

target this product. In social networks, there are many target audiences and few competitors who know how to work with it. Using their passivity and social illiteracy, a company can become a market leader.

Advertising on social networks causes more confidence among users, because it is not so obvious, so people do not consider it imposed, on the contrary, the message is perceived as recommendations from friends, as opinions of interesting or famous people. That is why this marketing method is the most attractive to customers, because it is easily perceived, which contributes to high and successful sales in the market.

The seller must take into account the fact that those resources that have not yet gained high demand can increase their audience in the near future. Therefore, for the most effective result, it is worth using several resources, as this will increase the number of regular customers and increase sales.

It is for an entrepreneur to decide which social media marketing tools to choose. They are as follows:

- group dialogue (for example, creating your own blog);
- viral marketing;
- trade marketing (conducting incentive events among the public);
- hidden marketing (information transfer in such a way that the consumer does not recognize himself as an object of marketing manipulation. For example, product approval)
- direct marketing (direct personnel management on behalf of the company);
- direct advertising in thematic communities and on the pages of popular bloggers.

Conclusion. Based on the analysis, we can conclude that social networks play a huge role in the life of a modern person. It is this fact that influenced the decision of entrepreneurs to strive to introduce marketing in social networks. Thanks to this, the seller can not only spread information about the product, but also study the preferences of a modern audience and find regular customers, as well as the approach to them.

Social networks are not just about company recognition and new users. This is an increase in brand authority, an increase in customer loyalty and engagement, work on reputation and negativity, an improvement in search engine rankings — all at a low conversion cost. It is enough to follow the basic rules of social media marketing. The campaign's customer base expands significantly in a relatively short period of time. Good customer knowledge and a competent approach to advertising on social networks will make it possible to achieve great success in promoting the company's products.

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УДК 33

COWORKING IN BELARUS. ORIGIN AND CURRENT SITUATION

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Summary - Coworking centers in Belarus are becoming more and more popular every year, thus creating the popularity of this topic. Coworking first appeared in 2012 and immediately gained popularity among programmers, freelancers, and people working remotely. Despite the fact that there are more and more such places every year, you need to figure out what exactly makes people visit coworking spaces and how they can be.

Резюме - Коворкинг-центры в Беларуси с каждым годом становятся всё более популярнее, тем самым создавая популярность данной тематики. Впервые коворкинг появился в 2012 году и сразу набрал популярность среди программистов, фрилансеров, а также людей, работающих удаленно. Несмотря на то, что таких мест становится с каждым годом всё больше, нужно разобраться что именно заставляет людей посещать коворкинги и какие они бывают.

Introduction. What is coworking? This is a platform with equipped places for freelancers, programmers, and people, who work outside the office. Since it is sometimes inconvenient to work in a cafe or at home due to many distractions, coworking centers are popular. People can rent jobs for a certain period of time. Usually, these places provide free coffee, tea, cookies, wi-fi, and equipment. One of the advantages is the flexibility of renting a workplace – you can rent it for an hour, two hours or a day. It also creates a homely, relaxed atmosphere.

Main part. The first coworking appeared in 2005 thanks to the American Brad Newberg, and in Belarus appeared for the first time in 2012. Now the number of such centers for work outside the office is about 20. Most of them are located in Minsk, but some of them are located in other cities – Orsha, Mogilev, Gomel, Brest, Grodno, and Vitebsk. It is important to note that now there are coworking centers not only in the office format, but also for seamstresses and stylists, hairdressers. So far, such services are not very popular, but the trend shows that every year there are new centers for remote work.

The average cost of renting a workplace in a coworking center with a set of additional services (file printing, meeting room, tea or coffee) is 4 rubles per hour. For long-term rentals, a more flexible pricing system is provided. For example, in the startup hub “Imaguru ” an hour costs 4.10 BYN, a week costs 100 BYN, a month-200 BYN. People pick up co-working centers according to certain criteria: price location; services provided by the center.

Usually such centers are used by freelancers with very well-paid orders, as for ordinary office workers, the prices may seem unaffordable.

The problem with a coworking center is that it is not easy to open such a place and make it work for you. Arranging furniture, chairs, and coffee is just a small part of creating a successful coworking experience. It is necessary to create an atmosphere suitable for work, establish contacts with entrepreneurs who will be able to hold conferences, in short – to provide value for any visitor.

One of the advantages of coworking centers is the ability to rent an already prepared platform for performances or conferences. So, in the company "Imaguru" you can hold meetups (meetup) even for 1000 people. This is a huge number, considering that almost every month this startup hub gathers exactly that many people. This is where the interests of event managers intersect, because they do not need to look for separate halls for events, equipment, and specialists to work with equipment. Everything can be found in one place, which saves money and time. Therefore, in Belarus, the world entrepreneurship week is organized by Imagura, creating an indescribable atmosphere, gathering thousands of like-minded people in one place.

Conclusion. At this stage, it is difficult to say how fast this topic will develop. But we can be sure that Belarus will reach a new level of business and people's attitude to work. It is important to focus the attention of entrepreneurs themselves on this industry, this will create more and more new and modern coworking centers, for example, the first workshop opened in Moscow, where anyone can make a stool, sew a dress, in a simple short word – do something useful for the soul.

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FEATURES OF ENTREPRENEURSHIP DEVELOPMENT AMONG YOUTH IN THE REPUBLIC OF BELARUS

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Summary – This article deals with the problems of business development among youth in the Republic of Belarus and ways to solve them.

Резюме – в данной статье рассматриваются проблемы развития предпринимательской деятельности среди молодежи в Республике Беларусь и способы их решения.

Introduction. Currently, for many universities, it is important to adopt the concept of development using the University 3.0 model, which means that during the training, students cannot only gain in-depth knowledge in the field of their chosen specialty, but also acquire entrepreneurial skills. In this case, a special entrepreneurial ecosystem is being formed at the university, which can become a support for the development of youth business initiatives and the creation of student startups. The revitalization of youth entrepreneurship in our time is a long-term source of economic growth and socio-economic development of the country, not only in terms of increasing youth employment, but also in terms of improving the quality of training and their competitiveness in the labor market.

The main part. Entrepreneurship greatly affects the development of the national economy, and if we create the right economic and legal environment, then it can act as the main reason for economic growth. In the economies of the developed countries, small businesses occupy a significant percentage of the country's GDP (up to 60%) and employment (up to 90%).