

Main part. To understand more about trends of visual content, below the most popular types of visual marketing are described.

Today live video used as an effective strategy. It effectively helps entrepreneurs to widen attention span. It also boosts sales, build clients audience, and make a brand smarter in competitive world.

Moreover, companies are making more video billboards to give clients a more media rich communication besides their smartphone. It gets people to notice a message and should make people get out of their routine. It is a job of designers, that income of campaign depends on. For example, one of the popular strategy is to use stories to make an emotional impact.

Large percentage of ads is based in social media. It remains one of the most platform for advertising. This powerful system allows companies with limited resources to reach the target audience.

The perspective trend nowadays is online influencers. Businesses are collaborate with powerful consumers who have its voice and introduce it to target clients. Influencers make posts in Instagram or Facebook with product reviews and demonstrate online testing. This sharing with customers is an effective way to spread the information and convince them to buy.

Additional types of visual marketing are used:

- Memes and Gif files are pop-culture visuals which contain humorous meaning.
- Data Visualizations: its a complex of data sets.
- Infographics: type of combining data and graphic design elements, using visual formats like posters or flyers .
- Stock Photos: photographs from platforms such as Unsplash and Shutterstock.

Conclusion. Based on research, it's obvious that the majority of entrepreneurs understand the meaning of visual marketing and widely use it. The world of marketing offers plenty of new strategies and ideas ready to take over the world in the future. It allows businesses to expand the audience throughout the globe.

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THE NEED TO USE MARKETING IN LARGE PRODUCTION COMPANIES OF THE REPUBLIC OF BELARUS. CURRENT SITUATION

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Summary - a successful company cannot function without an established marketing system. The article discusses the principle of marketing action, marketing problems in large enterprises. successful sales are supported by the use of new ways to attract consumers.

Резюме - успешная компания не может функционировать без налаженной системы маркетинга. В статье рассматривается принцип действия маркетинга, проблемы маркетинга на крупных предприятиях, где успешные продажи обеспечиваются новыми способами привлечения покупателей.

Introduction. The history of marketing in the Belarusian economy begins its countdown in 1880-1917. But as a holistic system, marketing began to emerge with Gorbachev's innovations in 1985-1986. It was the emergence of competing companies that became the impetus for the successful development of marketing in the future. From 1987 to 2001, marketing went through 4 stages of development, and only then it became possible to talk about the impact of marketing strategies on the country's economy.

Main part. The country produces both goods for industrial purposes (machinery and equipment, raw materials) and consumer goods, which in theory should determine the interest of enterprises in the development of the customer base. But Belarus is characterized by an economy aimed not at consumers, but at production, that is the reason why stocks are growing.

A brief look at the principle of marketing.

With the help of marketing strategies, the company analyzes various aspects of the market with which it operates, develops tactics of behavior in the market. Today, a company can succeed only if it hears its customers. The more people are satisfied with the product of the company, the more the efficiency of the company will increase.

One of the innovations of marketing is franchising. The essence of this business is that the company produces goods under the brand name of any other large enterprise using technology, techniques, receiving in return part of the profits.

All above-mentioned statements make it clear that without the use of marketing strategies, a company will not be able to function fully.

Now consider the problems of marketing in large enterprises of Belarus:

1. Lack of full-fledged marketing services at the enterprises. In general, the services do not perform the work of their profile, so, for example, the marketing department can transfer the responsibilities of the logistics center or the functions of the sales and financial planning service.

2. Most of the enterprises are engaged in direct marketing, they advertise their product through the media, which covers only a part of the hypothetical consumers.

3. Many domestic manufacturers reduce the promotion of products only to the creation of a website and do not move beyond the placement of information on thematic industry portals, without using search engine optimization (practically do not use the potential of Internet marketing).

Conclusion. According to Philip Kotler, "marketing management is the analysis, planning, implementation and control of activities designed to establish, strengthen and maintain profitable exchanges with target buyers in order to achieve certain goals of the organization." From this definition, it can be concluded that marketing management is directly related to demand management, and it is the link in supporting relations with consumers. And in order for the company to remain competitive, a capable Manager needs knowledge in many areas of marketing.

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THE FORMS AND SYSTEMS OF SALARY IN REPUBLIC OF BELARUS

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Summary – In this article the main forms and systems of salary in Belarus are described. The author explains the way salary is calculated and accrued to employees in the right way and also mentions in which regulatory legal acts you may find the information about these methods of employees' remuneration.

Резюме – В этой статье описаны основные виды и формы заработных плат в Беларуси. Автор объясняет способ вычисления и увеличения зарплаты работников, а также упоминает, в каких законодательных актах вы можете найти информацию о методах вознаграждения работников.

Introduction. Salary is a such financial reward that employer has to pay to employee in result of work that already is done. Salary has several functions. So, such payment for the work do regulation, stimulation and re-production employee's labor. In the Labor Code of the Republic of Belarus in the article 63 is signed that all payments (including compensatory and stimulating) should be determined directly by employer. They depend on the factors like, for example, an experience of employee, qualification but they don't have any limits in both directions. These payments could be changed and it is depending on terms of employment and contract of employment. But for higher efficiency they are often depend on professional success of the certain employee.

Main part. Today's world has two most popular systems of the salary: tariff and tariff-free systems. Tariff system is officially supported by the law of the Republic of Belarus. It includes two parts: rate (or tariff) and over tariff parts of payment.

Tariff implies fixed amount of money which is paid to employee when he or she does job responsibilities. This sum is independent of employee's effort. The important part in tariff is a tariff charge. It shows the degree of difficulty of employee's work.

Over tariff parts of payment (or bonuses) is a sum of specific payments like, for example, payment for harm of working environment, hospital payments, vacation payments, 13rd salary and others). This part of payment is important to stimulate and motivate employees to better results of work.

Nationwide classifier of the Republic of Belarus, which named «Professions and posts of employees», is approved by an order of Belstandart of the Republic of Belarus dated 30 December 1996 № 234 has two main