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IMPROVEMENT OF THE MARKETING COMMUNICATION POLICY

AT THE ENTERPRISE

ВДОСКОНАЛЕННЯ МАРКЕТИНГОВОЇ КОМУНІКАЦІЙНОЇ

ПОЛІТИКИ НА ПІДПРИЄМСТВІ

***Summary.** The article reveals the essence, characteristics and interrelation of communications and marketing communications of the enterprise. Author's approaches to the definition of the concept of "communication policy" are investigated, its priority goals and tools are highlighted. A sequence of steps has*

been developed to improve the communication policy of the enterprise using basic, synthetic and modern tools.

Key words: *communications, marketing communications, communication policy, communication policy tools.*

Анотація. У статті розглянуті сутність, характерні ознаки та взаємозв'язок комунікацій і маркетингових комунікацій підприємства. Досліджені авторські підходи до визначення поняття «комунікаційна політика», виокремлено її пріоритетні цілі та інструменти. Розроблено послідовність етапів з удосконалення комунікаційної політики підприємства з використанням базових, синтетичних і новітніх інструментів

Ключові слова: *комунікації, маркетингові комунікації, комунікаційна політика, інструменти комунікаційної політики.*

Formulation of the problem. Modern enterprises operate in a highly dynamic environment, therefore, to ensure their competitiveness, they must be flexible and adapt to constant changes in the macro-, meso- and micro-environment. Carrying out their activities in conditions of rapid development of new technologies, significant growth of the role of information in all spheres of social life, qualitative and quantitative changes in the competitive environment, enterprises must provide a system of effective communications with the external environment. The most important tool for preserving and strengthening the company's market position is its implementation of an effective communication policy, the main element of which is marketing communications, their formation and development. The implementation of marketing communications should take place according to a clear program in accordance with the strategy and goals of the enterprise, its marketing plan. The enterprise's use of communication policy tools at any degree of market saturation can

adjust the behavior of business entities, intermediaries and consumers and contribute to increasing the efficiency of its activities.

Analysis of recent research and publications. Many fundamental works of famous scientists are devoted to the question of the formation and development of the theory of marketing communications and the practice of their management. Theoretical questions on this issue within the framework of the general theory of marketing are thoroughly considered in the works of the following scientists: N. Anderson, J. Gordon, D. Jobber, F. Kotler, T. Levitt, L. Mattsson, V. Proude, and others. In Ukraine, the theoretical and practical works of the following scientists are devoted to the study of the problems of effective implementation of marketing communications: Ya. Bronshtein, A. Voychak, V. Korolka, T. Lukyanets, V. Moiseeva, G. Pocheptsova, E. Romata, T. Prymak, H. Rizhkova, T. Tsygankova and others.

Formulation of the goals of the article (statement of the task). The purpose of the article is to study the essence, features and tools of marketing communications, generalize the theoretical foundations of the formation of the company's communication policy and directions for its improvement.

Presenting main material. Communication is a meaningful aspect of social interaction, one of the most common characteristics of any activity, including management. It represents a new form of political, scientific, organizational and technical force in society, with the help of which the enterprise is included in the external environment, exchange of ideas or information is carried out to ensure mutual understanding.

The problem of increasing the effectiveness of communication has various aspects [1]: formal-logical, valuable, semantic, social-psychological, text-logical, organizational, technical. In practice, the effectiveness of communications decreases if the message is formulated inaccurately, there is a false translation or unclear

interpretation, the loss of information is allowed in the process of its transmission or storage, there is inattention of employees, insufficient time for adaptation, premature assessment, fear, lack of transmission, etc. Communications is the main part of the enterprise's communication policy, therefore, the works of many domestic and foreign scientists are devoted to the study of the concepts of "communication" and "marketing communications".

