

and tactics within the framework of the marketing policy. The company doesn't try to be a trendsetter, but a fashion brand that is needed and trusted by customers. As a result, ZARA consistently offers high quality products in line with current trends and customer preferences at a reasonable price, making it a reputable fashion retailer known for its speed, affordability and exclusivity.

REFERENCES:

1. The Future of Fashion Retailing: The Zara [Electronic resource]. – Mode of access: <https://www.forbes.com/sites/gregpetro/2012/10/25/the-future-of-fashion-retailing-the-zara-approach-part-2-of-3/>. – Date of access: 28.02.2023.
2. Феномен ZARA / Ковадонга О'Ши / пер. с англ. В. С. Агеева. – Москва: Издательство «ЭКСМО», 2018. – 256 с.

Jiya Maheshwary

Science tutor *Dr. Ridhima Sharma*

VIPS-TC (India)

DEVELOPMENT TRENDS IN MARKETING COMMUNICATIONS IN MODERN BUSINESS

Abstract

The challenge of adapting marketing communications in 2020 to make fuller use of digital tools and the Internet is posed. The study's goal is to summarise the state of marketing messaging as we head into the years 2020 and 2022. The research provided a summary of how marketing messages have evolved over time. The evolution of marketing communications provides a springboard for further study by providing evidence for inferences about the complexity and dynamic evolution of these channels, as well as the necessity of creating assessment methods for new tools. One of the problems is that marketing messages are always evolving, making it tough for businesses to keep up with the latest developments and incorporate them into their own strategies. And because patterns evolve so slowly, it's difficult to find the right people and the right strategies to respond rapidly to shifts in the market. The development of a framework for assessing novel marketing communications is a promising area for future study.

Literature Review

Advertising and marketing communications are essential elements of contemporary business. These are crucial tools for businesses to engage with and reach their target audience, increase brand recognition, and eventually increase sales.

Marketing communications encompasses all of the methods and techniques applied to interact with consumers and advertise a service or good. Advertising, public relations, sales promotions, direct marketing, and personal selling are all examples of marketing communications. Marketing communications also includes all other messages

and activities a business employs to communicate with its stakeholders and customers. Using a range of channels to connect with consumers and prospects at various stages of the buying process, the aim of marketing communications is to convey a consistent and appealing message.

In marketing communications, which involve sponsored messages conveyed through a variety of media channels, including print, broadcast, outdoor, and digital media, advertising is one of the most obvious and identifiable elements. The objective of advertising is to increase demand, raise awareness and interest in a good or service, and ultimately increase sales. Advertising entails producing and distributing commercials for use on TV, radio, in print, online, and on social media. Increasing brand awareness and influencing consumers to purchase goods or services are the two main objectives of advertising.

Sales promotion is the practise of giving clients temporary incentives to persuade them to buy a good or service, whereas direct marketing is the process of sending tailored messages to a targeted audience.

Businesses also utilise marketing communication methods like public relations (PR), which include managing the company's connection with the media and advancing the brand's positive image and reputation.

Following are some examples of the marketing and advertising strategies utilised in contemporary business:

1. **Increasing brand recognition:** By developing and disseminating messages that connect with their target audience, advertising and marketing communications aid firms in increasing brand awareness. Successful brand awareness campaigns can aid organisations in creating their own unique brand identities, standing out from rivals, and growing client loyalty.

2. **Generating leads and sales:** By highlighting goods or services to prospective clients, advertising and marketing communications can be utilised to produce leads and sales. Businesses may contact their target audience and influence them to take action with the aid of effective advertising and marketing efforts.

3. **Creating and maintaining customer relationships:** Advertising and marketing communications can be used to create and sustain consumer relationships. Businesses may keep clients interested in and informed about their products and services by delivering timely and pertinent information.

4. **Establishing a competitive advantage:** By promoting distinctive selling propositions and emphasising what makes a business stand out from its competitors, advertising and marketing communications can assist organisations in establishing a competitive advantage.

5. **Determining success:** The efficacy of marketing and advertising messages can be assessed through measurement and analysis. Businesses may monitor client engagement, conversion rates, and ROI with the aid of data analytics, which can then be utilised to optimise upcoming marketing campaigns.

