

3) Generation X: advertising needs to be surprising and unexpected with clever ticks because people are easily bored. Advertising should be a form of art because they don't trust advertisers and buy brands for its quality, not its image.

4) Generation Y: adverts should entertain and be catching. When you deal with people from that generation, make sure your website says who you are, not just what you sell. Furthermore, endorsement will work with them as they look up to heroes. [4]

5) Generation Z: it is impossible to say something about relations of this generation with advertising as the oldest representatives are only 13 years.

Thus, using generation theory as a means of targeting a company undoubtedly has some advantages.

- This method is focused on a long-term interaction with consumers
- Generation as a group of consumers has constant structure, which make it possible to focus on existing and clear consumers.
- If we take the time into consideration, we will be better able to communicate with consumers.

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#### **ADVERTIZING IN THE SPHERE OF THE HIGHER EDUCATION IN BELARUS**

With development of the market relations, strengthening of the competition and everything the expanding globalization educational institutions are forced to be the independent subjects of the market forming the offer, rendering and selling the educational services. [2] All this is especially relevant in the sphere of the higher education. Higher

education institutions are more interested in increase in competitiveness of their educational services.

In recent years tactics of commercialization of educational services is more traced. About ten years ago education and business were opposite spheres and the penetration of marketing mechanisms and tools into the activity of institutions of higher professional education seemed not necessary and superfluous. Today nobody doubts that education is a highly competitive environment and strong marketing strategy is an indispensable condition of a prize in this market.

In our country in each regional center there are several institutions providing the services of higher education including the set of branches of the state and non-state universities ready to render educational services "in convenient time, in the convenient place". Existence of the identical directions of preparation and similar educational programs in different universities strengthens the competition even more, erasing distinctions and the image of educational institutions, significantly complicates perception, storing, recognition of attributes of a brand of the specific producer of educational services in the consciousness of potential entrants.

A large number of universities in rather small territory of our country and the strong competition from neighboring countries demand not only from each educational institution, but also each his structural division (faculty) maintaining the special marketing, communicative policy using more effective and rational arguments. The arguments prove preference of this establishment of education and its educational services to similar services of competitors.

Educational services are one of the most non-material and intangible public benefits from all categories as the consumer of educational services, having entered to the university, nobody knows precisely what will be result of his training, it has only indirect bases (such as responses of other consumers, personal experience, information obtained from advertizing), for conclusions about whether the quality of educational service is capable to satisfy in full his intellectual requirement [1].

To draw the conclusion, one can say that formation of marketing strategy is not only university in general, but also specifically each his structural division faculty one of key problems of activity in the education market. In view of specifics of this type of service it is especially important, for the purpose of belief of the consumer in expediency of acquisition of educational service to increase tangibility, to reduce a risk component of the consumer choice and uncertainty. Use of new types of advertizing becomes more and more relevant in realization of advertizing strategy of establishment of education as allow to solve more effectively the put problems and to allocate higher education institution (faculty) from a set of similar.

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## WRITING SELLING TEXTS FOR WEBSITES - SIMPLE TECHNIQUE OR ART?

Of course, writing texts, like a rhetoric, is a real art. Not everyone can gracefully compose sentences, to help a reader to get an aesthetic pleasure and inspiration. But we don't speak about artistic texts, classical literary style or publicism. We speak about technology, a set of techniques and methods.

Writing selling texts is a technology, the same as negotiating or direct sales techniques. This is a set of rules, tools and tactics that allow to convince and motivate the client to make a purchase.

Many people think that giving simple information about product or writing a letter with a set of cliches like "high-quality product at the lowest prices" sells. But not only a form and a content, but their symbiosis sells. A selling text must have a powerful core-offer. And it should be presented in a form that will cause the maximum response from target audience.

After mastering the technology of selling copywriting you master a technique of capturing attention, a system of argumentation, principles of offer formation and a call to action. Reading your text should cause a desire to buy.

It is good when an eloquence and a possession of the technique of writing of selling texts combine organically. But if you have no literary talent, it doesn't mean that you can not write commercial proposals and you will have to rely on templates.

Thus, we have got to a new term – conversion. It is a very important concept in selling copywriting, which is the main indicator of the effectiveness of the selling text on the site. This is an English term, which means a transition from one state to another. In marketing a conversion is inseparably linked to the notion of a sales funnel. The conversion rate indicates the percentage of users who just visited the site and those who became a regular customer. In turn, the sales funnel is some kind of a metaphor in marketing that reflects the process of forming a purchase: from the first contact of users with a brand to becoming a loyal customer.

Let's see a more complicated selling process using an example of an email-distribution. The sales manager sent out 100 e-mails addressed to potential buyers. 75 of