

**M. Lesnichenko–Rogovskaya<sup>1</sup>, Huakang Xu<sup>2</sup>**

*School of Business of BSU, Minsk, Belarus,  
<sup>1</sup>mari\_lesnichenko@mail.ru, <sup>2</sup>xuhuakang59@gmail.com*

## **ANALYSIS AND EVALUATION OF THE EFFECTIVENESS OF ADVERTISING ACTIVITIES CJSC «BELGI»**

*This article is devoted to the analysis of the effectiveness of advertising of JSC "BELGI", as well as the evaluation of the advertising channels used to attract the attention of consumers.*

*Keywords: advertising, advertising on social networks, Internet advertising in BelGee*

**М. В. Лесниченко–Роговская<sup>1</sup>, Сюй Хуан<sup>2</sup>**

*Институт бизнеса БГУ, Минск, Беларусь,  
<sup>1</sup>mari\_lesnichenko@mail.ru, <sup>2</sup>xuhuakang59@gmail.com*

## **АНАЛИЗ И ОЦЕНКА ЭФФЕКТИВНОСТИ РЕКЛАМНОЙ ДЕЯТЕЛЬНОСТИ СЗАО «БЕЛДЖИ»**

*Данная статья посвящена анализу эффективности рекламы СЗАО «БЕЛДЖИ», а также оценке рекламных каналов, используемых для привлечения внимания потребителей.*

*Ключевые слова: реклама, реклама в социальных сетях, интернет-реклама СЗАО «БЕЛДЖИ»*

In October 2011, the Ministry of Industry of the Republic of Belarus signed an agreement with the Chinese company Zhejiang Geely Holding Group on the production of passenger cars. Soon the joint venture BelGee was created (hereinafter referred to as Geely) (founders: BelAZ–Holding (50 % shares), Geely Holding (32.5 %), SJSC Soyuavtotehnologii (17.5 %)). In February 2013, the first car was assembled. BelG produces about 40 cars every day. The annual production capacity of the enterprise is 10 thousand cars [1].

Investment return assessment performed for Geely. Costs allocated for the development of the territory of the industrial park at the first stage and financed from budget funds were not taken into account as part of the total investment costs. Types of advertising that the company uses:

- Advertising in professional periodicals;
- Printed promotional materials;
- Exhibitions and fairs;
- advertising on social networks.

Advertising in professional periodicals.

The magazine from the series that the company uses is the most read monthly “AutoBusiness Review”, which is published, among other things, in thirteen countries around the world. Individual issues are thematically oriented and are distributed by mailing to individual users of this product using a mailing package based on its own database created over the 15–year history of the magazine. AutoBusinessReview focuses on the mechanical engineering industry and provides information on current domestic and global trends in selected areas with an emphasis on practice and production. Other interests include news of scientific and technological research, interviews with interesting people, reviews, information about fairs and exhibitions, interesting technical points or

issues related to the management and financing of industrial products. The magazine is aimed at middle and senior managers of companies, designers and technologists, importers and exporters.

**Printed promotional materials.** As part of its promotion, the company publishes a printed catalog in two versions. The first version is written in Russian–English, the second in Russian–Polish–English. The catalog is very extensive and consists of 24 pages, which have several sections such as company profile, production, measurement and vehicle development. All content is accompanied by images of tools and the machines on which they are produced. The catalog is mainly made in dark gray and yellow colors.

**Exhibitions and fairs.** The company annually takes part in technical exhibitions. The main exhibition is the International Engineering Fair in Brno. It is the leading industrial fair in Central Europe. Every year more than 1,500 exhibitors and 75,000 visitors from 59 countries take part in it. More than a third of exhibitors are from abroad. All main areas of the mechanical engineering industry are presented at the fair in nine specialized areas. Along with this fair, a transport and logistics fair or a technology fair is also organized. Visitors are mainly industry experts, a third are top management of companies, and more than seventy percent of visitors decide to invest in the companies they represent. The fair is widely publicized and is accompanied by a rich program consisting of seminars, master classes and conferences.