Table 1

Definition of communications and their authors

Blauberg I., Pantyn I. [2, p. 183]	Means of informational contacts. That is the process of exchanging information.
Zavadsky J. [3, p. 24]	The process of transmitting a message, which includes, as a rule, six elements: a source, a message, a communication channel, a recipient, as well as encoding and decoding processes.
Kislov D. [8, p. 4]	A natural-artificial set of specific systems that, with its specific means, implements all known functions: movement, movement, transportation of material objects; transmission of information flows; implementation of communication between people and living organisms; communication in local, planetary and cosmic dimensions.
Kanishchenko O. [5, p. 19]	In marketing mean the transmission of information and thoughts with the aim of influencing the understanding, perception, expectations and behavior of market participants and, above all, consumers in accordance with the company's tasks.
Pylypenko A., Pylypenko S., Otenko I. [6, p. 277]	The transmission of not just information, but its meaning, meaning with the help of symbols.
Lukyanets T. [7, p. 19]	A two-way process: on the one hand, it is expected to influence the target and other audiences, and on the other hand, receiving counter-information about the reaction of these audiences to the influence exerted by the enterprise.
Teletov O. [4, p. 18]	The process of effectively conveying information about a product or ideas to a target audience

The concept of "marketing communications" is also proposed to be further developed and defined as a process of effective information exchange between the

enterprise and its contact audiences in order to promote products, ensure consumer awareness of the enterprise's activities, create its positive image and ensure a high level of competitiveness on this basis. Marketing communications cover any enterprise activity aimed at informing, persuading, reminding consumers and the market as a whole about its products and its activities. The relationship between communications and marketing communications of the enterprise is considered in fig. 1.

Marketing communications are the basis for all spheres of market activity, the purpose of which is to achieve success in the process of meeting the collective needs of society. They are used as an effective marketing tool, which includes the practice of providing consumers with information necessary for the enterprise, and are considered as a process of managing the movement of goods at all stages - at the time of placing the goods on the market, before sale, during the sale, and after the end of the consumption process.

The specific features of marketing communications that make it possible to distinguish them from the system of mass communications are [9]:

1. Marketing communications are integrated. As practice shows, in order to obtain an effect adequate to the resources spent, the enterprise must carefully plan and coordinate numerous directions of communications: advertising, direct marketing, personal selling, sales promotion, public relations, exhibitions, fairs, etc. Only a complex combination of various tools creates the possibility of obtaining a comprehensive and effective influence on contact audiences.

2. Marketing communications are targeted. Before the start of marketing communications, it is necessary to position the company and its products on the product sales markets, that is, to clearly define the target audience, its attitude to the products of this company and its competitors, and the motivation of buyers.

3. Repeatability of messages is characteristic of marketing communications. The target audience must go through such stages of learning about the manufacturer and its products as ignorance, familiarization, knowledge, friendly attitude, understanding of the advantage, conviction, purchase, repeat purchase. At these stages, the following tasks of marketing communications are solved: presentation of information about the manufacturer and its products; formation of the image of the manufacturer and its goods, i.e. formation of a favorable attitude towards them, encouragement to action - purchase and repeat purchase.

The final task of marketing communications is to obtain the expected effect from the use of a set of targeted impact measures on contact audiences.

Each economic system deploys its own network of marketing communications according to its capabilities. One of the most important tasks of the marketing department of every enterprise should be the construction of an effective communication policy. Communication policy means a set of measures that should give the target audience of consumers an idea of the company's general marketing strategy, product, prices and arouse interest. The approaches of different authors to the definition of the concept of "communication policy" are given in the Table 2.

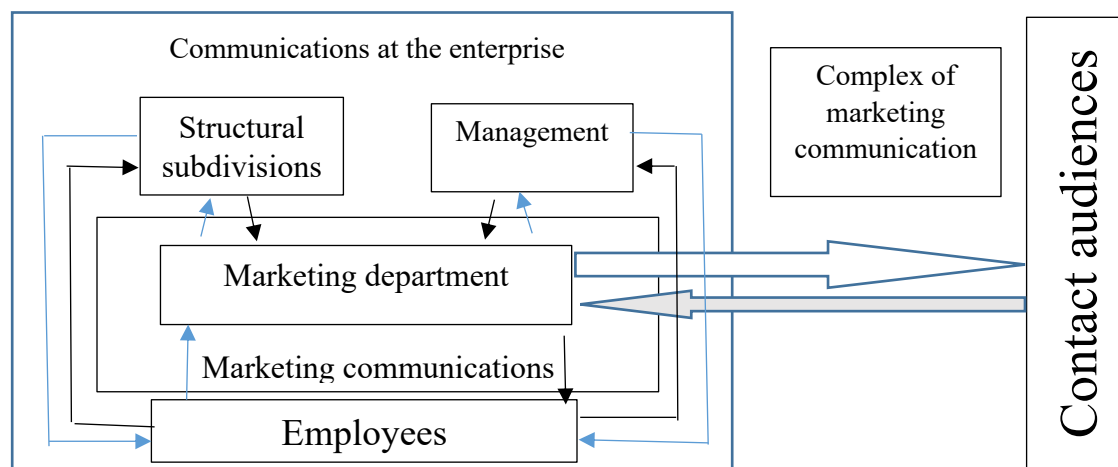


Fig. 1. Interrelation of communications and marketing communications of the enterprise

As a result of the analysis presented in the table. 1 of the definitions, the following definition of the concept of "enterprise communication policy" is proposed: a set of measures aimed at effective and systematic implementation of marketing communications to ensure the achievement of the enterprise's marketing goals.

