

STRATEGIC DIRECTIONS OF THE ORGANIZATION ADVERTISING ACTIVITIES OF THE ENTERPRISE ON THE BASIS OF MARKETING

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Introductions. In modern conditions, the importance of the communication function of marketing is growing, and the issue of organizing marketing advertising activities, as a necessary component of the enterprise, is becoming increasingly actual.

In market conditions, enterprises operate not in isolation but in constant interaction with both environmental factors and elements of their own internal system. The enterprise itself is a system with a complex of multiplex mechanisms and interconnections, and in its turn, it is an element of other, even more multiplex systems. Each element of these systems influences the activity of the enterprise, and it is important to establish communication between subsystems within the enterprise and between the enterprise and external systems - intermediaries, consumers, different audiences.

That is why the successful activity of the company largely depends on properly constructed marketing advertising activity, and the definition of strategic directions for its improvement as an important potential for the development of enterprises of different spheres of business, in the conditions of competition is actual and needs in-depth study.

Aim. Substantiation of practical recommendations on the choice of strategy for the organization of advertising activities on the formation and promotion of marketing of enterprise products on the basis of marketing.

Materials and methods. Based on the theoretical and methodological basis of the study, the experience of marketing specialists and scientists in the sphere of advertising management of enterprises is chosen. The information base was made up according to official materials for internal use of the company “Sandora” and also its financial statements.

Both general and specific methods were used in the research process. In substantiating practical recommendations, processing and analysis of information, methods of analysis and synthesis were used; systematic and integrated approaches; poll; analytical and statistical methods.

Results and discussion. In the current context, the role of strategic management of marketing communications, in particular advertising, for commercial enterprises as an element of marketing is extremely important. Significance of management of this element of marketing is caused by a high degree of uncertainty of the market situation, fluctuations in demand for goods, increased competition, not sufficient financial resources. All this leads to the emergence of crisis phenomena in the companies of the sphere of circulation, and, consequently - to complications in their management.

In order to be successful in business, modern companies must not only produce quality products, but also hold to a clear pricing and delivery system for consumers. Companies should also pass on information to their real and potential customers.

The “Sandora” Company pays much attention to the advertising of its products and works to form public opinion about the company and its products.

The main purpose of using “Sandora’s” publicity in advertising is to form a positive opinion in society through charitable activities and sponsorship, improve product quality, and create the image of a reliable partner. The creation of a favorable image of “Sandora” is facilitated by a number of PR events and advertising campaigns carried out regularly by the company.

All of “Sandora’s” promotional activities are focused on promoting its products, and they are the content of the company's communication policy. The main elements of “Sandora’s” market promotion are: projects in FS channel networks;

external and internal branding; news at kfc-Ukraine.com; promotions; TV advertising; advertising in the press; outdoor advertising; digital/viber stickers; trade support.

It should be noted that advertising plays an important role in the communication policy of the “Sandora” company. Today, “Sandora” uses image and product advertising. The purpose of image advertising is, first, to create a positive image of the company and emphasize the individual approach to each consumer, and secondly, to position the company “Sandora” on the criterion of product quality. A good example is the slogan of image advertising for the Project in the FS channel networks – “Try. Taste it. Win.” Product advertising aims to introduce potential and existing consumers to a particular product. Consequently, the consumer recognition index for “Sandora” is 90%.

Therefore, “Sandora” is active in advertising. The quantitative dimension of this conclusion is the calculation of the marketing communication activity of the company. Thus, in 2016, given the assessment of “Sandora’s” main communications, the coefficient of its marketing communication activity was 0,77, but in 2018 it is increasing to 0,82, which is 5% higher than the base year 2016. The increasing dynamics of the marketing communication activity factor is undoubtedly a positive moment in shaping “Sandora’s” communication policy.

As the company “Sandora”, in addition to increasing its market share in the domestic market of juice products, aims to expand international expansion, focusing on markets where the company will be able to take leadership positions, we propose the company to use a strategy to organize advertising activities to generate and stimulate demand for products (table 1).

In our opinion, along with the changes in the advertising strategy, it is necessary to strengthen the image of “Sandora” by intensifying participation in forums, exhibitions, fairs, sales and more. The results of using the proposed strategy should be: hidden product advertising; obtaining exhibition and information service for wholesale and retail buyers; providing information to potential buyers about a new range of products, the opportunity to buy new types of products.

Table 1

**Recommended strategy for organizing marketing and promotion activities
for “Sandora”**

| Areas of activity | The system of advertising - information measures for demand generation and sales promotion |
|--|--|
| 1. Creating a platform to enter a new market / increase market share in an existing market | <p>1. Formation of a mini program for advertising products manufactured by the company: placement of logos, advertising slogans, images and description of goods on packages, bottles, glasses and other types of packaging; issue of thematic guides, brochures, leaflets, booklets; Issue of expanded thematic annotated prices, which will allow the consumer (buyer) to compare the relevant product domestic and imported, in the local /foreign market or region (Ukraine), the price from the manufacturer and the value in the network of stores; possibility to get acquainted with the priorities of the products of this particular manufacturer: raw material resource, data about the manufacturer itself, etc.</p> <p>2. System presentation of the produced product at food fairs, fairs organized by the company itself; regional fairs (district, regional, all-Ukrainian), seasonal fairs, calendar of state and religious holidays. Presentation of products at exhibitions - reviews, exhibitions-festivals, exhibitions-competitions.</p> |
| 2. Motivation sales of products | <p>1. Development and formation (for the new market) and filling (for the target market) of advertising - information site of the company, which provides systematic data on buyers-wholesalers, competitors, suppliers, trading network, which will provide perspective programming and planning, creation of databases (agreements, supply, volume, capacity), development of effective strategies and concepts.</p> <p>2. Research and monitoring of platforms for sales of products, in particular: localization of sales data, directions of improvement of product quality, its packaging; organization of social case studies among consumers on justification of choice of products, frequency of their purchase, purchase attractiveness and priority, which will allow to distribute not only the volumes of supply, but also to regulate their list quickly.</p> <p>3. Substantiation of the rating of the company in the markets of different levels and directions, proposals for strengthening their positions on them, stabilization in new perspective markets; creation of a network of branded retail space with extensive forms of advertising of products.</p> |

In order to effectively implement the recommended advertising strategy, “Sandora” is offered to adjust the overall approach to budgeting for the advertising company. In particular, in order to capture new markets, in order to expand international expansion, “Sandora” should rely on the method of budgeting based on the objectives of the advertising campaign, using its own experience in mastering this method. However, in order to further increase the market share in the internal market, the organization of marketing activities of a company should be supported by an

advertising company, whose budget is proposed to be calculated using the method of “Determining the budget on the basis of advertising intensity curves”.

Conclusions. So, we come to the conclusion that it is relevant to determine the strategic directions of marketing activity in the management of a trading enterprise, in particular the formation and use of a complex of marketing communications in the management system of the sphere of business, which will allow to obtain a synergistic effect, not only related to the ordering of the relationship of all subjects of the marketing system and emerging problems in the process of meeting the needs of consumers, but also additional, which will help accelerate the achievement of strategic marketing purposes and the possibility of forming optimal management decisions for the further development of enterprise sphere of circulation.

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