

MARKETING COMMUNICATIONS AND TYPES OF ADVERTISING IN THE MODERN WORLD

Marketing communications is the process of conveying information about the product and company to the target audience. The target audience is the grouping of people who get marketing messages and have the opportunity to reply to them.

Marketing communications invite new customers by raising brand awareness and encouraging sales. Marketing communications also support the brand's current customer base by amplifying their purchasing behavior by providing extra information about the brand's benefits. The second purpose of marketing communications is to construct and strengthen relationships with customers, potential customers, retailers and other necessary stakeholders [1].

Successful marketing communication relies on a combination of options called an advertising mix. These options comprise advertising, sales promotion, public relations, direct marketing, and personal selling. The Internet has also become a powerful tool for reaching certain necessary audiences.

Successful marketing communications depend on sound management decisions regarding the coordination of the various elements of the advertising mix.

The definition of marketing has begun to modify recently. Advertising was the dominant element in the advertising mix, as the media could effectively convey the advertising message to the mass audience. But then the mass market began to fragment. Consumers have become more educated and doubtful of advertising [2]. For consumers, a variety of sources, both controlled by the marketer and uncontrolled, have become important. News reports, expert opinions, and financial reports were just some of the "brand contacts" that consumers began to remember and form attitudes and opinions about a brand or company, or create purchasing decisions.

Advertising messages can promote the acceptance of goods, services, people or ideas. Since the sales message is spread through the media rather than through personal selling, it is seen as a much cheaper way to reach consumers. Therefore, promotional effects are best measured in terms of raising awareness and changing attitudes and opinions, rather than increasing sales. The contribution of advertising to sales is challenging to isolate, because sales are influenced by many factors. The contribution of advertising to sales is best seen in the long term. The exception to this thinking is the Internet arena. While banner ads, pop-ups, and interstitials should still be viewed as branding tools and not necessarily sales incentives, technology provides the skill to track how many website visitors click on a banner, examine a product, request more information, and ultimately create a purchase [3].

For every website, ads are a source of revenue. Online advertising has become very favorite over the past period and has exceeded the expectations of most advertising experts. 60% of Google's income is generated by ads and it's the same for Facebook. In terms of pricing, online publishing is cheaper compared to all other forms of advertising.

The main disadvantage of online advertising is that sometimes people don't click on ads on YouTube, Facebook, and ads displayed on the Google look for result page are examples of online advertising [4].

SMS marketing is the main source of advertising for mobile phones. Access to SMS advertising is fast, personalized and effective, just like online advertising, but at a lower cost. The difference between online advertising and SMS advertising is that online advertising is available from any device, such as a computer, while SMS advertising is only available through mobile phones.

Television used to be the most popular form of advertising. To some extent, television advertising remains effective for most advertisers, but with the advent of smart phones that are connected to the Internet, marketers have moved from television advertising to online advertising.

Thus, marketing communications have become a necessary part of the company's activities. Consumers rely on information marketing communications to create informed purchasing decisions. Companies ranging from multinational corporations to tiny retailers depend on marketing communications to sell their products and services. Marketing communication helps promote products, services, and ideas manufacturers to finish users, and construct and support relationships with customers, potential customers, and other necessary stakeholders in a company.

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