The subjects of the communication policy are business partners, mass advertising organizations (a plan for holding promotional ATL events), sales promotion methods (interaction with distribution, dealers, a plan for participation in exhibitions, fairs, mailing samples, etc.), connections with the public and personal sales of goods.

Communication policy is one of the most important elements of the marketing complex, which allows you to determine the target audience, develop a strategy for promoting goods in the markets, provide information to consumers in the form of advertising about a product or service, which ultimately, with the correct use of communication policy, leads to maximum profit.

E. Ivanchenko sees the possibility of achieving a positive effect in the creation of a communication system at the enterprise if the conditions listed below are met:

1. Complex use of communication tools, creation of integrated marketing communication - a type of communication and marketing activity, characterized by a special synergistic effect, which arises as a result of the optimal combination of advertising, direct marketing, sales promotion, public relations, etc. communication means and techniques and integration of all individual messages.

Table 2

Definition of the concept of "communication policy" by different scientists

Author(s) and source	Definition
Afanasyev M.	A promising course of action of the enterprise and the existence of a well-founded strategy for using a complex of communication means of interaction with all subjects of the marketing system, which

	ensures stable and effective activities for the formation of demand and the promotion of goods and services to the market
Balabanova L., Cold V., Balabanova I.	A system of promoting goods to the market, one of the components of the marketing complex, which includes: public relations, advertising, sales promotion, personal sales, exhibitions and fairs, trade negotiations
Buryak P. [2, p. 26]	A set of measures used by the enterprise to inform, persuade, remind and form consumer views on the product (service) and image of the enterprise
Ivashchenko V.	Development of a set of incentives for measures to ensure effective interaction of business partners, organization of advertising, methods of sales promotion, public relations and personal selling
Kanishchenko O.	Under the communication policy of the enterprise is understood the process of formation of information flows aimed at the market and from the market (during market research)
Kovalchuk T.	The continuous management activity of the subject of power relations for the distribution of communication resources (information, conditions, factors, a set of methods and means of its distribution) to increase the effectiveness of the organization's functioning
Magaletskyi A.	Enterprises is a purposeful, economically justified process of transmitting information about a product and its value to the consumer through various channels with the aim of forming his desire to purchase a specific product
Oklander M.	A set of measures to ensure effective interaction of business partners, organization of advertising, methods of sales promotion and communication with the public
Pavlenko I.	The company's communication policy is a combination of means of advertising, personal sales, sales promotion and public opinion formation

The use of one information channel does not allow the enterprise to form the necessary information field, therefore its real and potential consumers and partners do not have comprehensive information about the advantages of working with the enterprise, which leads to the loss of some partners. It should be emphasized that each of the communication channels has its own characteristics both in scope and in the way of conveying information to the participants of the communication process.

2. The detailed processing of each tool includes directions of communication that should be self-sufficient, i.e. able to interest the client, distinguish the company from competitors, provide the client with all the necessary information as quickly as possible and contribute to the formation of long-term relations with the client.

3. Compliance with the principle of unity of communications. This makes it possible to significantly increase their efficiency and serves as a basis for forming the image of the company among partners and ensures the creation of a competitive position on the market. The formation of the unity of communications also concerns the consistency of information flows, namely information about the level of development of the enterprise, the technologies used, the quality of products produced, social activities, etc., which forms a single image of the enterprise, and the consistency of information carriers, which aims to create a single corporate style of business documentation, attributes of the enterprise that would facilitate the identification of the enterprise and increase its recognition, projecting the image of the enterprise on presentation polygraphy, multimedia products, representative souvenir products, etc.

Communication policy is an important and necessary component of the management system to ensure the development of the enterprise, on which the effectiveness of the entire team depends. A key role is played by the quality of information flows that form the basis of communication policy. At the same time, attention should be paid to maintaining the optimal ratio between the results obtained and the costs of implementing communication policy measures.