Digital advertising, which encompasses online display ads, search engine marketing, social media advertising, and mobile advertising, is extremely important to modern organisations. These types of advertising have the benefit of allowing for the

real-time optimisation of ad performance, the targeting of certain audiences, and campaign effectiveness evaluation. Companies can now contact customers and prospects with highly tailored messaging based on their interests, behaviours, and preferences due to the development of social media and other digital channels.

Analysis

Let us give you a synopsis of the most important developments in marketing relations in the years 2020-2022. Marketers' preferences for particular channels of communication and the reallocation of resources between channels of communication are both influenced by the widespread effects of the corona virus outbreak [1]. Let's take a look at K. Achkasova's carefully compiled data on how our shifting media habits affect us. Since people of all ages spent more time in front of the TV while they were isolated, this meant more people needed to see commercials before watching movies online. In addition, the unfaithful viewers kept coming back for more. Marketers and promotion experts who have built their careers around a medium like television should bear in mind that their audiences will be larger than they were before the time of isolation[2]. If you decide to use this method of spreading information, your ads should be displayed near television shows, entertainment programming, and motion pictures. Advertising next to these genres makes sense because they attract the most viewers overall (due to their high consumption rates), have seen the most growth in terms of audience size, and have the highest levels of consistency in terms of viewership[3]. No "rollback" impact was observed, where such an effect would have indicated a high degree of habit. The experts then ranked the five most-covered online stories by percentage rise over the course of a day. It's important to observe the rise in post-quarantine consumer behaviour in online communities. When distributing resources, businesses should think about this.

However, it's important to remember that the pandemic wasn't the only factor altering marketing messaging. The years 2016-2020 were filled with rapid shifts. Therefore, SMM experienced rapid growth during this time frame. Among people aged 12–64, Y. Kurnosova reports the following statistics from WebIndex data for February 2019:

- desktop audience (use of the computer version of social networks) 30.2 million people, or 56.7% of the population
- Mobile audience 36.2 million individuals, or 68% of the population.

The right marketing communication strategies, effective evaluation methods for new tools that appear in conjunction with new trends, and trends in the advancement of marketing communications all necessitate close attention to these shifts at the present time. One of the study's flaws is that it's hard to tell how current trends and patterns have developed because marketing messages are always evolving. Furthermore, it impedes the actual implementation of marketing communications within businesses' day-to-day operations [4]. In response, certain aspects of marketing relations are evolving, necessitating new skill sets from industry experts. This also shows how hard it is to locate skilled workers during the period when new fashions emerge. The discovered challenges, however, open the door to additional study by experts. So, as new methods arise, we can enhance the marketing communications platform and seek out better ways to measure their effectiveness.

Conclusion

Marketing communications and advertising are crucial components of modern business because they assist organisations in reaching their target customers, building brand loyalty, and increasing sales. Marketing communications and advertising have become more digital and data-driven in recent years. As a result, customers now have a more personalised and engaging experience, as well as more efficient and effective marketing campaigns.

To summarise, marketing communications and advertising are critical to modern business success. Companies can increase brand awareness, generate demand, and ultimately drive sales and revenue growth by sending targeted, relevant messages to customers and prospects.

REFERENCES:

1. Nizamov, A. B., &Gafurova, S. K. (2020). Assessment of factors influencing the quality of education in higher educational institutions. *ACADEMICIA: An International Multidisciplinary Research Journal*,10(6), 1784-1796.
2. Tairova, M. M., &Hamidov, M. H. (2016). Administrative methods of marketing in entrepreneurship activity. *Интеграция наук*, (2), 25-26.
3. Hakimovna, U. M., &Muhammedrisaevna, T. M. S. (2022). Audit and Marketing Audit in Small Business and Private Entrepreneurship: The Order and Process of Inspection. *Journal of Ethics and Diversity in International Communication*, 2(3), 84-88.
4. Agzamov, A. T., Rakhmatullaeva, F. M., &Giyazova, N. B. (2021, June). Marketing strategy for the competitiveness of modern enterprises. In *E-Conference Globe* (pp. 1-3).