simple: in today's world, the majority of people spend most of their free time online. As a consequence, many companies tend to completely leave the offline sphere to online, because, obviously, now it is much easier to find a client on the Internet than in the conditions of the material market. However, even here it is not all simple – as a result of full digitalization of their business, many companies fail.