The company's communication policy defines its mission in relation to the communication space, is a superstructure over the communication strategy, which defines a set of tactical marketing tools (marketing communication tactics) that are used to achieve a certain goal.

The purpose of the communication policy is to implement effective interaction between the object of communication (company, brand) and the subjects of the communication space. The main task of communication policy is a clear description of methods, methods and rules of communication, preventing the use in practice of unreliable, incomplete and situational communications that do not meet the goals and objectives of the policy of communication channels.

The effectiveness of marketing communications depends on the personal characteristics of each of the subjects of the marketing system, as well as on the used means of communication and methods of their stimulation.

The goals of the company's communication policy follow directly from the analysis of possible problems and favorable opportunities. Communication objectives can be planned using models of the hierarchy of results, which will serve as a basis for determining the degree of impact of the plan being developed on consumers.

The goals of the company's communication policy usually fall into one of the four categories presented in Fig. 2.

The ultimate goal of marketing communications is the formation and dynamic support of a certain positive image of a brand, a manufacturing company, its trademarks, and encouraging the target audience to make purchases.

The analysis of scientific works on marketing communications allows us to distinguish two blocks of communication policy tools, which are distinguished by different authors: basic and synthetic. The basic tools of communication policy include: advertising, personal selling, sales promotion, propaganda, public relations and direct marketing. Exhibitions, branding, sponsorship and integrated marketing communications at the point of sale are among the synthetic tools.

However, in the modern world of digital and Internet technologies, traditional communication approaches are no longer effective enough, which calls for the use

of new tools by enterprises. The work describes the 10 most common modern tools of marketing communications. A generalized list of tools of the company's communication policy is shown in Fig. 3.

Each of the listed tools of marketing communications has features of application and areas of the most appropriate use, but together they create a single complex. The complex of marketing communications is a system of measures of information activity, aimed at persuading the consumer to look for and buy the company's products and to stimulate his purchasing activity.

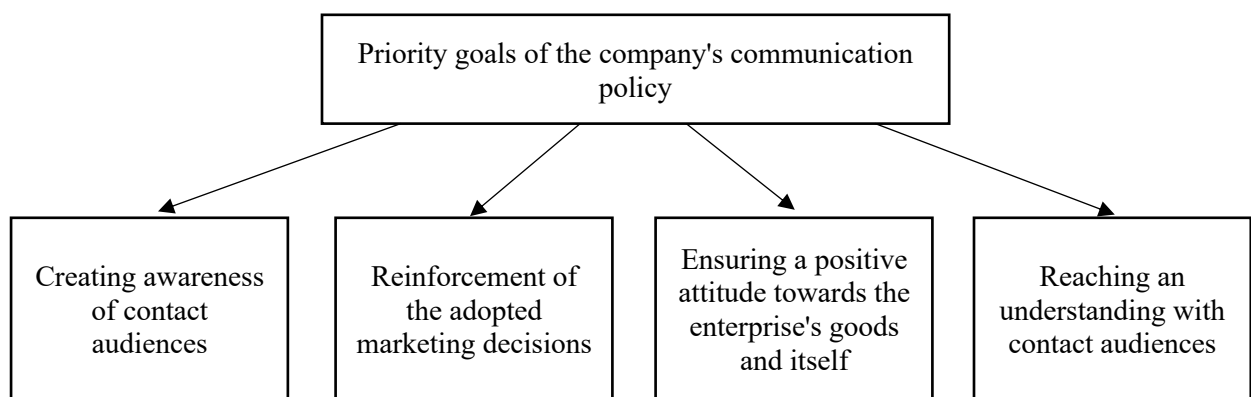


Fig. 2. Goals of the company's communication policy

The main characteristics of the basic communication policy tools are given in the table 3. The second block of tools of the company's communication policy includes synthetic tools that combine several basic ones. Their main characteristics are presented in Table 4.

In today's world, the traditional tools of the company's communication policy are no longer able to guarantee the complete coverage of all contact audiences and ensure the effectiveness of the company's marketing communications. The development of technology and society encourages marketers to use new communication tools, to apply their creativity and creativity. Therefore, the latest communication tools are gaining more and more relevance.

