

tion, beginning with simulating growth process and ending with creating seeds using a 3D printer.

In conclusion, VR technologies should be involved in any sphere of people's lives not to stop human development and to make our lives better.

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## INNOVATIVE MARKETING IN THE BEAUTY INDUSTRY

During the last few years the system of producing products in different spheres has improved globally. In connection with the emergence of information technologies and resources, companies had to develop new strategies to stay relevant on the market. These updates haven't left the beauty industry aside. "Today's beauty industry is decidedly different from 10 years ago. Instead of traditional advertising, beauty and cosmetics brands are largely digitally-focused, using social channels (and influencers) to reach and engage users" [1]. Like with fashion and luxury, "the dawn of social media – along with other digital innovations – is transforming the way consumers discover and shop for beauty brands, forcing marketing professionals to constantly innovate" [2].

Experiential marketing is also another big source of investment, with campaigns allowing beauty brands and retailers to tap into the changing behaviours and interests of consumers. One of the major changes in the beauty industry is online shopping. Due to the fact that modern people barely letting go of gadgets, the move to online trading has become a key marketing move. The main advantage of shopping on the Internet is the opportunity to save time considerably. Using the filter on the website of the Internet shop, you can quickly make a list of necessary products. When selecting your consumer basket, brands will use their advertisement, which can considerably affect purchasing power.

Social media personalities are also having a massive impact on the way brands promote products. Collaboration and sponsorship with creators is now par for the course. "The key to a successful campaign is all about choosing the right influencer" [3].

In addition to the previous words, beauty influencers are playing a key role in the beauty industry more than in any other retail sector. For beauty consumers, being able to see the desired product applied to 'real people' can lead to an instant purchase decision for one specific product.

It is not surprising that now brands are naming makeup artists as their brand ambassadors, making sure they try their products and of course, share them on their own

social media channels. Influencers also gave away free samples and offered discounts to followers to encourage them to buy the products.

Various events organized by the brand are also very popular. Typically, at such meetings, the brand introduces new products to customers or the same ambassadors, provides with basic information for promotion.

However, with every digital marketing channel comes the downfalls. “One of the biggest disadvantages is that reputation of the beauty brand can be damaged. If a customer does not like a product or experiences poor customer service, negative posts can be made” [4]. These can then be shared by thousands (or more) people within a few hours. Reputation could potentially be damaged, especially if it has affected a high amount of people’s opinions.

Marketing doesn’t slow down in the modern world. It remains as relevant as ever. Someone might say that advertising is a rather prevalent phenomenon, however it is through advertising that we learn about something new and popular. The fashion of nature and “healthy” beauty has taken over the market, but it does not prevent beauty brands to produce new products with an updated strategy and message. The manufacturer tries to be on the same page as society and satisfy its interests.

Marketing is a future that only will strengthen purchasing power and will help any enterprise to enter the world market.

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## **МИРОВЫЕ ТЕНДЕНЦИИ РАЗВИТИЯ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ ОТСЛЕЖИВАНИЯ ГРУЗОВ В РЕСПУБЛИКЕ БЕЛАРУСЬ**

### **Проблематика**

Данная работа направлена на исследование мировых информационных технологий отслеживания грузов в области логистики, а также их применение в транспортной отрасли Республики Беларусь.