

Іщук Ю.А.
доктор філософії, доцент,
доцент кафедри
міжнародних економічних відносин,
Донецький національний університет
імені Василя Стуса
м. Вінниця, Україна
julia_ishchuk@ukr.net
ORCID: 0000-0002-4187-7816

Писаренко А.Д.
студент 4 курсу,
спеціальність «Міжнародні економічні відносини»,
Донецький національний університет
імені Василя Стуса
м. Вінниця, Україна

МІЖНАРОДНІ МАРКЕТИНГОВІ КОМУНІКАЦІЇ ЄВРОПЕЙСЬКИХ КОМПАНІЙ

Ishchuk Y.
Ph.D., Associate Professor, Department of
International Economic Relations
ORCID: 0000-0002-4187-7816
Vasyl' Stus Donetsk National University,
Vinnytsia, Akademika Yanhelia, str. 4, 21001
julia_ishchuk@ukr.net

Pysarenko A.
4-th year student, majoring in international economic relations
Vasyl' Stus Donetsk National University,
Vinnytsia, Akademika Yanhelia, str. 4, 21001

INTERNATIONAL MARKETING COMMUNACATIONS OF EUROPEAN COMPANIES

Анотація. Товар, ціна, місце, просування — ось класичні 4Р маркетингу. Вони позначають інструменти комплексу маркетингу, тобто продукт, ціноутворення, канали розподілу, а також комунікацію та рекламу. Однак довільне закручування цих гвинтів не сприяє гарному маркетингу. Великі корпорації залучають цілу армаду спеціалістів для маркетингу. Часто заздалегідь визначається, чи буде продукт представлений у глобальному масштабі уніфікованим способом чи адаптований локально. З іншого боку, малі та середні компанії не обов'язково демонструють найкращі результати: на щастя, невеликі корективи в потрібному місці часто допомагають — чи то компанія, чи то за допомогою маркетингового агентства — збільшити охоплення і просувати сприйняття товарного асортименту. В умовах глобалізації та інтернаціоналізації дуже важливо застосовувати правильні методи виходу та утримання позицій на міжнародному ринку, тому вивчення міжнародних маркетингових комунікацій є надзвичайно важливим та

актуальним. Зрозуміло одне: культурний вплив на конкретну маркетингову подію важко оцінити, оскільки велика кількість інших факторів завжди відіграє роль. Однак важливість мови, безперечно, можна виміряти, оскільки в більшості випадків вона також представляє новий ринок. Співробітники на цільових ринках, які знають місцевість, час від часу вносять додаткові корективи самостійно, наприклад, до фокусу продукту або навіть до зображень у брошурі компанії чи типового макета опису продукту. Отже, надзвичайно важливо знайти і використовувати правильні маркетингові інструменти та підтримувати імідж на міжнародному ринку.

Abstract. Product, price, place, promotion — these are the classic 4Ps of marketing. They designate the instruments of the marketing mix, i.e. the product itself, the pricing, the distribution channels as well as the communication and advertising. However, arbitrary turning of these screws does not make for good marketing. Large corporations employ an armada of specialists for their marketing. It is often determined in advance whether a product is to be presented globally in a uniform manner or adapted locally. Small and medium-sized companies, on the other hand, cannot necessarily bring out the big guns: Fortunately, small adjustments in the right place often help — be it by the company itself or with the help of a marketing agency to increase reach and promote perception of the product range. In the conditions of globalization and internationalization, it is very important to apply the correct methods of exiting and maintaining positions in the international market, therefore, the study of international marketing communications is extremely important and relevant. One thing is clear: the cultural influence on a specific marketing event is difficult to assess, as a large number of other factors always play a role as well. However, the importance of language can certainly be measured because in most cases it also represents a new market. Employees in target markets with local knowledge occasionally make additional adjustments on their own, such as to product focus or even to images in a company brochure or a typical product description layout. Thus, it is extremely important to find and use the right marketing tools and maintain an image in the international market.