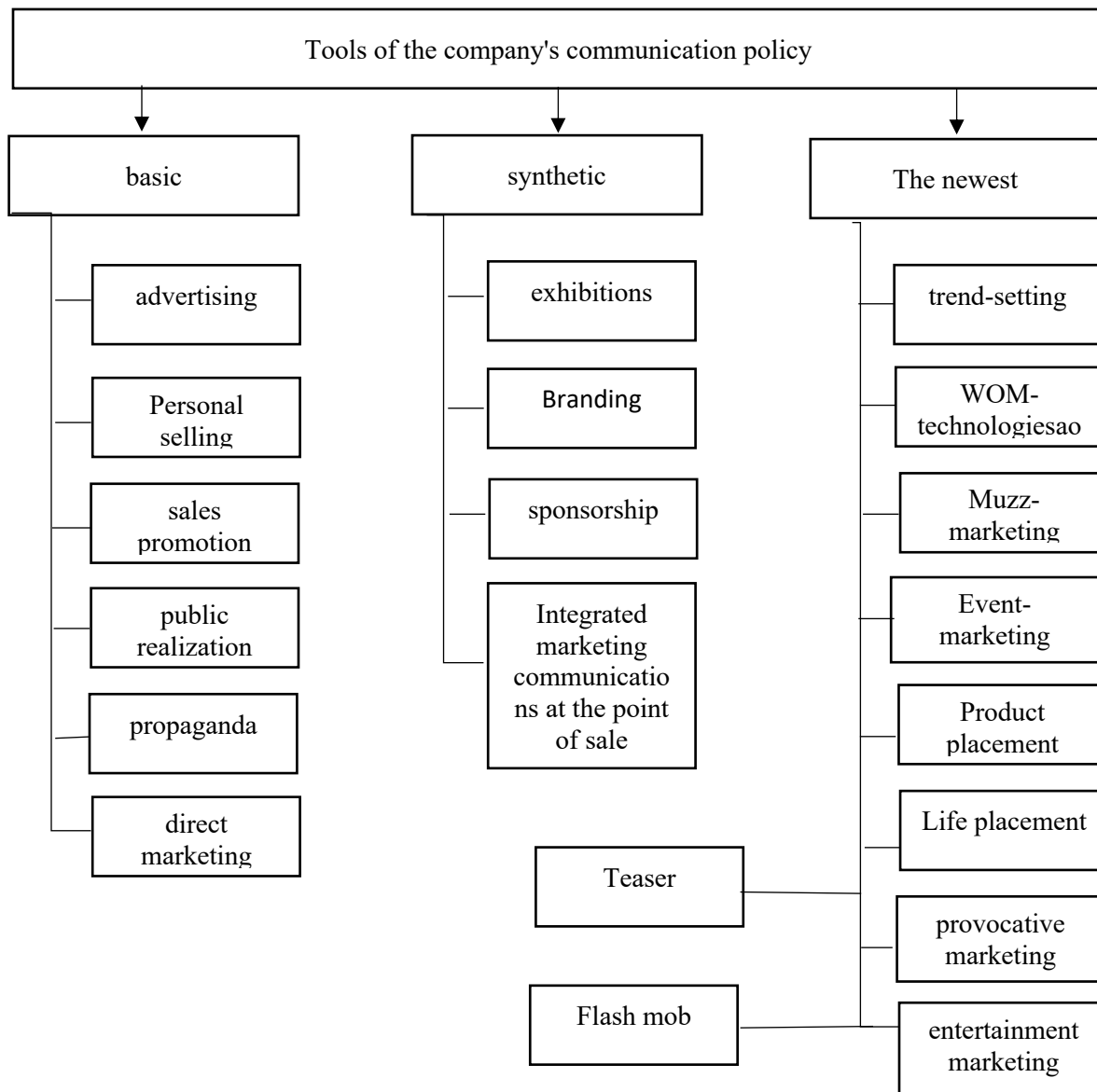


Fig. 3. Elements of the company's communication policy

The selection of the optimal tools of marketing communications and ensuring their rational combination can be carried out according to general criteria, such as: the possibility of targeted dissemination of communications, the range and possibility of combining elements of the communications complex, the volume of possible messages, the duration of the communications, the nature of the situation and the place of communications, the possibility of isolating the influence of

competitors - the attitude of the communicator towards the image of the communication medium.

