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MODERN MARKETING COMMUNICATIONS

СУЧАСНІ МАРКЕТИНГОВІ КОМУНІКАЦІЇ

In modern times, the use of the marketing concept is not enough only to produce a high-quality product that meets the needs of consumers, and to determine an appropriate price for it. Also, it requires creating demand for the produced product, encouraging product sales, for this purpose, transmitting necessary information to its consumers, carefully selecting information, and creating feedback with consumers. The implementation of such measures and the fulfillment of the tasks arising from them necessitate the creation and implementation of a marketing communication system [2.p.55-58].

Communication means the process of information exchange between two or more subjects. The role of communication is that it not only ensures the normal functioning of the internal environment system, but also ensures interaction with the external environment [1.p.26-28].

To achieve an effective communication system, the firm uses the services of specialized advertising companies, sales promotion and direct marketing specialists. For this purpose, the firm also implements measures to strengthen relations with the public and use Public Relations programs. Most of the companies are more interested in how much money to spend on communication activities and what methods of information transmission to choose than to establish contact with consumers. Today, companies have a complex system of marketing communication at their disposal. Both the efficiency of the communication system and the results of the marketing activities in general depend greatly on the level of creation and use of that system.

The marketing communication system plays a very important role in achieving the objectives set in the marketing activity and winning the competition in the target markets, and this system is not considered an internal system of the firm. Thus, activity on the communication system includes, in addition to intra-company activity, also intermediaries selling the company's products, wholesale and retail trade enterprises. Firms train their intermediaries and sales staff to communicate with consumers, disseminate information and obtain necessary information from them. Each firm creates and manages a complex system of marketing relationships, communicating with intermediaries, consumers and various consumer audiences. Intermediaries themselves interact with consumers and various communication audiences. Consumers, in turn, create verbal relationships with each other and with other communication audiences. The

communication system of marketing also involves the creation of feedback between the firm and intermediaries, consumers and other communication audiences. [3.p.96-98]

The communication system of marketing as a means of influence on consumers includes a complex of stimulation measures in four directions: advertising, sales promotion, personal selling, public relations. However, in recent times, direct marketing has started to play a very important role in the communication system, acting as the fifth element.

Advertising is a form of paid dissemination of necessary information about a company, products, services and ideas, without the participation of a person, on the order of any person. There is no doubt about the relevance of advertising today. Thus, it is considered an important element of the market economy and plays a very important role in its development. Advertising, being one of the main elements of the communication system of marketing, has a strong effect on the formation of demand and increasing sales, and from this point of view, it is considered as a separate section [1.p.34-40].

Sales stimulation is a complex of actions carried out in order to create demand for the company's product and increase the volume of sales by influencing real and potential buyers individually and indirectly.

Personal selling is the sale of a product through word-of-mouth advertising for the purpose of selling the product based on a conversation with one or more potential buyers.

Direct marketing is the creation of direct relationships between sellers and buyers, and for this purpose, the sale of products using various means of communication.

Public relations - in order to ensure the formation of a positive opinion about the company and its products in society, the elimination of unpleasant rumors, the establishment of good relations with consumers and their separate groups, holding meetings for this purpose, providing them with the necessary information, and the implementation of other relevant measures.

Recently, the "Public Relations" (PR) program has been developed and implemented as a modern concept of public relations. Summarizing the different definitions and approaches given to PR in domestic and foreign literature, the following point can be made. PR is a complex system that ensures the creation of business relations between the enterprise and consumers and society as a whole in order to increase the effectiveness of marketing activities. The PR program involves conducting comprehensive analyzes on the solution of some issues raised in the marketing activity, giving practical recommendations to enterprise managers in accordance with their results, and implementing measures that ensure the creation of good relations between the enterprise and the public [1.p.152].

Each consumer category requires the application of unique communication methods and the implementation of appropriate measures. The complex of all these events includes the advertising means that give visual effect with television advertising, sound with radio advertising, and visual effect with terrestrial advertising, as well as specialized exhibitions, fairs, demonstrations, catalogs, which provide the transmission of necessary information about the company and products, and the delivery of advertising and information information through the press. , posters, contests, giving awards, distributing coupons, and holding press conferences.

At the same time, it should be noted that the concept of communication goes beyond the scope of all these measures, means and methods. External design of products, their price, form of packaging, clothes of sellers, behavior and other similar signs provide certain information to buyers. In order to achieve the most efficient relations possible, it is necessary to deeply coordinate not only the communication system of the company, but the entire marketing complex. A detailed examination of two main issues in the marketing communication system is extremely important:

1. The process of developing effective relationships and its main stages.
2. Creation of stimulation complex.

Marketing specialists must carefully approach, analyze and control how relationships are created and function.

List of references

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