

4. Promo site – the website of a particular brand. It is created for the purpose of advertising a new product or brand in general. The main sections of such a website are “Promotions”, “Quizzes” or “Voting”. Such sites should be actively promoted in social networks to maximize the public's involvement in the actions of brand marketers.

Conclusion. It is impossible to imagine a functioning business without a website. Now a website for business is like a passport for a person. “Aren't you on the Internet? So we don't know you.”

REFERENCES

1. Зачем компании сайт: задачи и виды сайтов для бизнеса [Электронный ресурс]. – Режим доступа: <https://webevolution.ru/blog/sajti/zachem-kompanii-sajt/> – Дата доступа: 24.02.2021.
2. Эффективность сайта и его роль в маркетинге компании [Электронный ресурс]. – Режим доступа: <https://web-3.ru/site-development/definitions/introduction/> – Дата доступа: 24.02.2021.
3. Building a Business Website: A Small Business Guide [Electronic resource]. – Mode of access: <https://www.businessnewsdaily.com/4661-starting-a-business-website.html> – Date of access: 24.02.2021.

УДК 004.738.5:339.138.

MARKETING IN SOCIAL NETWORKS

*А.П. Хацкевич, студент группы 10503320 ФММП БНТУ,
научный руководитель – старший преподаватель Н.И. Шумская*

Резюме – развитие социальных сетей стремительно набирает обороты. С каждым днем количество пользователей растет. Еще несколько лет назад никто не мог представить, что можно развивать свой бизнес в интернете. Среди потока новых пользователей появляются предприниматели для завлечения потребителей. Поэтому стоит знать что такое SMM и как работать в этой сфере.

Resume – the development of social networks is rapidly gaining momentum. The number of users is growing with each day. A few years ago, no one could even imagine that you can develop your business on the Internet. Among the influx of new users, there are also entrepreneurs, who seek to attract new consumers. Therefore, it is worth to learn what SMM is and how to operate on this market.

Introduction. SMM is the use of social media platforms for brand advertising brands, increase in sales, larger content exposure, increase of targeted audience. In the age of IT and a swift technology development – SMM is one step forward from traditional marketing types. Social media is at the foundation of SMM. They replace printed newspapers, radio, television.

Main part. Let us consider the key benefits of Social Media Marketing. Promotion in social networks has its own undeniable advantages in comparison with other types of promotion. Consider why this is so:

1. Development perspectives. Social media networks' development is very active and rapid, which helps to develop your project.

2. Cost efficiency. The engagement of targeted audience is much cheaper than publishing advertisements in newspapers, radio, television.

3. Audiences trust. People on social media don't take information as direct advertisements.

4. Feedback from TA. Getting a quick feedback on your blogpost about your advertisement or product.

There are other benefits of SMM that can be used to increase loyalty and brand awareness.

Effective social media marketing is impossible without a clear plan and a well-thought-out strategy. So how to promote your product on the Internet?

1. Creating opening platform. Here you will publish all the necessary information about your product, new stocks, discounts, etc.

2. Creating quality content. Visual design of your posts; you can engage the audience to create content, offering them different polls; make your ads «visible»: using tags, hashtags, keywords, this will increase your coverage and will bring new audience.

3. Engaging audience. Quality content can attract more audience, which will net an increase in sales.

4. Frequent and regular publications. This will help maintain the interest and engagement of the target audience.

There are countless actions similar to the listed above. You can do anything, as long as the audience is interested in the brand.

Conclusion. SMM becomes an essential part of marketing worldwide. More and more companies are looking forward to promote their brand and product, using social media networks. This leads to engaging more TA, increase in sales, and it's available to any company. For best results in advertising your product, you can contact SMM-agencies. Which, in result, will increase the popularity and reputation of your brand as well as your company's image.

REFERENCES

1. Маркетинг в социальных сетях: преимущества и недостатки [Электронный ресурс] / Artox media digital group – Режим доступа: <https://amdg.ru/blog/smm-marketing/>. – Дата доступа: 14.02.2021.

2. Подробная инструкция продвижения в социальных сетях [Электронный ресурс] / Redline – Режим доступа: <https://redline.by/novosti/smm-prodvizhenie.html>. – Дата доступа: 14.02.2021.

3. SMM: статьи, исследования, книги, вебинары [Электронный ресурс] / Блог.ingate – Режим доступа: <https://blog.ingate.ru/smm/>. – Дата доступа: 14.02.2021.