

THE MAIN GLOBAL TRENDS IN THE DEVELOPMENT OF THE MARKETING SPHERE

Introduction. The inevitable change in global trends, the development of technology, the emergence of new trends force marketers from all over the world to look for new ways and methods to attract new consumers, strengthen relationships with old customers, turn them into regular consumers and establish profitable relationships with them. Constant changes allow marketing specialists not to stand still, but to constantly develop. We have to keep up with the world's leading firms that set a certain pace of movement.

This article discusses the main global trends in the development of the advertising market.

The main part. The most important trend from which all others will proceed is the direct emphasis on interaction with consumers. This trend was inherent earlier, but its modern interpretation is different. Today, companies are trying to make relationships with consumers more natural, direct and lively. Make relationships a permanent process. This means that, firstly, the consumer himself is interested in interaction, and secondly, the company itself is trying to establish partnerships with customers, putting them on the same level with itself, in an equal position, when the buyer feels that he plays no less a role. Trends follow from this:

- communication with influencers, bloggers, media personalities, stars and celebrities. Today, many people are subject to constant stress, psychological stress and all this because of the fast pace of life, a huge flow of information, which is becoming more and more every day. In such a situation, when there is a lot of information from many sources, many people prefer to choose the opinion of authoritative people as a source for themselves. People are more susceptible to influence from outside, especially famous personalities. This is a psychological phenomenon when people watch celebrities, follow their lives, copy their behavior and are ready to listen to their words and advice. Today, when a company needs to get consumer attention, it can successfully do it through a celebrity. Interaction with a person, not with a brand, or, in other words, interaction with a brand through a person is a trend of today. But in order to use this method, the company needs to conduct a thorough analysis, find all available information about the person who will represent this company. An embassy is not only a profitable and effective interaction with a famous person, a group of people, but also huge risks. Any representative of the company should have a clean reputation, reliable behavior in society, the right target audience. These are the minimum requirements, otherwise the company may incur huge losses by simply choosing the wrong person.

- creation of a website and useful articles. The website itself is a necessary tool for attracting, retaining, and informing potential consumers. Without a website nowadays it is quite difficult to gain trust from consumers. Useful articles (for example, about the properties of a product, ingredients, raw materials, methods of using the product, and so on) are content that satisfies several consumer needs at once: the speed of obtaining the necessary information, minimizing efforts to find the necessary information, no need to search for evidence, since information from the official website is perceived as a reliable source. The site should be easy to understand and use, reliable, plausible, with unique text and pictures.

- daily maintenance of social networks with available information, creation of user content, creation of native advertising, sales through social networks. This allows you to get closer to the consumer at a short distance, gain his trust, simplify his way of buying goods, assure him of the need to purchase goods and make a purchase decision sooner. Not all companies have to sell through social networks.

- increasing the impact of video content. TikTok and YouTube applications are particularly distinguished in this direction. Due to the large amount of information that people consume daily, the time for consuming a unit of such information has decreased. The current trend is to reduce the time of concentration of the consumer's attention on one object. Because of this, companies have to reduce the amount of projected information to attract and retain the attention of consumers. If the company does not have time to interest the client in the first couple of minutes, the client's attention will switch to something more interesting. And in the future, this time will be reduced. It is necessary to reduce, compress information, leaving the most important to attract attention. The main task is to keep attention. The consumer should then want to learn more about the product, the brand. In this case, the company should provide him with the opportunity to obtain more extensive information, and for this purpose social networks and a website are used.

- engaging users in interactive content in the form of surveys, quizzes, and so on. This will make consumers better remember the company, brand, product, and interest, so potential consumers will be involved in the "game", and the company will be able to get to know its consumers better.

- implementation of social and environmental projects. In the 21st century, this is not just a global trend, but a worldwide problem. Young people are interested in environmental issues such as global warming, pollution, climate change, in solving acute social issues such as the fight for LGBTQ rights, for women's rights, the fight against racial discrimination and hatred. That's exactly what Generation Z. is. In the future, the new generation will be even more involved than contemporaries, but this is the trend today.

– provision of quality certificates, environmental goods. With the oversaturation of markets came the selective attitude of consumers to what they buy and consume. For more successful trading activities with the construction of a system of regular consumers, companies are required to have quality certificates of their products. This inspires confidence in consumers. One of the latest trends has become cosmetics that are not tested on animals. Recently, more and more companies are abandoning animal testing. Environmental marketing has also become popular, aimed at creating a safe production of environmental products.

– the privacy policy is one of the main forms of consumer confidence in the company. For firms, data collection is a priority for building an expanded database, but the company cannot risk the trust of consumers. To do this, firms either use anonymous data or give consumers more control over their data [1].

Technology plays a huge role in modern marketing. Today, without their use, a marketing campaign is doomed to failure. The fastest growing areas are virtual reality, augmented reality, artificial intelligence. A few years ago, it was only possible to imagine these technologies in everyday life. Already today, for many, they are publicly available and commonplace [1].

Conclusion. All of the above are elements of digital marketing — the main trend of today. The marketing market is constantly changing, and it is difficult to predict what will be popular next year, in a month, in a week, tomorrow. However, knowledge of these trends allows firms to be ready for any changes, to be mobile and flexible.

References

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DEVELOPMENT OF THE DIGITAL ECONOMY IN MODERN CONDITIONS

Introduction. The digital economy has become an integral part of the modern world and continues to develop at an incredible pace. Today it covers all spheres of life, from production and education to healthcare and tourism. More and more companies and states are moving to digital technologies to improve their productivity and efficiency.

Digitalization of the economy is a process during which traditional forms of business and production are transferred to the digital environment. This means that all processes, from design to sales, are carried out using digital technologies.

Main part. One of the main reasons for the development of the digital economy is the rapid development of technology. Today we have access to free Internet, mobile applications, cloud technologies, and many other innovations. These technologies allow us to quickly and easily share information, conduct online transactions and manage our business from anywhere in the world.

Another important reason for development is the need to save time and resources. With the help of digital technologies, we can optimize processes and reduce the costs of producing and distributing goods and services. For example, with the help of online stores, we can reduce the time for delivery of goods and reduce the cost of renting a store and salaries of sellers.

The digital economy also opens up new opportunities for the development of small and medium-sized businesses. New technologies and opportunities that it provides can become the basis for the creation of new businesses and industries, small and medium-sized companies can expand their market and attract new customers. But for this, it is necessary to ensure the availability and quality of education so that people can learn the new skills and knowledge necessary to work in the digital economy.

One of the most promising areas of this economy is the development of artificial intelligence. This technology allows automating processes in various areas, from manufacturing to healthcare. For example, artificial intelligence can help doctors diagnose diseases and prescribe treatments, as well as optimize processes in production. However, the risks associated with its use must also be taken into account. Since the use of artificial intelligence can lead to job losses and increased social inequalities [1, p. 180].

Some countries such as the US, China, Japan and Germany are leaders in this field. They invest heavily in the development of new technologies and infrastructure, which allows them to maintain their positions in the market and attract new investments. Different countries have their own characteristics in the development of the digital economy. For example, in the European Union, the focus is on creating a single digital market and harmonizing data usage rules. While in China, the government is actively supporting the development of the digital economy by investing in new technologies and creating a favorable business environment.