

## MODERN TOOLS OF BUSINESS PROMOTION

Dynamic changes in the environment lead companies to find relevant ways to increase their profitability, product competitiveness. One of the ways to adapt to change is to actively promote your own products, to establish close ties with your customers. Among modern and innovative tools are branding, franchising, merchandising, Internet marketing and others. The use of these tools in the marketing strategies of the enterprise helps to improve their image, increase consumer awareness, increase their confidence in products, which increases profitability [1].

Given the situation in 2020, associated with the crown virus pandemic, the first priority is to promote products through social networks. More and more entrepreneurs and owners of large businesses are willing to turn to advertising and promotion on the Internet. This is often due to the desire to attract new customers from around the world online.

Taking advantage of online promotion is important not only for small but also for large businesses. Without certain skills and knowledge of online promotion, a business can quickly decline, not because it is a bad cook or not quality services, but because now the trends are evolving at a breakneck pace. If the target audience of the company is young people who prefer to learn everything on the Internet and any information they see on the banner, 100% will then search in Google, then in its absence there, the company will automatically lose a potential customer.

Therefore, it is important to use this method of promotion in all possible ways on different platforms, which will provide large-scale advertising of your business or a particular project. Successful promotion requires a clear definition of your target audience. It is for your customers that you create content on blogs, websites and launch advertising for them. In order to better define your target audience, you need to make at least three portraits of potential customers. This will help you better understand: what exactly to fill the ad; where it is best to show it; understand customer problems and offer solutions to their advertising and content; find key points of influence on customers and their motivation.

For effective promotion on the Internet under the condition of big business and the sufficient budget, it is expedient to involve the professional specialist and it will save you means which you would lose on ineffective advertising. You can also do it yourself, but it is a longer process and more suitable for small entrepreneurs or beginners. The main thing is to learn to clearly define the target audience and its needs. It's important to remember that sales are effective, not the views of the ad itself.

There are 2 ways to promote your business on the Internet:

1. Creating a site with the launch of thematic advertising. Entrepreneurs use this opportunity to increase customer flow.

2. Creating a full-fledged online store system for the sale of your goods or services and organizing the work of staff who will work with customers. It is important to further promote it on the Internet in order to attract the maximum number of visitors. The number of customers involved will be significantly higher than the previous method [2].

The promotion of your online business must be entrusted to professionals who have a significant amount of experience. Otherwise, you can just spend money without understanding what services your business needs. Virtually all business owners who want to get promotion on the Internet, do not need to cheat users who come to your site or see ads, and real purchases. This should be taken into account when concluding a contract with a company that will deal with your promotion on the Internet.

Due to the active development of the domestic economy, popularity acquire BTL-technologies (indirect advertising), which, in turn, increase effectiveness of ATL-advertising (direct advertising). Lasers are the most effective projections on clouds, sculptural installations, geomarketing, fountain printers, film projections on buildings, advertising on objects (on carts, tickets, packages, eggs, postcards, floor, etc.). One of the revolutionary methods of promotion goods are considered a patented technology for advertising in orbits near the Earth, the use of 3D advertising, balloon advertising, inscriptions in the sky, advertising in the form of cartoons, which has been implemented for now time only in New York, etc [3].

Recently, the most popular means of promotion have become stocks lottery type "buy-get". The buy-get formula is common used, only the names of products and items that chang act as gifts. Sales promotions are active the media are used, everyone learns about the actions, and they reach the level direct advertising.

Currently, the most popular platforms for advertising are social networks: Facebook, Instagram, Tik Tok, Youtube. You can also distribute Google advertising on other sites.

First you need to create a profile and fill it with content. To do this, you need to take a photo, prescribe services / prices, everything you want to offer the client. For the convenience of the client, you need a site with easy navigation, so you can get acquainted with the entire range and prices. The more informative, aesthetic, creative and high-quality content will be the more attention, and in the future the company will receive sales [4]. The number of subscribers plays an important role: the more of them, the better. This inspires trust and loyalty on the part of customers.

The most relevant methods of promotion on social networks are:

1. For Instagram (Facebook):

- Advertising for bloggers. It is quite effective, but it is worth choosing influencers with a not very large audience, approximately 50 - 500 thousand subscribers, because they have cheaper advertising, and their audience loyalty is greater than that of millionaire bloggers.

- Targeted advertising. To properly set up targeted advertising, it is important to clearly know your target audience, all preferences, age, gender, interests of the people who will be targeted by advertising. The more detailed the description, the more likely it is to reach the target audience. It is advisable to use creative banners and ambiguous headlines to attract the attention of users.

2. On the Youtube platform you can buy advertising:

- Bloggers. To do this, it is important to find a thematic channel with your target audience, because in Youtube the audience of a blogger is much narrower compared to Instagram. Therefore it is necessary to choose the influencer in detail.

- On the platform itself. In this case, your ad will only show to the audience you set up.

When promoting online business, it is important to remember that the level of your professionalism will be determined not only by the presence of a good portfolio, but also by the feedback of your clients about your loyalty to them, quick communication, assistance in unclear and conflict situations, individual approach and creative decisions.

Innovative methods of promoting products on the market allow the company to facilitate and accelerate the promotion process itself, as well as help consumers make purchasing decisions. Their innovation attracts quite a lot of consumers and allows you to significantly increase duration of viewing ads. Among the main disadvantages of such methods product promotion is that they require the involvement of quite significant funds and investments in their development and implementation.

The main purpose of improving product promotion is interest consumers, which is achieved in various ways, in particular, by conducting a vivid advertising campaign that is immediately memorable to the consumer. In addition, this goal can be achieved with sales promotion by providing discounts, promotions, presentations and tastings to increase demand for new products. The implementation of these measures will allow the company to improve its market position and achieve its goal.

The use of modern innovative tools in promoting your own business will improve the company's image, expand its customer base, increase consumer confidence, which will increase profitability and its development.

Based on the above, we can conclude that the process promotion is the main form of adaptation of the enterprise to rapid market changes. This, in turn, causes that commodity producers to achieve the greatest results, continuously interact with their target consumers, using a variety of tools promotion complex. Such tools act as a specific voice of the brand and how to improve communication between manufacturers, resellers and consumers. They help increase capital while changing positioning the brand and forming its image in the minds of consumers.

#### References:

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