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Fayvishenko Diana

PhD in Economics, Associate Professor

Kyiv National University of Trade and Economics

Файвішенко Діана Сергіївна

кандидат економічних наук, доцент

Київський національний торговельно-економічний університет

Файвишенко Диана Сергеевна

кандидат экономических наук, доцент

Киевский национальный торгово-экономический университет

ORCID: 0000-0001-7880-9801

MARKETING COMMUNICATIONS IN A BRAND MANAGEMENT

STRATEGY

МАРКЕТИНГОВІ КОМУНІКАЦІЇ У СТРАТЕГІЧНОМУ

УПРАВЛІННІ БРЕНДОМ

МАРКЕТИНГОВЫЕ КОММУНИКАЦИИ В СТРАТЕГИИ

УПРАВЛЕНИЯ БРЕНДОМ

Summary. *The article presents the role and importance of marketing communications in the brand management system, which play a leading role in the current activities of the enterprise. Emphasis is placed on building optimal and effective models of marketing communications, formed tools for management and creating effective processes of interaction with the target audience to promote products, formed innovative solutions for marketing communications based on advances in IT. The analysis of communication activity of the enterprises in the market of mineral water with isolation of ways of increase of their efficiency, application of an omnichannel complex of use of marketing*

communications is presented. A combination of tools and strategic rules (involvement, interest, retention, filling the brand with information content and awareness) to create a virtual brand to succeed and take a leading position in the market. It is concluded that the virtualization of the brand and the introduction of new technologies, highlighting a new stage in the development of marketing communications.

Key words: brand, strategy, strategic management, marketing communications.

Анотація. У статті представлено роль та значення маркетингових комунікацій у системі управління брендом, які грають провідну роль у поточній діяльності підприємства. Зроблено акцент на вибудовування оптимальних та дієвих моделей маркетингових комунікацій, сформовано інструментарій управління та створення ефективних процесів взаємодії з цільовою аудиторією щодо просування товарі, сформовано інноваційні рішення щодо системи маркетингових комунікацій з урахуванням досягнень в сфері ІТ-технологій

Представлено аналіз комунікаційної діяльності підприємств на ринку мінеральної води з виокремленням шляхів підвищення результативності, впровадження омніканального підходу використання маркетингових комунікацій. Виокремлено комбінацію інструментів та стратегічні правила (залучення, зацікавленість, утримання, наповнення бренду інформаційним контентом та обізнаністю) щодо створення віртуального бренду для досягнення успіху та зайняти лідируючих позицій на ринку. Зроблено висновок, щодо віртуалізації бренду та впровадження нових технологій, з виокремленням нового етапу розвитку маркетингових комунікацій.

Ключові слова: бренд, управління брендом, ринок мінеральної води.

Аннотация. В статье представлены роль и значение маркетинговых коммуникаций в системе управления брендом, которые играют ведущую роль в текущей деятельности предприятия. Сделан акцент на выстраивание оптимальных и эффективных моделей маркетинговых коммуникаций, сформирован инструментарий управления и создания эффективных процессов взаимодействия с целевой аудиторией по продвижению товара, сформированы инновационные решения по системе маркетинговых коммуникаций с учетом достижений в сфере ИТ-технологий.

Представлен анализ коммуникационной деятельности предприятий на рынке минеральной воды и определение путей повышения их результативности, применение омниканального подхода использования маркетинговых коммуникаций. Выделены комбинация инструментов и стратегические правила (привлечение, заинтересованность, содержание, наполнение бренда информационным контентом и осведомленностью) по созданию виртуального бренда для достижения успеха и занять лидирующих позиций на рынке. Сделан вывод, по виртуализации бренда и внедрение новых технологий с выделением нового этапа развития маркетинговых коммуникаций.

Ключевые слова: бренд, управление брендом, рынок минеральной воды.

Statement of the issue. In modern conditions on the market of Ukraine, for active activity and increase of competitiveness it is necessary to adapt to changes, to look for prospects of development of the enterprise, to improve marketing policy, to provide innovative development of components of system.

Today, in conditions of dynamic competition, marketing communications in the system of strategic development and brand management play a major role,

they are the main vector of resource allocation and play a leading role in the current activities of the enterprise.

The role of communications in the development of the enterprise is quite relevant for the construction of optimal and effective models of marketing communications, the formation of management tools, the creation of effective processes of interaction with the target audience for the promotion of goods.

The analysis of recent researches and publications. Researchers and marketers emphasize the individual approach of most companies to the formation of their own tools of communication systems, the use of elements and tools of marketing communications. Yes, most scientists: Chandler, D. Alfred [2], E. Romat [13], G. Johnson, K. Scholes [3], B. Smith [17], M. Stelzner [19], Walsh D. [20] emphasize the relevance and debatability of the issue of isolation, clarification and specification of concepts that form the categorical apparatus of marketing communications.

