

**PROMISING METHODS OF ARTIFICIAL INTELLIGENCE  
AS A MEANS OF PROMOTING PRODUCTS  
ON INTERNATIONAL MARKETS**

Artificial intelligence has taken its leading place in the economic business processes of enterprises, taking on the functions of data processing, situation analysis, creation of video and photo contents, personalized work with clients, as well as promotion of products or services to the market.

The State Program “Digital Development of Belarus” for 2021–2025 years includes a system of measures aimed at the digital development of economic sectors [1].

The main areas of focus at the government level were the creation of *a platform for a national paperless trade system*, which should include the following components: a national trading platform that allows for the registration of business representatives and state producers; logistics and delivery services; customs clearance and registration of accompanying electronic documents; labeling and traceability; implementation of the EAEU contour: a “single window” mechanism, digital trade, digital transport corridors, digital industrial cooperation; *transferring to electronic form the maximum number of processes* that accompany the opening and running of a business; *creation of infrastructure for transition from traditional transactions to smart contracts* [2].

The most important areas of product promotion for the enterprise are:

- creation of an innovative product or service;
- distribution (distribution and logistics) of a product or a service;
- adequate pricing;
- brand creation.

All of the listed processes at the current stage of economic development of the organization are moving towards the use of artificial intelligence (AI).

To create an innovative product or service, it is first necessary to analyze the needs and expectations of customers, determine their preferences and present a portrait of a potential buyer. In this regard, one of the key AI methods is big data analysis (BigData). With the help of machine learning and analytical algorithms, companies can process and analyze huge amounts of information about customers, their behavior and preferences. This allows them to better understand the needs and expectations of

customers, as well as predict future trends in the market [3]. Examples of using data analysis include Amazon, which uses AI to analyze customer purchases and recommend products based on their previous orders and preferences; or Netflix, where AI is used to evaluate user views and recommend movies and TV series that may interest the customer.

To determine the target audience, AI is able to participate in segmentation based on various characteristics, such as demographic data, behavior, interests and preferences. This allows you to create personalized marketing tools for promoting products, which increases their effectiveness. For example, Coca - Cola uses AI for audience segmentation and creating personalized advertising campaigns aimed at different age and social groups; and Nike uses AI to analyze customer behavior and create personalized offers for different audience segments. To expand the audience reach, social networks popular in a particular region are used: WeChat in China, VK in Russia, Instagram in Western countries, different platforms are used for online advertising – Google Ads, Facebook Ads.

In addition, when it comes to developing a new product, it is important to forecast demand for the product by analyzing historical data and identifying hidden dependencies. Demand forecasting helps companies to plan production and to minimize costs, and AI can also be used here, as in the case of Walmart , where AI is involved in forecasting demand for products in stores and optimizing inventory.

In distribution, more than 90% of tasks can be set by a neural network, two-thirds of orders can go through well-known *marketplaces*, and a tenth of retail outlets will hand over the management of their shelves to artificial intelligence, which will predict the demand for goods and form orders itself.

In pricing, AI works by modeling the behavior of key competitors and changing prices based on risks. AI helps predict possible market trends and minimize risks. Companies can use AI to evaluate data about the market, competitors, and economic conditions, which allows them to make informed pricing decisions and reduce risks. For example, JPMorgan Chase uses AI to analyze financial data and manage risks in investment projects, and AIG uses AI to evaluate insurance risk data and optimize insurance rates.

The most important moment in promoting products to markets is brand creation, taking into account cultural characteristics and traditions in international markets. Content creation is important here. AI can generate texts for articles, product descriptions and captions for social networks, photo and video contents. This significantly speeds up the process of creating a product image and improves the quality of information about a pro-

duct or service. Such tools can be GTP -3, GTP -4 models from OpenAI, which generate text based on specified queries for social networks, blogs, etc. Companies can use AI to automatically generate marketing materials, which reduces costs and increases efficiency. For example, The Washington Post uses AI to write news articles and sports reports, HubSpot uses AI to automatically create marketing messages and blog content. AI can also analyze comments and reviews on social media to help gauge public opinion on products and tailor marketing strategies.

Sentiment and emotion analysis can identify trends and predict customer reactions to new products and marketing campaigns. Examples of sentiment and emotion analysis include Hootsuite using AI to analyze social media comments and gauge public opinion on brands and products; Salesforce uses AI to evaluate customer reviews and determine their sentiment and preferences.

**Conclusion.** In the modern world, artificial intelligence is becoming an integral part of many areas of life, including business and management. Companies are actively using AI to improve the efficiency of their operations and improve interactions with customers. Promising areas where AI can be used to promote products in international markets include the creation, distribution of an innovative products or services, pricing and branding. Many global companies use local developments and successfully solve their corporate and national problems.

At the moment, there is no single integrated platform or system in the world, including in the Republic of Belarus, which allows solving the tasks at hand at the same time, which we consider a promising scientific and applied direction, especially in the context of the implementation of the concept of digital development of all sectors of the economy in the Republic of Belarus and the implementation of the Smart City program, and as a continuation – Smart Business.

#### LITERATURE

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