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COMMUNITATIONS IN THE MARKETING SYSTEM

Nowadays effective communication with consumers is the key factor of the company's success. In order to promote goods and services successfully, companies have to draw as much as possible consumer's attention to it by different creative announcements, publications of information about the goods or services, which convince consumers that they need this particular product. It is not enough only to draw consumer's attention to the company's goods or services, but it is also necessary to keep their interest to its activity continuum. That's why the key insight in marketing is communication.

Marketing communications are one of the four marketing-mix elements. It is used by a company to apprise, convince and freshen up consumer's memory about goods or services. Marketing communication systems should be elaborated individually according to each target market segment and involve not only communication mechanisms of information to target audience but also obtain feedback information about the audience's response to communication impact. In particular data analysis of the feedback of a customer with a seller gives opportunity to evaluate effectiveness of capital spending to the marketing campaign. There are four major traditional elements of marketing communications: advertising, public relations (PR), sales promoting and direct marketing. There are also combinative elements such as exhibitions and fairs, wrapping, sponsorship, branding, merchandising. They can be divided into two groups – ATL (above-the-line) – advertisement, and – BTL (below-the-line) – all others communication media. Let us consider the traditional media.

For today there are a lot of different kinds of advertisement including video advertising, outdoor advertising, Internet advertising, press, traffic advert, print media, radio advertising, novelty advertising and others.

Sales promotion is short-term events to encourage the purchase or sale. Worldwide experience demonstrates that recently active actions have significantly exceeded direct advertising. Actions for sales promotion, which are focused on consumers, are the following: discounts, product augmentation, lending, guarantees, discount cards, competitions, prize drawing, free products samples, degustations, remembrances, service, different promotion actions such as 'Collect and win!', 'Bring your friend' etc. The instruments focused on the intermediate sellers and the staff are competitions, presents, super dividends, free trainings and discounts etc. Moreover, the staff can receive money rewards, free package tours, additional leave time etc. All this is aimed at increasing the level of the efficiency and quality of the staff's work.

One of the main principles of Public Relations is to organize activities for mutual benefit of a company and a society. It involves the following elements: maintaining good relations with mass media, press-conferences, sponsorship, photo shows, reminder about a product in a film, Doors Open Days etc.

At the bottom of direct marketing is promotion process of goods and services to the consumer by the direct media in order to bring them information at first hand. It's just one of the most effective element of marketing communications thanks to which individual work and making personal relationships with potential customers are held. Let us consider its several kinds. Personal sales is direct individual commercial agent's communication with the potential customer. As a result the element has the highest cost. It is used for the trade of expensive goods very actively. Telemarketing is a sale of goods or services by the phone. In Ukraine direct marketing takes place only at the production market, but the first efforts to use it at consumer's market have already been, for example, SMS-marketing, online shops, boutiques, sale orders etc.

The main goal of such combinative marketing communication's element as merchandising is to increase the possible sales level of goods by its effective placement in the stores and supermarkets. Point-of-sale advertising is one of the types of merchandising. It uses so called POSM-materials such as

wobbler, jumbe, coin plate, mobile, stickers, adstick, tip-on, package, shelf talker etc. Producers of everyday goods use merchandising very actively because they should point out their goods among others.

Thus, marketing communications provide the greatest economic effect if they are used as a whole because they augment each other.

LITERATURE

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