Key words: international marketing strategies, communication marketing, transnational companies, marketing complex tools, activity efficiency, international potential.

Introduction. Searching for new markets no longer necessarily means expensive trips to international fairs, trips in search of suppliers or opening branches in distant countries.

Digital media now allows companies with a certain type of product to use a more sophisticated, controlled and, above all, cheaper and easier approach than traditional internationalization. The main thing is to remotely and with the help of digital media create three elements that form the basis for conquering a new market: [1].

- ❖ availability

If there are French companies that don't work with us and only work online, but sell wholesale here, there's no reason why a regular German company shouldn't do the same. A website suitable for the country to be conquered, for example, with an online store with a few selected products and a minimal logistics process to ensure delivery is as good an initial infrastructure as an on-site warehouse.

- ❖ brand

Only those who are famous enough sell. Visibility can be achieved through a good product offering and advertising in the right medium. Content marketing, presence in search engines and social networks allow you to create a small community of followers around the brand.

- ❖ trust and loyalty

Without trust, there is no sale. Since there is no visible face, trust in digital media is built through repeated contact with community members, answering their questions and providing valuable information.

Once the three pillars are in place, a company going international will at least have valuable answers to some basic questions: [2]

- ❖ Who is interested in your product?
- ❖ Who is your competition?
- ❖ What are the prices in this market?
- ❖ Is your product competitive?

In many cases, sales volumes are also achieved and thus a market in the making. Another advantage is that growth in the target country can be managed from the beginning in such a way that the company structure has time to adapt, as the new market requires employees with appropriate language skills, new logistics processes and appropriate financial instruments.

Main text. With increasing globalization and pressure on global brands, global advertising continues to gain momentum, despite anti-globalization rhetoric and support for localization around the world. This has been influenced by the spread of the Internet and the availability of many commercials on sites such as YouTube, where even local advertising campaigns can have a global reach.

Let's consider the main forms of entry of European companies to foreign markets in the form of Table 1.

Table 1

**COMPARATIVE ANALYSIS OF THE MAIN FORMS
OF ENTERPRISE PARTICIPATION IN INTERNATIONAL MARKETS**

Basic forms	Key characteristics
Export	Sales through distributors or importers Minimum requirements for investments and permanent value obligations Often used in the early stages of international expansion
Licensing and franchising	Can be used as a form of patent application or specialized examination In some countries, only as a way to penetrate the market Limited liability, but also limited control over licenses
Joint ventures	Joint ownership of foreign production with a local partner Mandatory in several countries May be accompanied by political risks Often the appearance of disputes among partners Disclosure of information about property (property) may be required
Strategic unions (alliances)	Agreement between companies on cooperation in the field of specific projects Allows you to share risk and costs The purpose of the partners may differ
Fully owned branches	Maximum liability for market penetration Maximum control over the origin of the company Can be purchased or recreated

Source: [3].

The importance of marketing communications when entering international markets

The need for integrated global communication is due to several factors. Global advertising agencies have emerged and played a significant role in creating more global advertising, and the target audience is also becoming more global. In addition, consumers now travel much more often thanks to low prices, and the customers of companies that provide services and products for business are usually multinational corporations.

However, not all marketing communications of multinational corporations are globally coordinated. First of all, media advertising is only one of several promotional tools, and media regulations differ from country to country. For example, the rules of retail trade do not allow contests to be held everywhere, and often stores refuse to sell coupons.

Even media advertising is rarely fully globalized. To motivate local subsidiaries and their agencies to do their best creative work, they are given more autonomy. Not all media are equally available in different countries, and the cost and effectiveness of advertising also varies widely. In countries with limited resources, print media is usually less effective. However, in Europe, print media is used more often than elsewhere. The Internet, the new and main channel of communication, has not yet appeared in all corners of the world. In addition, advertising messages often have to be adapted because they cannot be standardized due to linguistic, cultural and religious differences or may not be acceptable [3]

Because of these challenges, most companies allocate only a portion of their total advertising budget to a global campaign. Although local campaigns may involve local agencies, a global advertising campaign is usually handled by one large global agency.

