

MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS

“Marketing communications of modern business” consider the stages of its development. The main purpose of this work is to study advertising as a type of marketing communications and the types of advertising themselves. The purpose of marketing is to improve the work of the enterprise, first of all, to increase the profitability of its activities, including by making informed management decisions, speeding up and improving business processes.

In order to ensure the effective operation of the enterprise in the market, a closer alignment of all business processes with the marketing concept is required, bringing them in line with the increasing demands of consumers, with current international standards and with the requirements to introduce innovations and modern achievements of scientific and technological progress. The main problems of marketing activities, methodological issues of market analysis are identified and disclosed.

Marketing communications refer to the dissemination of communications transmitted in various forms and in various ways, the management of the process of promoting goods and services at all stages: before sale, at the time of purchase, during and after the consumption process.

Classical marketing communications are represented by the following means: advertising, sales promotion, public relations (PR), direct marketing.

Advertising occupies a special place in the marketing communications system. This is such a capacious type of market activity that it is often singled out as an independent direction. However, as world practice shows, advertising acquires maximum effectiveness only in the marketing complex. According to many experts, advertising can be considered as a form of communication that tries to translate the quality of goods and services, as well as ideas into the language of consumer needs and requests. The quality of the object of advertising is a product (sales / services, ideas).

Signs of advertising: its payment, unidirectionality for a specific purchase, mediation, i.e., advertising is sold through a system of intermediaries. The ultimate goal of advertising is to influence the customer in such a way that he chooses the advertised product when buying. The objectives of advertising are to inform about goods and services, their properties and conditions of sale, manufacturing companies. They are solved in stages during the implementation of specific advertising goals. The main tasks of advertising are divided into three groups: commercial and non-commercial.

The communication features of direct marketing include:

- Combined use of basic types of marketing communications and means of communication;
- Targeting of the communication message. Using traditional and modern media tools, firms were able to contact each potential buyer;

— Interactivity or the possibility of feedback from the communicator reduces the time between receiving advertising information.

Now, when we are already in 2023, it is time to think about which trends of marketing communications are most important:

1. Communication is valued more than ever.

80% of specialists agree that organizations now attach more importance to communications. One positive side of the pandemic is that frequent communication has been mandatory for the past two years. The need for communication has radically changed for the better.

2. Journalists and public relations specialists can have mutually beneficial relationships.

60% of journalists consider their relations with PR specialists mutually beneficial, and 80% of journalists say that according to information from them they make up a quarter or more articles. Although reporters are inundated with current world news, they try to balance publications with reports with positive stories. Journalists themselves will find a reason to use what you offer.

3. Give preference to customer experience when communicating through all marketing channels.

Customer experience has always been a major component of marketing, but like many other events of the past two years, it has drawn the attention of brands to the need to invest in customer experience. Do your marketing and sales departments communicate regularly? Do they share best practices and challenges? Are customer requests and feedback sent through your sales department to the marketing and communications departments to inform their strategies? If not, you have homework!

4. Content should be distributed on the maximum number of channels.

Not everyone subscribes to your informational blog or follows you on social networks, so don't think that one stellar piece of content on one channel will do the job. Cutting content for the audience of different channels will help you extend the life and reach of your publications.

Depending on the scale of production and market activity, the nature of products, set goals and other factors, each company develops its own system and its own marketing methods. It should be noted that we are talking here about effective demand arising when a potential buyer has free funds and an unsatisfied need for this type of product or service. Currently, practically all the largest enterprises in the world are carefully studying the market, using the marketing concept.