

SECTION 4. MARKETING AND LOGISTICS ACTIVITIES

Telnov Anatoly Serhiyovych 

doctor of economics Sciences, professor of the Department of Marketing
Khmelnytskyi National University, Ukraine

Reshmidilova Svitlana Leonidivna 

candidate of Economics Sciences, Associate Professor of the Department of Marketing
Khmelnytskyi National University, Ukraine

FORMATION OF THE COMMUNICATION STRATEGY OF ORGANIZATIONS

The marketing communication activity of the organization involves the formation of a certain strategy, which will become a vector in the future, which will direct the relevant activity in the right direction. The modern market of advertising services is one of the most rapidly developing segments of the global communication market.

High rates of development, increased competition, and the struggle for a potential consumer lead to a shift in the emphasis of advertising agencies' activities to the communicative sphere. The conducted epistemological and etymological analysis proved that the term communication is defined by researchers of various scientific and professional fields according to the object and subject of research. Among communications, marketing communications occupy a special place and are considered as a process of product promotion, providing information about the product and maintaining relationships with consumers. The use of marketing communication tools plays one of the main roles in maintaining and strengthening the company's position on the market.

In the studies of foreign and domestic scientists, the concept of marketing communications acquires different interpretations: information links with contact audiences, the philosophy of marketing activity, which determines the concept of the company's communication policy. The founder of the American school of marketing, F. Kotler, considers marketing communications as a promotion complex, a general program of marketing communications, which includes a specific combination of means of advertising, personal selling, sales promotion and public relations, used by an enterprise to achieve advertising and marketing goals [1].

Under modern economic conditions, the production of high-quality goods and the offer of services necessary for consumers is a necessary condition for the company's activity, but it is not sufficient given the fact that the main prerequisite for the company's profit is the awareness of buyers about the advantages of the offered product, the company's own activities and its image.

Globalization of the economy has led to the fact that the Internet has become an integral part of successful business. Yes, you can observe a modern trend, when the staff of companies is increasingly filled with specialists hired exclusively to write certain marketing tasks with the use of electronic technologies.

There is a need to single out another stage in the development of marketing communications, namely: digitalization of marketing communications. An integral part of modern marketing communications is digital (Digital) marketing and its tools, which are designed to attract all possible forms of digital channels to promote the company's products, in particular: media and contextual advertising; targeting and retargeting; mobile marketing; search engine marketing

(SEM); site optimization in search engines (SEO); social media optimization (SMO) and social media marketing (SMM); RTB real-time trading (RTB); arrays of large volumes of data (Big Data).

The further development of marketing communications can be characterized as follows:

- implementation of marketing communications will be carried out exclusively in the digital information space, with the maximum involvement of media technologies, most often individualized targeted communications carried out through electronic networks;
- marketing communications will develop in the direction of unification and creation of synthetic tools, methods, technologies;
- marketing communications will be unified and developed taking into account the characteristics of the markets of specific countries and regions, the specifics of the behavior of business entities in them, their traditions, preferences, as well as the social responsibility of business;
- marketing communications should increasingly take into account the growing market power of buyers;
- further customization involves personalization of the purchased product, service, etc.;
- integrated marketing communications will change according to the transformations taking place in retail, especially retail.

The success of the company's marketing communication policy largely depends on the correct choice of means of communication. The positions of scientists regarding the differentiation of marketing communication tools by the form of integration allow to attribute to the main marketing communication tools: advertising, public relations, sales promotion, direct marketing and personal selling, and to synthetic ones – branding, exhibitions, fairs, integrated marketing communications at the point of sale and event marketing.

When forming a set of marketing communications, one should also take into account the purpose for which certain marketing communications tools are used. The main tools of marketing communications differ in purpose: advertising is used to strengthen the brand, public relations - to create a positive image, sales promotion and direct sales – to sell products. Also, most types of synthetic tools work for product sales, in addition to branding, which involves a set of measures to form and strengthen the brand.

A marketing communication strategy is a system of the organization's directions for ensuring its informational presence on the market and forming long-term partnerships with other market entities in the process of creating and distributing communicative values.

The communication strategy is related to the long-term aspect of the enterprise's market activity and is a means of realizing the enterprise's marketing communication goals, formed on the basis of the enterprise's general production and marketing goals. It is related to the study of the marketing environment, the communicative activity of market subjects in it, therefore, the basis and necessary condition for its formation is marketing strategic analysis, analysis of public opinion, the study of the attitude of contact audiences to the company's activities and the study of the communicative activity of market subjects, operating in one of the adjacent markets. Also, the communication strategy is an integral part of the process of strategic planning of marketing communications, which is a part of marketing strategic planning, and therefore it must be coordinated both with the tasks of the enterprise and with the general corporate strategy, and with the strategies of the lower strategic levels of the enterprise.

The share of BTL communications is increasing in the market of marketing communications. We should note that the last decade has become significant precisely because of the increase in the share of so-called BTL communications. According to the estimates of various specialists [2], in recent years the BTL market in the world and, in particular, in Ukraine has grown 15-20 times and the growth rate is not decreasing. Most of the leading companies, as well as young innovative and active enterprises, are beginning to actively use such new effective technologies

as: viral marketing, event marketing, applying loyalty programs, i.e. switching to the concept of partnership relations.

Social responsibility is strengthened when advertising certain categories of goods. One of the signs of today is the transition from the concept of social-ethical marketing to socially-responsible marketing. And therefore, increasing the growth rate of the BTL-communications market is largely facilitated by the growing restrictions on media advertising of some categories of goods and services (alcoholic beverages, tobacco products, medicines, weapons, gambling). This leads to the fact that manufacturers, especially food products, and trade representatives are forced to adapt to the requirements of legislation, which contributes to the development of non-traditional marketing communications.

Integrated marketing communications are winning. This trend is reinforced by the fact that in recent years there has been a constant strengthening of the role of the integrated use of communication elements of marketing and their adaptation to the requirements of the target audience and market needs. Enterprises are trying to increase the return on communication investments and convey the idea of messages comprehensively and more effectively, which is justified under the conditions of limited financial resources.

The professionalization of managerial activities regarding the use of marketing communications is being strengthened. This process is accompanied by the creation of professional specialist divisions at enterprises that deal directly with marketing communications. The choice of the direction of the communication strategy depends on the product: manufacturers of industrial goods prefer a push strategy, and manufacturers of well-known brands of consumer goods prefer an attraction strategy.

The communicative pandemic and digitalization, the complication of marketing communications and the focus on target audiences will become characteristic features of the next decade. The main idea of the communicative concept of marketing is the need to analyze any marketing decision related to any submix of the marketing complex, first of all, from the standpoint of the communication that will be generated by this decision. Communication becomes the determining factor of success in marketing management and marketing management. The view on the analysis and management of communications is complex, and it is the communication strategy that is the key element in the construction of the mechanism for the formation of the marketing complex.

References:

1. Kotler, F. (2008). *Marketing management*. Kyiv: Chemgest
2. *The volume of the advertising and communication market of Ukraine in 2018 and the forecast of market volumes in 2019*. (2019). Retrieved from: <http://vrk.org.ua/news-events/2018/ad-volume2018.html>