Among other things, the company also participates in Belarusian exhibitions, two of which are held in Minsk.

- Geely can be found on the following social networks:
- Instagram: 18.7 thousand
- LinkedIn: 124,045
- Twitter: 13.5 thousand
- VKontakte: 77 thousand.

They are mostly active on LinkedIn and most of their posts are related to new product launches and advertising. Monthly traffic is shown in Figure 1.



*Fig. 1. Monthly traffic Geely on social networks*

Note – Source:[1]

In Belarus, the company is less active on social networks. She is represented on the social network VKontakte (77 thousand subscribers), Odnoklassniki (62 thousand subscribers), Telegram (30 thousand subscribers).

Apart from this, there are various blogs and articles that mention Geely. Some articles are available on their websites.

BelGee CJSC uses the following innovations in advertising:

- contextual advertising – context-sensitive banners or text ads of an advertising nature, displayed immediately below the search bar or to the right of the search engine results for certain queries.

– media advertising – advertising messages in the form of static or animated pictures (banners) placed on website pages for the purpose of promoting goods and services or advertising a brand.

– Social Media Optimization – advertising on social networks, such as blogs, forums, online diaries, etc.

Service and consumer support have been significantly expanded on the Internet through the use of the following forms.

1. Additional public information. BelGee CJSC has the ability to post a significant amount of information on the Internet to provide it to consumers;

2. Frequently asked questions. Providing this information is important not only for existing, but also for potential consumers of products, to convince them of the need to consume services directly from this organization;

3. Additional feedback mechanism. Providing adequate support to customer requests is of great importance;

4. Reduce traditional and overhead costs. Additional support service leads to a reduction in other types of feedback and, accordingly, the costs of providing them.

The organization also uses online advertising methods such as search engine promotion, contextual advertising, social media advertising and banner advertising.

The structure of expenses for Internet advertising at BelGee CJSC is presented in Table 1.

*Table 1*

**Structure of expenses for Internet advertising in BelGee CJSC for 2015–2017**

Indicators	2020		2021		2022		Change, +/-	
	million rubles	%	million rubles	%	million rubles	%	million rubles	%
Search engine promotion	0.69	22	0.93	23	1.48	25	0.79	3
contextual advertising	0.37	12	0.49	12	0.65	eleven	0.28	–1
Advertising on social networks	0.47	15	0.69	17	1.12	19	0.66	4
Banner advertising	1.43	46	1,7,8	44	2.49	42	1.05	–4
Other	0.16	5	0.16	4	0.18	3	0.02	–2
Total	3.12	100	4.05	100	5.92	100	2.8	–

Note – Source: own development based on [1]

In accordance with the data in Table 2.8, expenses on Internet advertising increased by 2.8 million rubles, 25 % of all expenses on advertising on the Internet were spent by BelGee CJSC on search engine promotion. Expenses on contextual advertising in 2022 amounted to 0.65 million rubles. or 11 % of all expenses. Expenses on banner advertising amounted to 2.49 million rubles, the share was 42 %.

In the analyzed period, the growth rate of advertising costs on social networks was 240.4 %. This step was justified, since social networks on the Internet represent a new method of advertising communications, which are currently rapidly developing and provide businesses with new methods of communication with potential consumers. It is necessary to pay more attention to this type of Internet advertising, since it does not require large expenses and provides high efficiency.

Most people came to the site page through banner advertising (37.9 %). Buyers who came from social networks 29.0 %/21.8 % of buyers came from search engines (Figure 2).

