

USE OF MARKETING COMMUNICATIONS IN INNOVATION-ORIENTED ENTERPRISES

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Marketing communications in innovation-oriented enterprises are crucial for their success, as they help to communicate the value of innovative products or services to the target audience, generate demand, and increase brand awareness and customer loyalty. The main aspects of marketing communications in the context of innovation-oriented enterprises are to address the following issues:

- identifying the features of innovation-oriented enterprises;
- formulation of the role of marketing communications;
- selection of the main marketing communication tools;
- use of modern technologies;
- summarizing the challenges of marketing communications for innovative enterprises.

The peculiarities of innovation-oriented enterprises in the context of marketing communications are the need to create unique strategies for interacting with consumers to promote new or improved products and services. A high level of uncertainty characterizes such enterprises, as innovations have low recognition among consumers and require active information about their benefits. Innovation-oriented enterprises operate in a dynamic environment that requires marketing communications to be flexible, adaptable to change, and use modern technologies. An important feature is the emphasis on educational and PR campaigns that explain the essence of innovations, build trust in the product and company, and attract consumers. At the same time, such a company actively uses digital tools such as content marketing, social media, video advertising, and interactive demonstrations, which allows it to interact more effectively with a technologically savvy audience. In addition, personalization of communications through data analysis and artificial intelligence is becoming an element of a successful strategy. The marketing communications of innovation-oriented enterprises are characterized by integrating educational, interactive, and technological tools to generate awareness and long-term customer loyalty.

The role of marketing communications in the marketing activities of innovation-oriented enterprises is key, as they ensure effective communication of the value of innovative products or services to the target audience, contribute to the formation of demand, and increase the enterprise's competitiveness [1]. Marketing communication ensures that the market is informed about innovations' nature, benefits, and uniqueness, which is especially important when launching new products. By demonstrating product reliability, efficiency, and usefulness, they help reduce the uncertainty and fear of risks associated with using innovations. In addition, communications create an emotional connection between the brand and the consumer, building trust and loyalty. The interactive nature of modern marketing communications allows businesses to maintain a protective connection, understand consumer needs, and improve their products in line with market expectations. Thus, marketing communications remain a tool for promoting and adapting innovations to the audience's needs, ensuring the enterprise's sustainable development and success in a competitive environment.

The main tools of marketing communications are the means by which companies effectively inform, persuade, and stimulate the target audience to form a payment request, increase brand awareness, and ensure customer loyalty. These tools include advertising, which reaches a wide audience through, traditional (television, radio, print media) and digital channels (online advertising, social media, contextual advertising). PR activities aim to create a positive company image, organize press conferences and events, publish articles, and build trust in the brand. Digital communications, including content marketing, SEO, email newsletters, chatbots, and targeted advertising, allow for personalized interaction with the audience, increasing engagement. Personal sales provide an individual approach to customers through consultations, product demonstrations, and personalized offers. Sponsorships and partnerships help to build a positive associative image of the company by supporting social, cultural, or sports projects. Finally, direct marketing tools, such as catalogs, calls, and text messages, can help you interact with consumers in a timely manner. All of these tools form a comprehensive approach to marketing communications, helping to achieve business goals and meet customer needs.

Modern marketing communications technologies in innovation-oriented enterprises are important in ensuring effective product promotion, attracting customers, and building competitive advantages. One of the key areas is the introduction of digital tools, such as targeted social media advertising, personalized email campaigns, and content marketing, which can reach the target audience based on their interests and needs. Big data and

analytics platforms enable businesses to analyze consumer behavior, predict preferences, and adapt marketing strategies to market changes.

An important aspect is using artificial intelligence to help automate communication processes, including through chatbots, recommendation systems, and adaptive advertising, ensuring the accuracy and randomness of user interaction. Augmented and virtual reality technologies open opportunities for interactive product presentations, virtual showrooms, and audience engagement through innovative experiences.

Modern platforms for managing marketing campaigns (CRM systems, marketing automation tools) allow you to optimize your work with customers, increasing the effectiveness of communications and providing a personalized approach. The use of influencer marketing through collaboration with opinion leaders on social media is becoming another tool that can build brand trust and expand information about innovative products.

Thus, modern marketing communications technologies allow innovation-oriented enterprises to interact effectively with consumers and adapt quickly to changes in the market environment, ensuring long-term development and success in the market.

Summarizing the challenges of marketing communications for innovative enterprises, several key aspects contribute to the most effective promotion of new products and services.

One of the main challenges is the low level of consumer awareness of an innovative product, which requires additional efforts to explain its nature, benefits, and value cost. Innovations are often perceived as risky, so marketing communications should aim to overcome distrust by creating an image of reliability and expertise.

Another challenge is the high level of competition in an environment where technologies are developing rapidly, and products can become obsolete quickly. This requires flexibility and adaptability in communication strategies. The difficulty of perceiving innovations among a wide audience, especially if they involve complex technologies or atypical solutions, can be mitigated using educational and accessible formats for communicating information.

An additional challenge is the limited resources many innovative businesses face, especially in the early stages of development. This makes large-scale marketing campaigns difficult and encourages the search for effective and cost-efficient solutions. Another key factor is rapid changes in consumer preferences and market conditions, which require constant monitoring and adjustment of communication approaches.

Thus, innovative enterprises are forced to solve problems related to building awareness, trust, and demand for their products while operating in an uncertain environment with limited resources and a minimal market environment. This requires an integrated approach to marketing communications involving modern technologies and flexible strategies. Marketing communications in innovation-oriented enterprises should be informative, interactive, and customer-oriented. Combining traditional approaches with innovative tools is important to effectively communicate the uniqueness of offers and build a sustainable competitive advantage.

Literature:

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ФОРМУВАННЯ ТА РОЗВИТОК КЛІЄНТООРІЄНТОВАНОГО ПІДХОДУ В КОМЕРЦІЙНОМУ БАНКУ В УМОВАХ ЦИФРОВОЇ ТРАНСФОРМАЦІЇ БАНКІВСЬКОГО СЕКТОРУ

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Актуальність дослідження формування клієнтоорієнтованого підходу в комерційному банку в умовах цифровізації банківського сектору зумовлена стрімким розвитком цифрових технологій, які кардинально змінюють спосіб взаємодії банків з клієнтами. Цифровізація надає банкам нові можливості для оптимізації обслуговування, покращення персоналізації послуг та збільшення ефективності бізнес-процесів [1; 2]. Однак з впровадженням новітніх технологій постає необхідність адаптації стратегій банків до