Most global companies clearly define how their names should be presented and what fonts and colors should be used. However, even advertising in a global campaign can be approached creatively. The traditional form of global advertising on television is created according to a standard model, and the advertising itself is adapted to local culture, history and language, famous actors and figures are invited. The brand name and logo must be identical, and the slogan is usually translated close to the original. Voicing is in the local language. Today, such global advertising is becoming more and more common, creating a unified image of corporations and brands, as well as countries and places [3]

Tools of marketing communications

First of all, it should be said that it is necessary to move away from the traditional marketing system, which is any form of marketing that uses offline media to reach an audience. Basic examples of traditional marketing include things like newspaper ads and other print ads, but there are also billboards, mail advertisements, and TV and radio advertisements.

Instead, digital marketing, which is generally used in European countries, is developing at an active pace. It offers two-way communication, where the customer can express his opinion immediately, for example through social networks. With this

type of marketing, messages are sent through social networks, emails, sales pages, blogs. The information and responses are instant, so it's very interesting to study the results and change the offers that work better.

The scope of application is huge due to the great global communication that exists through the Internet. With online advertising campaigns, you can segment the type of customer you want to reach, so these tend to be very effective campaigns. The cost is much lower when using this type of advertising.

Marketing promotion tools include digital marketing tools:

- Advertising blocks on radio and TV, in game, shopping and other applications, messengers.
- Advertising SMS-messages.
- Network search activities using SEO and SEM.
- Teaser, banner and contextual advertising.
- Promotion through social networks (SMM) and email.
- Affiliate programs, where a reward is provided for each involved client or visitor, performance marketing, B2B.

Digital marketing tools give better results because they are more affordable. In the past, to influence a consumer, marketers needed a person to first buy a magazine or newspaper, watch a specific TV channel, or listen to a specific program on the radio. Traditional communication channels required the audience to be present in a specific place and at a specific time. Only under such conditions could communication take place. Digital marketing is more profitable, because it seems to «go» to the consumer, finds him in his «natural environment» and encourages interaction: commercials before videos on YouTube, searches on Google, product offers on social networks. They are personalized and allow for thorough analysis of the results.

Brand promotion strategies for Europe

Development of a promotion strategy for the company will help to gain positions on the European market and maintain them. Developing new markets requires knowledge of the main trends so that product promotion is successful. Regardless of what services and products the company produces, it is necessary to take into account the main global market trends.

Customer orientation is very important for the European market. The development of the marketing strategy is carried out taking into account the psychology, wishes and requirements of consumers. Thanks to this, promotion technologies are built on new principles. The following can be singled out as the most popular:[4]

- *Promotion strategy: use emotions*

Companies in today's world need an emotional connection with customers. Product promotion is more successful if consumers purchase certain emotions along with it. Researchers have found that advertising campaigns that appeal to emotions are 2 times more successful than those that use only rational arguments.

Everyone likes to feel special. Companies can emphasize the uniqueness of their consumers by creating a limited series of products. Also, brands, focusing on their target audience, develop advertising campaigns designed to stimulate a positive emotional reaction. This helps the consumer to remember and associate the brand with something personally pleasant for him. For example, Quiksilver sells equipment

and clothing for extreme sports. In her advertising campaigns, she appeals to the feeling of freedom and sports motivation. The brand is aimed at an audience that appreciates sports and wants to feel part of a company of like-minded people.

- *Brand promotion strategy: honesty*

The development of digital technologies encourages brands that want to enter the European market to be honest with their consumers. Outright lies or exaggeration of product quality can spoil the brand's reputation. Kryptonite has positioned its bike locks as incredibly secure. Consumers were able to break one of the locks using a ballpoint pen. A video with a recording of the hack appeared on the Internet. To restore the reputation, the company announced a free exchange of this type of locks [4].