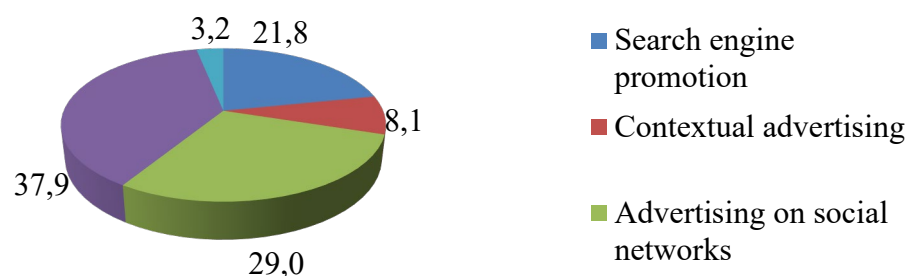


Fig. 2. Structure of visitor transitions to the website page of CJSC BelGee in 2022, %

Note – Source: own development based on [1]

The main methods of collecting information about visitor behavior on a site are counters and the use of statistics obtained by the Internet service provider.

Counters are installed on all pages of the site. In this case, it is possible to determine and analyze the most popular routes of movement on the server, the entry and exit points of visitors, the most popular sections of the server, the depth of interest of visitors, that is, how many pages are read on average, how much time is spent on the site, etc.

However, despite the numerous advantages of the Internet advertising development system at BelGee, there are also some disadvantages: lack of feedback from users on social networks. Often, users do not receive answers to their questions from representatives of the organization.

Demand generation activities are closely linked to innovation. To prevent the OEM from becoming a mere hardware supplier, automotive companies must become more IT savvy and acquire missing IT competencies as quickly as possible. The company needs to develop further as a mobility and service provider, understand customer needs and think about solutions for customers.

The services provided to customers should not be limited to cars, although of course the car is the starting point. In addition to preventive maintenance activities, the connected car, Internet of Things and digitalization open up many service opportunities.

The current generation of connected cars offers navigation with real-time traffic data, telephony, entertainment (often customized) and assistance systems such as parking sensors and cruise control. In the premium segment, these functions are primarily associated. Route planning and real-time traffic information are now offered, as well as social media, music and movie streaming, concierge services and simple driver assistance systems. Internet in cars has become available only recently. Integration of various components is now preferred and since cars can have their own wireless network and internet access, Wi-Fi enabled devices can be connected to the vehicle.

In addition, significantly improved driver assistance systems based on radar and sensor technologies are integrated, which are in direct communication with the vehicle's environment. The final stage of this development is the autonomous car.

In addition to technical testing of all the systems mentioned above, OEMs can generate integrated service offerings for customers by collaborating with energy suppliers, building management companies, shops and supermarkets, entertainment venues, etc. The list is long and the selection criteria should be based on the needs of a group of customers in each market. Investments should be made according to priorities in all possible directions so that no opportunity is missed. The basic idea is simple: add a service to a product and create new business models. The company's competitive advantage is know-how in the field of processing of hard alloys and composite materials. Also relatively stable and long-lasting company existence and image.

The intensity of competition tends to increase, with companies fighting for speed, quality and additional services. However, the growth potential of the market is not expected in the short term, but in the long term it is a promising direction.

In the new economic conditions, other approaches to promotion have emerged, supported by statistical algorithms, big data and information technology. To ensure any successful contribution, customer data must be available in adequate quantity and quality. Data quality is critical as many algorithms can provide an accurate forecast if the data is correct and provided in sufficient quantity. In such a large company as Geely, many functions involve data collection and reporting. One of the main reasons for poor data quality is the correct understanding of what data should be collected. In addition, if some calculations need to be made, errors may occur in the interpretation of the calculation formula. Another important factor is the difficulty for a multi-brand dealer to differentiate the business achieved through one particular brand. Automatic data recording may be a promising solution to significantly improve the quality and quantity of data. By implementing the Internet of Things wherever possible, the amount of human error introduced into the process can be reduced and the result will be a significant increase in the quantity and quality of data. This type of promotion is more focused on the needs and preferences of the individual client.

So, summing up the analysis of the effectiveness of advertising activities in BelGee, we can conclude that advertising, in particular Internet advertising plays a very important role in the work of the organization under study, but there are some disadvantages.

### **References**

1. Geely [Electronic resource]. – Mode of access: <https://www.geely.com/>. – Date of access: 21.02.2024.