

## **MODERN MARKETING IN OUR WORLD**

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*Annotation.* The main purpose of this work is to consider how important marketing research is in our lives, how marketing affects our interests and desires. Also show that marketing helps us daily.

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If you were asked as a child what marketing is or what a marketer is, would you answer? I doubt. Although marketing has always been and is around us, although we do not always notice it. Let's discuss the work of marketers and their value. Do they affect the buyer and competition? Is their value justified? What are marketers? Why are they so important? What challenges do marketers face? What are they doing? Internet marketing is an online campaign technique that aims to get a product or an attentive service to publicize that product (page) on the web and to effectively promote it for sale. Integrated Internet Marketing takes all possible advertising perks and the promotion of resources on the web to increase website traffic and sales.

Let's start from our childhood, when we don't even know about the existence of marketing. The children's brain is very easy to manipulate, so all children's products are bright. Or take, for example, goods from a grocery store. Everyone had a story when you wanted juice in the store, but mom suggests taking

another one because it is healthier. And the child is not interested in such properties as usefulness or cost - he pays attention to something else, namely the packaging, which for him should be as colorful as possible or with the hero of his favorite cartoon. The same can be said for most adults. Let's give an example on a real product - cookies of the confectionery factory "Spartak" "Spring Rhapsody". After reviewing the product reviews, we can see that this product is really high quality and delicious, some consumers even consider it to be the best cookie on our market today. But at the same time, he has low sales ... What is the reason for this? In the same reviews, the buyers themselves suggest that if the package design were changed for cookies, then everyone would buy it. Indeed, if you go to a store in an area with goods of this type, then the packaging of this cookie is lost against the background of other goods. An outdated design that does not attract with its appearance reduces the sales of cookies at times, because, seeing an uninteresting package, people conclude: the cookies are not tasty, and they don't even want to try. This is the essence of marketing: hit the bull's-eye by guessing the needs of the buyer, show and sell the product based on his desires, needs and associations. You can not distract the consumer from what he is focused on - you can turn into what he will concentrate on.

Marketing is research. The task of these studies is to make the business profitable, and the product (service) of high quality with the help of information and accurate data. A company that builds its structure on market research rather than guesswork is competitive because these companies have a straight line from product idea to advertising. [1, p. 164]

In a broader sense, marketing is a complex discipline that includes the ability to analyze a niche and competitors, predict consumer demand, and skillfully build communications with the target audience. In short, a professional marketer must understand how to turn the needs of people or organizations for services and goods into consumer demand.

Thus, if to describe marketing briefly, it is an activity to satisfy the needs of customers. Actually, it is the main goal of all marketing strategies of the company.

Marketing reduces the number of risks using analysis, data collection in all areas: whether it is the Internet or surveys of people on the street, competitors or research between branches. Marketing research gives us accurate numbers and precise development strategies. Marketing gives us effective advertising and memorable information. And marketers develop their skills and work for us.

Marketing has features such as:

Analytical. A set of measures to study external and internal factors that affect the company, the market and consumer demand.

Production. These functions are responsible for introducing new technologies into the production process.

Management and control. Responsible for planning marketing activities in the company.

Sales. Everything that is responsible for the formation of the pricing and product policy of the enterprise.

Innovative. Development and introduction of a new product to the market.

The main goal of marketing research is to study the main consumer or, as it is also called on the Internet, the study of the target audience. These studies include the study of consumer behavior and its features. Marketers collect and analyze all market information and assemble it into precise numbers to remove uncertainty in decision making. Marketing shows the prospects for certain actions, evaluates the result of the activities carried out and makes forecasts for future reports. And after all this, it is marketers who create the right advertising strategy, thanks to which the consumer will want this or that product (service). [2, p. 23]

Every season we read about what color will be in fashion, what form of jeans or boots will come out of the tops of the market, and what will enter. Every winter we read which business will earn the most in the coming year, which will reduce its profits, and which will remain in place. When we choose a new technique for ourselves, we look at which companies are now the most popular; when we buy medicines for ourselves, we remember advertising for this medicine. When we choose a university, we look at the website of this university or remember it from advertising on social networks or even on the street. When we choose a driving school, we study information about it from people and on the Internet. And all this thanks to marketers and their professionalism.

Each brand has its own visual concept, which is anchored in the head of the consumer; each company has its own slogan, its own characteristics, your chips, your research, your target audience and much more

... All this is necessary to create associations with your brand among the consumer. And all this is created by marketers, these are their tasks. Testing ideas, searching for a unique product offer, assessing consumer loyalty, increasing brand awareness, identifying growth points and hundreds of other tasks are performed by marketers and their research. A brand is not what a company says to customers, but what customers talk to each other about the company.

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The main tools of internet marketing: SEO optimization (advertising on search engines), e-mail internet newsletters; Advertising on social media; contextual advertising; Advertising banners; Move. Effective online marketing consists of collapsible elements: a product (or a product). Prerequisite: What resources become resources through resources, resources, resources, have a different level or certain behavior at sites and insidious sites. Also make sure that the price on the Internet is a little bit real than it is. Promotion in a multi-stage promotion of the course and individual products. This Element contains a full arsenal of tools - SEO, contextual, interactive and banner advertising, working with social networking communities and blogs. The selling point is the website itself. A functional resource must already have well-designed, high-quality navigation. Other Targeted Services, Management Management: Advisory Group (Content), Visitor Shareholders in Marketing Processes. [3, p. 591]

There are studies that are done for something big, for example, for an entire company or brand - these are usually called armchair studies, as they study secondary sources: reports, statistics, and publications. And there are those who collect information for something specific, for example, for a new released product, from primary sources - such studies are called field studies.

Field research, in turn, is divided into qualitative, quantitative and combined. Qualitative research is conducted through interviews, which are either pre-scripted or presented as a conversation to see a person's unconscious response. They allow you to get answers to questions such as: Why? How? Why? Quantitative research helps to find out: Who? How many? Online surveys are being conducted, which are now increasingly used, as they take the least amount of money and time. They also use personal surveys, we also often meet them in stores and on the streets. And the last type, which is already becoming less common, is telephone surveys, since more often all people show aggression towards this form of research. Combined studies are presented in the form of hall tests to study certain characteristics of the product, as well as home tests, when a group of consumers examines the product during its direct use. And the last type is a mystery shopper, when a person comes in the form of an ordinary buyer, and at that moment he studies the staff and competitors.

Thus, we can define the stages of a marketer's work. At the first stage, they define the problem, purpose and objectives of the study. After that, marketers determine which methods are best to conduct research, and only then they begin to search, collect and analyze the data obtained. They summarize this analysis into statistics, charts and reports and, if no further advertising is required, they finish their work. But if the development and implementation of advertising is necessary, then they are taken to create advertising layouts, concepts for them and slogans.

In conclusion, it should be added that we may not notice or feel the influence of marketing, but it is always around us: on the street, at home, at work. Marketing makes life easier and helps any company, so it has always been, is and will be, as a necessary condition for promotion and competitiveness. After all, marketing research helps to build a successful business, provides answers to most questions and sets the main trends in the development of the company. A good brand is the only thing that can deliver above-average returns over the long haul. So, the work of marketers will always be in demand.

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