The purpose of the article. The aim of this study is to analyze conceptually the strategic brand management process in the mineral water market and identification of the main areas of management.

The overview of the main material (the results of the researches). Marketing communications can be presented as a category where the main emphasis is placed on the system of information impact on the consumer audience and intermediaries in order to stimulate and encourage them to work in the right direction; using as a stimulator of agreements between market participants within their real interaction; criterion for ranking and forming relationships in the market; communicative source of management; organizational component of the image of the enterprise, a kind of channel of transmission and transformation of information in marketing research systems; element of formation of long-term relations between subjects in the market by technical means; adaptation and adaptation of the consumer to the manufacturer [12].

From the point of view of the social interpretation of marketing communications, it is necessary to take into account the mutual penetration, feedback and participation of the object and the subject of this process. Analyzing marketing communications as a category, it is necessary to emphasize the broad meaning and scope of interaction with other concepts, where the latter are presented and considered as a system of informational impact on the consumer audience and intermediaries to stimulate and encourage them to work in the right direction; as a stimulator of agreements between market participants within their real interaction; criterion for ranking and forming relationships in the market; communicative source of management; organizational component of the image of the enterprise, a kind of channel of transmission and transformation of information in marketing research systems; element of formation of long-term relations between subjects in the market by technical means; adaptation and adaptation of the consumer to the manufacturer.

Many researchers interpret and present marketing communications as a one-way connection, while from another point of view the connection should be two-way (direct and reverse simultaneously or sequentially), where according to scientists marketing communications should be based on mutually beneficial conditions, take into account analytical data and market research, transience and change, transformation of economic systems, uncertainty, force majeure and crisis phenomena. Transformation of marketing communications, their adaptation to fleeting conditions, the right choice and effective combination of components, creates a powerful tool to influence the minds of consumers and all participants in the process of enterprise activity and ensures the achievement of strategic goals of the enterprise. Today, there is no consensus on the main elements that make up the tools of marketing communications. On the one hand, you can identify the main components (advertising, public relations, personal selling, sales promotion), on the other hand, all possible combinations.

In modern conditions for the effective development of enterprises, special emphasis is placed on innovative solutions in the system of marketing communications, taking into account advances in IT. It is necessary to take into account the latest innovations, technological, innovative progress and prospects for the development of information and communication technologies with the expansion of marketing opportunities. Popularity is gaining an integrated set of marketing communications, where the latter is presented as a concept of marketing communications planning, which stems from the need to assess the strategic role of their individual areas (advertising, sales, public relations, direct marketing) and find their optimal combination to maximize impact. communication programs [9]. Primak T., the effectiveness of integrated marketing communications, emphasizing the consistency and interaction of all tools, distinguishing three stages of manifestation and enhancement of the synergy effect, from the interaction of structural elements of the main marketing message; from the use of marketing communications tools in the complex; from the action of communication resources of all elements of the management system of the enterprise [13].

The presence of the site, openness in social networks and social messengers emphasizes the status and position of doing business. Traditional marketing tools (product, price, place of sale, promotion) are widely used in the Internet environment, expand the potential consumer audience of the enterprise.

E-commerce, e-brand formation, tools of the Internet environment are an integral part of the company's marketing strategy. Kotler J., the use of the concept of "Internet marketing" involves the use of marketing strategies of direct response to the business process of the Internet [6-7],

Activity on the Internet provides competitive advantages to the company, forms and raises the level of consumer awareness of the enterprise, corporate responsibility, identifies and visually presents its products, creates

emotional connection, commitment, awareness and forms consumer loyalty to the company's brand.

Special emphasis is placed on communication on the Internet [9] characterizes Internet marketing communications as a set of measures aimed at promoting goods using Internet technologies, Starostina A. [18].

The essence of marketing communications on the Internet can be represented as information messages, interaction with the Internet audience using various tools and measures for effective promotion of goods (services) in order to implement the goals and objectives of the company A. Ryabchik. [16].

In the process of developing marketing communications and forming tools on the Internet, each company takes into account the peculiarities of operation, justifies the use of methods, techniques, and applies general aspects of communication in the Internet (site development, filling it with quality content, constant updating and coverage of company products). internal policy of the enterprise, active promotion, feedback from the consumer audience, etc.).