Table 3

The main characteristics of the basic tools of communication policy

Tool	Characteristics
Advertising	<ul style="list-style-type: none"> - expressive character, an opportunity to effectively present a product, a company; - mass audience coverage; - the possibility of repeated use, the ability to persuade and convince; - social character; - the need for large allocations.
Personal selling	<ul style="list-style-type: none"> - personal character; - direct, live communication with the audience in the form of a dialogue; - coercion to reverse reaction; - the highest cost among all means of communication policy per contact.
Public realization	<ul style="list-style-type: none"> - high reliability of information, trust in it by consumers, because it presented in the form of news, not advertisements; - coverage of a wide audience; - inability to control the content of information by the company; - rarely exists on its own without advertising.
Propaganda	<ul style="list-style-type: none"> - intensive nature; - single, non-mass coverage of the audience, the possibility of one-time use; - the greatest effectiveness of compulsion to buy; - a high degree of trust in the information offered.
Sales promotion	<ul style="list-style-type: none"> - attractiveness of sales promotion measures among consumers; - a short-term effect, which is unacceptable for the formation of a sustainable effect carrying one brand; - encouraging consumers to buy; - consumer appeal.
Direct-Marketing	<ul style="list-style-type: none"> - personal character; - high reliability of information and audience's trust in it; - impulsive nature; - a long-lasting effect aimed at the formation of sustainable consumer loyalty to one trademark; - direct communication with people.

Table 4

Characteristics of synthetic tools of communicative policy

Tool	Characteristics
Exhibitions and fairs	The form of organization of relationships between producers and consumers (buyers) in places where their goods are displayed at specially organized for this demonstrations. They are fickle and settle for a certain one time in a certain place
Branding	The field of the marketing communications system, which deals with the development of the brand name, style, its elements, the formation of a unique image of the company and its promotion on the market
Sponsorship	The sponsoring activity of the company is carried out on the principles of reciprocity; interactive form of relations using such basic tools as advertising, sales promotion, public relations, personal selling
Integrated marketing communications at points of sale	A comprehensive method of marketing communications at points of sale of goods, which includes elements and methods of basic communication tools for forming a positive perception of information by consumers
Trend-setting	The process of predicting changes in consumer tastes in the future, which enables enterprises to make forecasts, plan and make the necessary changes to marketing strategies in any area of production and services.
WOM- technology	The technology of "viral" information dissemination due to the "word of mouth" effect. When witnessing some strange events, people tell about them to friends, relatives, acquaintances; photo and video materials spread spontaneously on the Internet.
Entertainment-marketing	It consists in using techniques of the entertainment industry to popularize goods and services. It creates a positive atmosphere that will be associated with a specific enterprise, and makes marketing communications bright and playful.
Event-marketing	It is aimed at organizing special events, providing the consumer with a personal positive experience of communicating with the brand, thus forming an emotional connection with it. Often, it is not the fact of participation that is important, but the information wave about the event and the user's feeling of involvement in the process.
Buzz- marketing	It is characterized as the management of the reaction to a certain (advertising) event using the techniques of psychological influence of "contagion", imitation, fashion. It also includes the generation of rumors, the resonance of public opinion after the event, and involves the creation of excitement and hype around the product.

Product placement	Advertising technique, which consists in the fact that props in films, TV shows, computer games, music videos or books have a real commercial counterpart. Usually, the advertised product itself, its logo, or its good quality are mentioned.
Provocative marketing	Based on the absolute novelty of each project. It does not give ready-made solutions, but works secretly, affects the subconscious, intrigues and involves in an emotional game, calls on the consumer to independently search for the encrypted content of the advertising message. It provokes the creation of conflicting opinions, creates a wave of rumors. Does not have standard mechanics, more economical than advertising.
Life-placement	A combination of theatrical productions and marketing promotion, where life itself is the stage. The actors are specially trained promoters, the props are a product or service, the script is a pre-developed campaign plan, and the audience is the target audience.
Flash mob	A pre-planned mass action, usually organized using the Internet or other modern means of communication, in which a large number of people quickly gather in a public place, perform a pre-agreed action (according to a discussed script) within a few minutes and then quickly disperse.
Teaser	An advertising message constructed as a riddle, which contains part of the information about the product, but the product itself is not shown. Teasers usually appear early in a product's promotion and serve to create intrigue around it.

In order to improve the company's communication policy, it is advisable to perform the sequence of stages presented in pic fig. 4.

