

commercial and logistical activity and management skills, which help to identify pain points and risk levels in its activities, determine the main directions and the most effective ways to improve the efficiency of the enterprise in order to make an informed management decision. Practice shows that it is on the basis of the above indicators that a farmer can make the right decision about the advisability of growing malting barley on the farm.

**ADVERTISING IN THE SYSTEM OF INTEGRATED
MARKETING COMMUNICATION METHODS
(РЕКЛАМА В СИСТЕМІ ІНТЕГРОВАНИХ
МЕТОДІВ МАРКЕТИНГОВОЇ КОМУНІКАЦІЇ)**

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In the last years, there could be seen incredible evolution as for new tools of modern marketing. Direct activities bypass any intermediaries and communicate directly with the individual consumer. Direct mail is personalized to the individual consumer, based on whatever a company knows about that person's needs, interests, behaviors, and preferences. Traditional direct marketing activities include mail, catalogs, and telemarketing. The thousands of "junk mail" offers from credit card companies, bankers, and charitable organizations that flood mailboxes every year are artifacts of direct marketing. Today, direct marketing overlaps heavily with digital marketing, as marketers rely on email and, increasingly, mobile communications to reach and interact with consumers.

Direct marketing can offer significant value to consumers by tailoring their experience in the market to things that most align with their needs and interests. If you're going to have a baby (and you don't mind people knowing about it), wouldn't you rather have Target send you special offers on baby products than on men's shoes or home improvement goods? Additionally, direct marketing can be a powerful tool for anticipating and predicting customer needs and behaviors. Over time, as companies use consumer data to understand their target audiences and market dynamics, they can develop more effective campaigns and offers.

Personal selling uses in-person interaction to sell products and services. This type of communication is carried out by sales representatives, who are the personal connection between a buyer and a company or a

company's products or services. In addition to enhancing customer relationships, this type of marketing communications tool can be a powerful source of customer feedback, as well.

Salespeople can also offer many customized reasons that might spur a customer to buy, whereas an advertisement offers a limited set of reasons that may not persuade everyone in the target audience.

As for new tools of modern marketing communication that can be divided into four groups, the first one is called Fixed stars: E-mailing, Word of mouth, Local related search. The second group with QR codes, Micromarketing, HR branding is going to disappear, and their use will go down.

On the opposite side are standing Guerilla marketing, marketing automation, Real-time marketing, Social commerce, Social customer relationship management. These are the trends with the predicted success.

Among the actual trends, there are the following tools of modern marketing communication: remarketing, social media, viral marketing, mobile commerce, video marketing. Telemarketing contacts prospective customers via the telephone to pitch offers and collect information.

For further analysis, we need to define some of the tools mentioned above. As for the Word of mouth, QR codes, Real-time marketing the main attention will be paid to social media marketing. These tools of marketing communication were chosen because respondents most frequently mentioned them in primary research. Word of mouth (WOM) marketing is focused on inducing the effect of "advertising" between customers themselves. Generally, WOM raises new, surprising or different topics.

QR codes (QRC) in advertising and product communication are used very frequently. They can refer to websites, coupons, and may also include a complete electronic business card.

Real-time marketing (RTM) is based on up to date events. The difference between marketing and real-time marketing is that instead of creating a marketing plan in advance, real-time marketing is creating a strategy focused on current, relevant trends and immediate feedback from customers. Real-time marketing aims to connect consumers with the product or service that they need now, at the moment.

Social media marketing (SMM) is one of the fastest growing communication technologies in the Internet environment. It refers to Internet-based online media in which individuals with common interests, goals, and practices engage in social interactions constructing personal profiles and sharing information and experiences. Social media represents a variety of forms such as social networks (e.g., Facebook), photo sharing sites (e.g., Flickr, Photobucket), video creating and sharing sites (e.g., YouTube), online communities, microblogging tools (e.g., Twitter), social

tagging (e.g., Digg), newsreaders (Google Reader), public Internet boards and forums, blogs, tagging sites, podcasting, wikis, and individual websites.

The use of internet-based social media technologies has enabled entrepreneurs to quickly and conveniently share their business experiences. Shared information on social media sites is recognized as an important information source which may influence decision making for potential buyers. Results showed that identification and internalization are critical determinants that positively increase actual business experience.

УПРАВЛІННЯ БРЕНДОМ

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У сучасних ринкових умовах господарювання важливість створення і управління торговими марками багато в чому залежить від стану їх конкурентоспроможності на ринку. Кількість нових товарів і послуг стрімко збільшується, внаслідок цього першочерговим завданням виробників є проблема активізації уваги потенційних споживачів.

Актуальність управління брендом підприємства, його просування до рівня впізнаваності залежать від якісного управління торговою маркою, яка в перспективі забезпечить їх стійкі конкурентоспроможні відмінності в уяві споживачів. Можна відзначити, що сьогодні стає необхідним вирішення проблеми формування образів торгового бренду і боротьба за місце в сприйнятті споживачами, результатом чого є наявність емоційних мотивів у купівельній поведінці потенційних споживачів [1, с. 106].

Найголовнішим завданням успішного процесу управління торговою маркою є створення і підтримка правильної взаємодії компанії з факторами зовнішнього середовища для забезпечення його конкурентоспроможних особливостей, тому маркетинг в сучасних умовах об'єктивно займає одне із основних місць в структурі довгострокового і ефективного управління підприємством.

Сьогодні, якщо підприємство здійснює довгострокові плани по збільшенню своєї частки на певному сегменті ринку, воно може зробити це або за рахунок збільшення продажів продукції певним покупцям, або за допомогою отримання лояльності залучених споживачів і конкурентів, або за рахунок формування і розвитку нових ринків. Слід зазначити, що для здійснення конкурентних