To achieve effective interaction with the target audience, appropriate tools are used (SEO) (site optimization in search engines), SMO (optimization for social networks), SMM (social media marketing), Big Data (large data sets), Small data (collection and processing) small, personal data), SMS-mailing, RTB real-time bidding RTB (video marketing), e-mail marketing tools, traffic exchange thematic content, creation and support of Internet societies, provision of information resources, use of banner, media and contextual advertising). All spheres of activity of the enterprises are involved in the Internet space, emergence of modern software systems of communications, new experts for the decision of concrete marketing tasks with application of electronic newest technologies is observed.

In general, the evolution and formation of marketing communications is widely represented in the works of researchers S. Kovalshuk [5], which identified nine stages of formation of marketing communications: empirical (4–3 thousand

BC - first half of the twelfth century); pre-industrial (XII-XVIII centuries); industrial (XIX - first half of the XX century); unsystematic period of formation of communications (1950-1960); commodity stage of communications (1960–1970); communications with target groups (1970–1980); stage of competitive communications (1980-1990); development of competitive and integrated communications (1990-2010); "Communicative pandemic" (2010 - present).

Given the process of digitalization of marketing communications and its tools, we can distinguish a new stage in the formation and development of marketing communications (digital communications), the inclusion of new forms of digital channels to promote products and feedback to consumer audiences.

Consideration and analysis of marketing communications as a means of forming a powerful brand of the enterprise becomes relevant. Brand marketing communications are aimed at forming a brand taking into account the managerial relationships in the brand management system and act as an element of the system of brand communications and marketing communications.

F. Kotler and K. Keller, interpret the brand's marketing communications as the main means of establishing dialogue and contact with the consumer audience, define them as the "voice" of the brand to the consumer [7].

In general, the marketing communication process between the brand and the consumer audience can be represented as a process aimed at forming and establishing effective contact to exchange information containing the brand, orally or in writing through the use of certain means and symbols, for direct and indirect information, beliefs and reminders about the trademark for Shevchenko O. [15].

The broader definition can be interpreted as a set of communications generated by management brands with different audiences, where the main goal is to achieve the brand's marketing goals through specific marketing tools [13].

It is marketing communications that create an intense, active loyalty to the brand, increasing its capital. The integration of marketing communications

includes mixing, variability and alternative choice of communications to create appropriate involvement, maintaining the image in the minds of consumers.

Alfred D. in order to ensure the effectiveness of the marketing communications system, it includes the distribution of functions and the establishment of relationships between the various services, departments and divisions of the company involved in the Chandler branding activities [2].

The brand develops throughout its life cycle, transforming its essence from a set of identifying external features to a clearly perceived by consumers unique value, which is the core of the essence of the brand.

The brand management system includes: purpose, management principles, management technologies, management methods. According to the modern model, the purpose of brand management through marketing communications is to strategically increase the value of the brand - the capital of the brand.

Kaplan, R. and Norton, D [4], thus, the brand image, the quality of its relationship with the consumer audience, increasing the number of regular customers and the degree of their brand loyalty are only means to increase brand capital

Brand management technologies and related strategies are implemented through a set of methods that can be divided into general and specific. Brand management can also include consumer market share, consumer loyalty to the brand, socio-demographic portrait of the target audience, consumption intensity, market volume and capacity, motives for purchase, product group image, purchase algorithm Parfenchuk U. [10].

The formation of a communicative marketing strategy depends on the formation of a set of tools to promote the brand and achieve certain goals. The tools of promotion and formation of brand strategies are changing both in the offline and online environment, the means of presentation and fixation of brand positions in the minds of consumers are improved, the brand tools are virtualized,

information communication is transformed. There is an increasing role of innovative marketing communications fig. 1.

