

## MARKETING COMMUNICATIONS

The tasks of modern marketing are not limited to the development of products, pricing and ensuring the wide availability of goods in retail outlets. Companies must constantly interact with partners and their target audience. This interaction is called marketing communications.

Marketing communication is a two-way process: on the one hand, it is assumed to influence the target audience, and on the other hand, to obtain counter - information about the audience's reaction to the impact of the firm [1, p.76].

The complex of marketing communications includes five main tools with which firms affect their target audience:

1. Advertising;
2. Sales promotion;
3. Public relations and advocacy;
4. Direct marketing;
5. Personal selling [2, p. 399].

Today, it is impossible to build cooperation on only one means for the quality promotion of goods. Therefore, there are integrated marketing communications (IMC) or media mix. Their main advantage is the complexity of the impact. Feature of integrated marketing communications is that their program is not duplication of messages in different mass media, but creation of the complex program of influence in which messages on different channels deliver different elements of the message on goods. As a result of this impact, the consumer should have a holistic image of the product. Stages of development of marketing communications program:

1. Definition of the target audience. Analysis of the target audience helps to identify consumers 'opinion about the company's image, its products and competitors' products.
2. Setting communicative goals. At this stage, it is necessary to determine the direction of the company's actions, to answer the question: "What response of the audience will the firm seek?«
3. The development of communication. Ideally, the message attracts the attention of the target audience, arouses interest, arouses desire and stimulates the actions of consumers.
4. Choice of communication channels: personal and non-personal.
5. The formation of the budget of marketing communications.
6. Development and management of a complex of marketing communications. At this stage, there is a distribution of the budget among the main tools of promotion.

7. Evaluation of communication results. With the help of a survey of the target audience, it turns out whether the advertising message was remembered, what exactly was remembered, what feelings it caused, how it affected the attitude to the company and its product.

8. Development and management of marketing communications: extension of the range of tools and appeals to target audiences, the introduction of new media [2, p. 392-402].

Marketing communications should ensure the movement of the consumer through the stages of purchase: from product awareness to the acquisition process.

Marketing communications should provide:

- 1) formation of innovative image of the company and its products;
- 2) informing about the characteristics of the goods;
- 3) justification of the price of goods;
- 4) the introduction into the consciousness of consumers of the distinctive features of the product;
- 5) informing about the place of purchase of goods and services;
- 6) information about sales;
- 7) information about what the firm stands out from its competitors [1, p. 78].

Today, a person is in a large information field, many messages go unnoticed, and only multi-step, thoughtful communication can lead to memorizing the brand and buying. Only after hearing about the product from several sources, a person attaches value to information, begins to interpret and remember it. That is why marketing communications require careful message development and planning.

#### **References:**

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## **PRODUCT PLACEMENT: CONCEPT AND EXAMPLES**

For many years, advertising manages mass consumer behavior. It forms attitudes and stereotypes in human minds and literally prescribes the society what to consume. However, frequent advertising began to annoy the consumer due to its