The proposed sequence of stages involves the analysis of the existing set of marketing communications at the enterprise, the determination of the effectiveness of their application and the selection of two blocks of marketing communications tools. The first block should include tools with high efficiency, which is reflected in the increase in profit achieved due to the use of these communication policy tools. It is suggested to use such tools in the future and to make maximum efforts to improve them. In the second block, it is proposed to include tools with low efficiency, the reasons for which may be the excessive use of a certain tool, its inconsistency with

the marketing goals of the enterprise or moral obsolescence, changes in consumer requests, and others. Opting out of these marketing communications tools can be temporary or permanent. In addition, it is proposed to introduce new tools into the complex of marketing communications of the enterprise: modern, progressive, able to arouse significant interest in contact auditors. However, for each such tool, a forecast of the impact of its application on the effectiveness of the company's communication policy must be made.

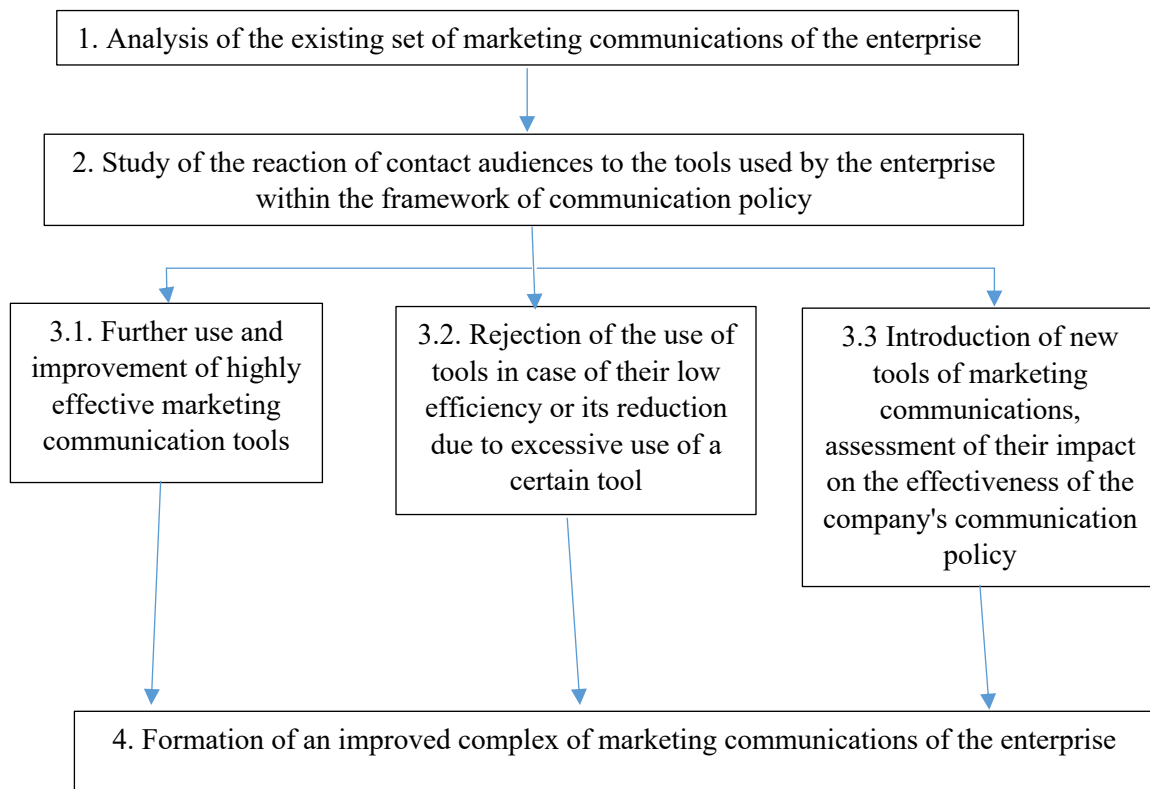


Fig. 4. The sequence of stages for improving the company's communication policy

Conclusions and prospects for further research. Thus, ensuring the competitiveness of the enterprise in modern conditions is impossible without the intensive use of a complex of marketing communications aimed at informing, persuading, reminding contact audiences about the enterprise's products, as well as creating and maintaining its image at a high level. Prospects for further research are

the development of a system for evaluating the effectiveness of the enterprise's integrated marketing communications system, which will make it possible to further improve its communication policy.

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