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EFFECTIVENESS OF ADVERTISING IN BUSINESS COMMUNICATION

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to take some action. It includes the name of a product or service and how that product or service could benefit the consumer to persuade potential customers to purchase or to consume that particular brand. Modern advertising developed with the rise of mass production in the late 19th and the early 20th centuries. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages. Advertising may be placed by an advertising agency on behalf of a company or other organization.

Technology has always played an important role in the advertising and communication aspects of business. It has provided businesses with a means to communicate with their customers and target market. From the history of business, advertising has been hand in hand with business. Various strategies have been used by businessmen to market their businesses, products and services. Advertisement began with the word of mouth as a media.

The use of the internet and online marketing methods allows the information to travel and reach target groups incomparably faster. It allows the businesses that use this form of advertising to promote their products and services in a better, more efficient and creative way that will help them draw numerous potential clients. Instead of expensive printing and delivering of bunches of promoting material, businesses can use the new cheap online ways of advertising such as telemarketing for generating appointments with potential customers, direct mailing for sending promotive material and information about products and services directly to potential customers, promotional presentations, websites, etc.

All online marketing methods are effective and have their own benefits. Websites usually contain all the necessary information about a certain com-

pany, its business, products and services and its customers. They should always be equipped with the latest news about the company and promotions of the newest products and services. With just a few clicks in your ad server, you can increase advertising exposure immediately and results can be seen within minutes. This is especially helpful to promote time-sensitive events or sales. You can boost direct advertising to bring more online traffic to your website or foot traffic to your store to balance the burden of fixed costs like rent or payroll. For example, if you run a restaurant, you can send out tweets or offer a Facebook discount at convenient times of the day like lunch and dinner time to drive locals to your establishment. To achieve this, companies must maintain and improve their websites. However, the regular maintenance of their websites is not enough to attract a great number of potential clients and they have to make sure that their websites are visible enough.

The cost of advertising is too high. Unbalanced advertising may result in causing several goods to cost the consumers more than they should. Thus, this is taken as economic waste. Besides that, consumers have also become more skeptical about advertising messages and tend to resend advertiser's attempt to persuade.

Advertising is a simple glance into the purpose of the business. It gives potential customers an idea of who the company is, what they do and what they provide to their customers. The development in information technology makes some changes in all fields, including advertising. The presence of information technology enables the advertisers to provide a new experience to their target audience. Advertising is often not intended to give customers a detailed look at the way a business functions and operates. There are people who are specifically trained in advertising that will be able to help businesses have a better ad campaign that allows customers to become more drawn toward the company.

УДК 811. 161. 3

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ЗАПАЗЫЧАННІ Ў ЭКАНАМІЧНАЙ ТЭРМІНАЛОГІІ

Тэрмін (ад лац. terminus – граніца, мяжа) – спецыяльнае слова ці словазлучэнне, створанае для дакладнага выражэння спецыяльных паняццяў і абзначэння спецыяльных прадметаў. Кожнае слова-тэрмін мае дакладнае вызначэнне, зафіксаванае ў спецыяльных навуковых