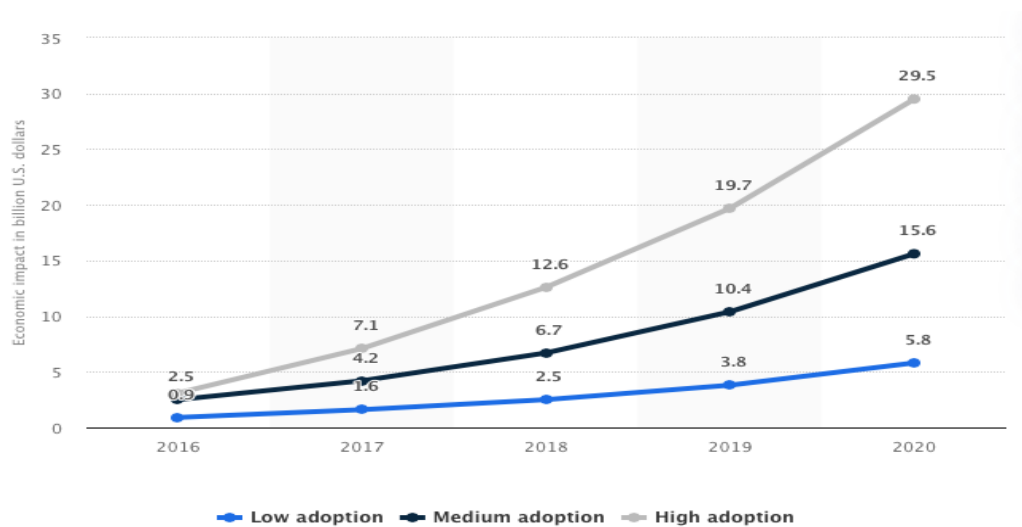


Fig. 1. There is an increasing role of omnichannel marketing communications

Source: Statista. URL: <https://www.statista.com>

Thus, there is an increase in brand loyalty, processing and transformation of customer base data, increasing the value of the brand and bringing it to the consumer audience, there is a percentage increase in customer involvement in the brand company. The goals of the developed communication strategy determine the goals of brand marketing communications in the mineral water market. The matrix of growth of the market share of marketing communications is presented in fig. 2.

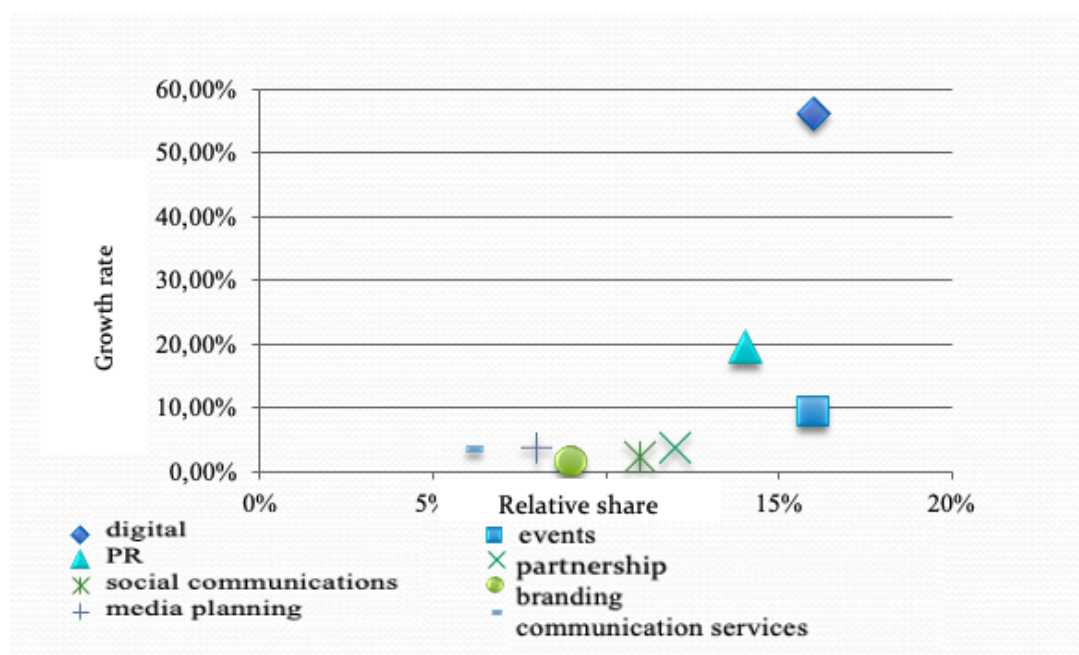


Fig. 2. Matrix "growth - market share" of enterprises in the mineral water market as of 31.12.2019

Source: developed by the author based on Statista URL: <https://www.statista.com>

It should be noted: there is a tendency to use digital tools and their significant impact on the formation of brand management strategy. In general, the basis of business communication marketing strategy is understood as the activity of the enterprise aimed at the development and implementation of marketing communications to communicate with the consumer audience.

Conclusions and perspectives of further exploration. Thus, we can conclude that today there is a massive virtualization of the brand and the introduction of new technologies, with the separation of a new stage of development of marketing communications. The analysis of communication activity of enterprises in the market of mineral water allowed to single out ways of increase of their efficiency, to apply an omnichannel complex of use of marketing communications. Combining tools and strategic rules (involvement, interest, retention, filling the brand with information content and awareness) in creating a virtual brand can succeed and take a leading position in the market.

Prospects for further research are theoretical and methodological provisions on the features of marketing tools in the brand management system in the mineral

water market, a list of promising areas of strategic resources, implementation and implementation of integration, innovative approaches in developing models of strategic brand management.

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