From this story, we can conclude that companies need to pay attention to reputation management. Product promotion on the market largely depends on personal recommendations of users. Many European consumers trust the advice of friends and acquaintances more than old format advertising. In today's world, information about a product that does not meet the stated qualities can instantly spread across the network.

- *Brand promotion strategy: to be closer to customers*

The marketing strategy should take into account the desire of consumers to be closer to the company. The company's involvement in the customer's life is no longer limited to the fact of selling the product. For example, Intel created chat rooms where you can talk to their employees in real time. Topics can be diverse: product quality, working conditions in the company and news from the world of science. The Whole Foods supermarket is also in contact with customers. Its employees keep a blog, in which they tell how to better make a menu and prepare food [5]

- *Brand promotion strategy: be helpful*

Today, it is not enough for consumers to simply purchase products. They want companies to be useful to them in everything. Even advertising a product or service should be profitable. The strategy of product promotion to the European market should take this factor into account. According to research, buyers like how-to videos. When choosing between products of the same price category, the customer will choose the one that is easier to use. If the advertisement shows how to use the product, sales will be higher.

The OPSM Optometrist brand promotion strategy was useful and creative. This optics manufacturer researched the market and customer needs. It turned out that many children do not notice that they have vision problems. Because of this, they do not receive treatment and the disease progresses. OPSM Optometrist has released a book (print and e-book) *The Penny Pirate*. With its help, you can diagnose vision problems in children in the early stages. The book was downloaded 500,000 times from the Internet alone. As a result, 125,000 appointments from doctors for optics were received. The company showed concern for its consumers and received a return in the form of an influx of customers [6]

- *Product promotion: bet on personal experience*

It is very important for customers to get hands-on experience with the products they plan to purchase. It can be a set of test products, a tasting or a test drive of equipment. Bosch allows its customers to take the dishwasher home for a day before making a purchase decision. Consumers trust companies that allow product testing

more. In their opinion, this means that manufacturers do not doubt the quality of their products.

- *The company's promotion strategy: moving away from stereotypes*

The world has changed a lot in recent decades. The studies of the past years are no longer able to show a complete picture of the market. For example, among companies that produce video games, there was a belief that a gamer is a young person aged 13-25. However, after collecting statistics, it turned out that in the United States, the majority of gamers are people over 36 years old. There are more players in their 40s than eighteen-year-olds. Indicators regarding gender have also changed. In Great Britain, the majority of players are women.

Outdated ideas about the target audience and competitors can greatly hinder the promotion of the product to the European market. Therefore, before developing a product promotion strategy, it is advisable to conduct marketing research [4]

- *Advancement technologies: humanism*

The European market promotion strategy may include charity events or donations. Many brands transfer money for products sold on certain days to the accounts of charitable organizations. On such days, sales are constantly increasing. For example, the company Yves Rocher constantly conducts the promotion «The power of our beauty». For every lipstick purchased, she promises to plant a tree.

Well-known brands use their popularity to draw customers' attention to global issues. Whiskey producer Johnnie Walker launched a special campaign after the start of the conflict in Lebanon. A video was filmed about the fight between storm and fire, which symbolized the resilience of the Lebanese people. Under the hashtag #KeepWalkingLebanon, netizens could post words of support for the Lebanese. The promotion attracted attention and sales of the brand in the country increased by 19.99%.

Donations can also contribute to product promotion. Johnnie Walker donates \$1,000 to startups without asking for anything in return. Recipients tell their friends and subscribers about it. The brand receives additional advertising [4]

- *Brand promotion strategy: diversity*

Companies are trying to attract the attention of those who have been out of their sight for a long time. For example, a model with Down syndrome became the face of the cosmetic brand Beauty & Pin-Ups. Transgender Caitlyn Jenner became the face of the MAC company. The Diesel brand invited Winnie Harlow, a model with vitiligo, to the advertising campaign. This helps customers with different looks to feel more confident and increases brand loyalty.

