

opportunities; see problems which might arise during activity of an enterprise. It is important to organize an advertising campaign very clearly: choose a place, timing and type of advertising, the size of the advertising budget, etc.

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MARKETING COMMUNICATIONS IN MODERN BUSINESS

Goal: to find out how to establish business in the modern world with the help of marketing approaches.

Results: identification of the main marketing tools of communication in business.

The modern world requires marketing not only to create a good product and set a good price for it, but also to ensure the availability of this product to the consumer. A business must communicate with customers, buyers, receive feedback and influence consumers in the right direction for the business.

To achieve its business impact on consumers, the enterprise must develop its marketing communications. These communications are a process of communicating product information to a wide range of consumers. Any company must understand that it is not possible to affect all markets at once, and that such a policy will not produce the desired result. In order to achieve the greatest effect it is necessary to concentrate on development in one sphere, only this way the most important goal of any business - profit-making is achieved.

So far, five main elements have been identified as constituting marketing communications:

1. Persuasion and information.

The purpose of all marketing communications is to provide certain information to their customers or to change the opinion or attitude of some consumers towards their product. To persuade consumers, many firms apply different arguments, incentives, etc. For example, the number on a package is an excellent example of marketing communication, as customers can turn to it and make comments and suggestions on the product.

2. Purpose

The ultimate goal of marketing communications is for the firm to be able to market the goods to the greatest possible extent and to develop the firm further. In order to

achieve the ultimate goal, several other goals are to be achieved, which marketing communications solve: creation of brand recognition, creation of positive image of the firm, increase of market culture.

3. Place of contact

In order to be profitable, a firm must post its messages in any place where a potential buyer may come into contact with a trademark. The place of contact can be quite varied, starting from a shop ending with an apartment. To successfully contact a customer with a trademark in any place, it is necessary that the application of the firm is aimed at convincing the consumer of the dignity of the given product and its need for the buyer.

4. Participants in the marketing process.

All people who help the firm in any way in the promotion of the product are considered to be part of the marketing process. Thus, participants in the marketing process may include employees of the company, sellers, suppliers of resources, residents of the territories where goods are produced and sold, the mass media, and State commercial regulatory bodies, as well as buyers. In the process of developing marketing communication tactics, one should not forget the individual participants in the process, as this can significantly reduce the share of information for the market.

5. Marketing communications.

This can be done both through a pre-designed marketing communication program and through the unplanned use of marketing-mix elements and other means of contacting the consumer. Thus, planned and unplanned marketing contacts can be used to reach a marketing contact. The following communication tools are used to deliver planned messages to the consumer: advertising, promotion, public service, direct marketing, personal sales, packaging, souvenirs, service.

When developing an integrated marketing communication system, it is necessary to realize that all elements of a marketing complex are communication tools and that they all have to be heard in a coherent way in the communication process.

Marketing communication is developing at a very rapid pace that many firms that do not want to change their traditional marketing approaches risk not adapting to the modern market. Business at any stage of development must pay enough attention to marketing to be able to take a competitive place in the market and make its goals a reality.

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