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MARKETING TOOLS FOR COMMUNICATION OF THE PUBLIC ORGANIZATIONS

Korolevska Anna Volodymyrivna

PhD in Political Science, Associate Professor, Associate Professor at the Department
of International Communication and Political Science,
Khmelnitsky National University

A democratic governance is characterized by a highly developed civil society that prevents usurpation of power, protects the interests and rights of the people [1]. The term "NGO" (non-governmental organization) was used in 1945 at the UN conference, where specialized institutions and private organizations for the first time received the status of actors of international law [2]. Non-profit organization (NPO) is an organization that does not have as its main goal the receipt of profits and does not distribute the profits among the participants. Non-profit organizations can be created to achieve social, charitable, cultural, educational, political, scientific and managerial goals, in the areas of health care of the citizens, the development of physical culture and sports, satisfaction of spiritual and other non-material needs of citizens, protection of rights, legitimate interests of citizens and organizations, solving problems and conflicts, providing legal assistance, as well as other purposes aimed at achieving public benefits. Non-profit organizations have the right to engage in business activities only if these activities are aimed at achieving the goals of the organization.

The main role of public organizations in the process of forming the domestic policy of the state is to express the interests of the entire population. A public organization is a voluntary mass association of citizens, which is created to realize and protect their common interests, has a program of activities and is characterized by a clear internal structure. Marketing of non-profit entities is a systematic activity of the subjects of market relations, which aim to achieve the social effect as a priority and economic effect as a supportive, necessary for the main activity [3, p.56-57].

The communication policy can be defined as a complex of measures, which the organization uses for informing, re-confirming or informing consumers about its products or services. The communication system involves not only an influence on the citizen from the side of the public organization, but also a direct link as an influence from the side of the consumer, which allows the organization to make adjustments to its activities. The communication system is also the main element of management within the organization: effective internal communication contributes to the development and adoption of effective management decisions.

The importance of the concept of integrated communications, which is understood as a system of all elements of marketing communications, has been highlighted recently, which in its entirety forms effective marketing messages that are more easily understood and perceived by the target audience, which leads to maximum

effectiveness. The complex of marketing communication includes the following main tools: advertising, personal selling, sales promotion, branding, direct marketing.

Today, due to the crisis phenomena the public organizations tend to reduce costs, have a limited budget for marketing activities, as well as a deficit of marketers in the organization (sometimes even their absence). The public organizations are forced to use low-budget, alternative, non-traditional marketing communication technologies that can successfully influence the target audience.

The low-budget communications are used when the advertiser is a small organization, the organization has just begun its activities and / or needs to attract consumers, there are not enough finances for a big advertising campaign, the organization does not have its own advertising and PR specialist, and there is no money to call an advertising agency.

The main distinguishing feature of such marketing communications is the use of creative thinking capabilities in combination with some very simple methods of supplying services, instead of spending a lot of money on advertising. The low-budget technologies and tools of marketing communication is a perspective element of the complex marketing, because they are determined by the economics and the significance of the result. These are not the cheapest and most unproven tools, but rather the quality large number of useful tools that will give at a low cost of hiring a maximum positive effect. For such conditions it is necessary to plan all the activities and costs for their implementation [4].

Among the factors that will determine the choice of optimal communication policy of the public organizations, which can be presented in the form of the following groups:

- the goals of the organization and the strategies it uses;
- the type of activity and territory coverage;
- the characteristics of the stakeholders and the audience;
- the stage of the life cycle of the service;
- the traditions that have developed in the communication policy of the organization [5].

The goals of the communication policy which can be achieved by the public organizations are:

1. Creation of a positive image.
2. Ensuring accessibility of information.
3. Involvement of new and potential members of the organization.
4. Increasing their presence.
5. Promotion of the organization's goals among the audience.

Types of communications and their tools for the public organizations are listed in Table 1.

Table 1.
Communications and tools for the public organizations

Type of communication	Characteristics	Tasks	Tools
1	2	3	4
Advertisement	A paid form of marketing communication, which involves commitment to the audience and notification of messages through various communication channels.	Resolve long-term strategic tasks. Marketing communications aimed at promoting the brand	Exterior: billboards, banners, signs. Interior: lightboxes, POS-materials, video and audio. Print: articles, announcements. TV and radio advertising. Internet: SEO, SMM, context and positioning, banners, postings, content marketing.
Public relations	An important type of the marketing communication for building a positive brand image, increasing recognition and growing brand advocates.		The mass media, social networks and other tools. Media publications, video and audio interviews, Internet press releases, conducting social media, media posts, SMO, press tours, press conferences, briefings, presentations, exhibitions, conferences, seminars, round tables. Contests, awards, festivals.
Pablici	It involves brand promotion and popularization of its products, is a branch of PR marketing and helps to develop a close relationship with the audience, increase loyalty and increase trust.		Advertising, social networks, mass media, social projects, etc.

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Continuation of Table 1

1	2	3	4
Direct marketing	This type of marketing communication is aimed at transmitting information personally to the audience.	Assist in solving both long- and short-term tasks Aimed at forming long-term relationships on the basis of trust	Presentations, promotions, advertising materials. Chat-bot in messengers, email messages, SMS, web push notifications, SMM.
Hidden marketing	Formation of an image among target audiences without using direct advertising, but through non-intrusive informing	Creating gossip about the desired object, increasing interest on the part of consumers	Advertisement in newspapers, use of natural environment objects and own space as an advertisement carrier; cross actions with partners, appearances in the press as an expert, flash mobs, comments, commentaries, thought leaders and agents of influence
Viral marketing	The type of app hidden lied marketing is a means of spreading advertising directly to the recipients of information through the formation of meaningful, creative, creative and unusual message that can entice new consumers.	Influence on the target audience, when the audience itself, knowingly or unknowingly, sells the brand, product or service	Social networks, forums, blogs, information Internet portals, photo and video hosting, etc.
Ambient Media	Non-standard advertising, aimed at convincing people through an undemanding for them appearance in their everyday life/	The goal is not outreach, but to create a quality, emotional contact with the potential audience	The medium of choice is not traditional advertising tools, but rather objects that are unexpected for the target audience

Source: built by the author based on [6, 7, 8].

The organization selects the marketing communications according to the specifics of its activities. For the selection of communications after analyzing the internal and external environment of the organization the following steps are required, which are used to identify:

- target audience;
- marketing goals and strategies of communication policy of the organization;
- reliability of using communication and communication tools in the specified environment;
- level of creativity that should be applied to the target audience;
- communication tactics;
- prioritization in terms of evaluating the effectiveness of a particular tool of marketing communication of the organization;
- marketing communication tools;
- communication actions plan [4, 5].

A matrix that contains the criteria of the organization's work and communication tools of a general type can use to choose the tools for a specific organization (Table 2).

Table 2.

The criteria matrix to choose the tools

Criteria	Tools			
	1	2	...	N
Criteria 1				
Criteria 2				
...				
Criteria N				
Sum of indicators				

According to the results received from the row Sum of Indicators it is possible to apply effective tools for the particular organization.

For the success of marketing communications, the right choice of message, the consistency of this message (one message in all communications), a good understanding of the messages of the target audience, based on a direct connection and excellent knowledge of channels and tools are important.

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