- *Marketing strategy development: body positivity and naturalness*

The message that everyone is attractive in their own way is very popular among European consumers. The Dove company was one of the first to use it in advertising campaigns along with the slogan «Real Beauty». Sales immediately increased because people liked the message — you are beautiful, even if you are far from magazine standards. Brands depart from the monotonous canon in beauty and try to emphasize the individuality of each person. They started inviting people with non-model parameters to advertise their products [4]

Nature also helps promote the product. Consumers want to know how the product will look in real life, not on a photoshopped model. Therefore, some companies refuse to use retouching in their advertising. The Aerie brand, creating an advertisement for its underwear, did just that.

- *Product promotion: eco trend*

The eco-trend remains popular in Europe. By buying organic products, people take care of their health and the environment. Promotion of the product to the European market will be more successful if the packaging is made of environmentally friendly materials that can be recycled after use. A bet on environmental friendliness will draw attention to the brand and its products. For example, Marcel Worldwide ran the «Inglourious Vegetables and Fruits» campaign for a French supermarket chain to raise the issue of food waste [4]

- *Promotion strategy: use of mobile phones*

In past years, manufacturers considered mobile only as an additional advertising platform. But today, the majority of search traffic comes from mobile devices. Therefore, the development of a brand promotion strategy should focus on the mobile version of the site. Thus, Simon Bolger from Google said that 74% of users refuse to visit a site from a mobile phone if it takes longer than 5 seconds to load. As a result, the company loses customers.

The use of mobile advertising is very important. For example, Singapore's 313 Somerset mall sends sales alerts and discount coupons to people nearby. As a result of the mailing applications, sales of the shopping center increased by 46%.

- *Effective use of social media for product promotion*

In the West, social media is actively used to promote brands and products. According to Mainstreethost, social media is the second most popular place to find brands, second only to search engines. In general, 76% of the world's population is on social networks. Developing a product promotion strategy should take into account that social networks can be used in various ways.

Holding contests on social media is one of the easiest ways to promote a product. Companies run a contest where users post their photos or videos. According to its terms, each participant must post a contest entry on their page. As a result, the news about the trademark spreads among a huge number of people.

Podcasts (audioblogs with the possibility to download files) help to increase the visibility of the company. They allow the company and the consumer to communicate almost directly. AskPat is the podcast of entrepreneur Pat Flynn. Every day he answers questions from real users about marketing and business. The transfer takes only 10 minutes a day, but has significantly increased the popularity of the entrepreneur.

The promotion of the company will be helped by the creation of branded content. Red Bull has launched its own online TV platform and releases videos dedicated to extreme sports. They already have more than 1 billion views. Video content resonates with a huge audience. On-page video increases conversion by 80% [4]

- *Use of user content as advertising*

Baublebar is a jewelry store that collects Instagram photos of people wearing their products. All you need is to place their hashtag next to the photo when publishing a selfie.

Conclusion. The analysis of the global environment and the environment of Euromarketing tasks gives grounds for the conclusion that there is a fairly large standardization of the European market, while at the same time the differentiation of some factors, mainly socio-cultural, political-legal and economic, comes to the fore.

The Euromarketing environment and system conditions create a framework for the economic activity of enterprises on the territory of the Euromarket. Firms intending to succeed on the territory of the Euromarket must take into account the elements of the global environment, the environment of tasks and economic policy of the EU, and also implement processes of adaptation to new conditions on the territory of the EWR.

In the conditions of intense competition, marketers are searching for new sites for placing advertising material. Today, Internet advertising is one of the most effective ways to promote goods or services.

Thus, global marketing strategies are becoming increasingly important due to the growing internationalization of business and the globalization of markets. While such strategies are centrally coordinated to achieve significant economies of scale through wide coverage, the importance of localization also increases as consumer demand varies across countries. So entering new markets requires finding the right balance between global strategy and adaptation.

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