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THE MAIN ASPECTS OF BUSINESS COMMUNICATION IN MARKETING

Effective business communication in marketing plays a crucial role in building and maintaining relationships with customers, partners, and stakeholders. Clear and persuasive communication strategies are essential for conveying brand messages and values to target audiences in the competitive marketplace.

Business communication in marketing involves various channels such as advertising, public relations, digital marketing, and social media, each requiring tailored approaches to engage the intended audience effectively. The use of language, tone, and visual elements in marketing communication materials significantly influences consumer perceptions and brand positioning in the market. Effective business communication fosters customer engagement and loyalty by delivering relevant and personalized messages that resonate with their needs and preferences.

In marketing, communication facilitates market research, allowing businesses to gather valuable insights into consumer behavior, market trends, and competitors' strategies. Collaboration and coordination between different departments within an organization, such as marketing, sales, and product development, rely on effective business communication to ensure alignment and synergy in achieving common goals.

Business communication in marketing encompasses both internal communication, ensuring clear messaging and alignment among team members, and external communication, targeting external stakeholders and customers.

Technology plays a vital role in modern marketing communication, providing tools and platforms for creating, distributing, and analyzing marketing content across various channels. Continuous evaluation and adaptation of communication strategies based on feedback and performance metrics are essential for optimizing marketing communication efforts and achieving desired outcomes.

The main communication tools referred to as the promotional mix are advertising, personal selling, sales promotion, and public relations (PR). Advertising is the impersonal presentation of ideas, goods, and services originating from a clearly defined sponsor. Sales promotion encompasses all temporary measures that encourage the purchase or sale of goods and services, leading to an immediate change in market agents' behavior.

Public relations (PR) involves long-term activities aimed at shaping a positive image of a product, service, company, or individual. Personal selling is the oral presentation of a product during a conversation between a seller and a buyer.

These traditional forms of communication are complemented by showrooms, fairs, exhibitions, direct mail, telemarketing, catalog sales, online platforms, packaging, and its design, color, - all of which also convey information to the consumer. The communicative impact on the target audience is formed through the communication process, which consists of several elements.

Direct marketing is a direction in business communications. To establish partnerships with their consumers, companies often use direct marketing. In Ukraine, in recent years, the frequency of using this business communication tool has been steadily increasing from year to year. Direct marketing involves communicating with selected clients or potential buyers of a company based on a certain principle, involving dialogue, obtaining feedback, and possible purchase. Direct marketing is not a simple method of promoting products; however, among its

significant advantages for a company are direct communication with customers. The main tools used in direct marketing are: direct mail (via electronic and traditional mail); direct response television marketing (infomercials and home shopping channels); telemarketing; catalog marketing; e-commerce.

The popularity of direct marketing has increased significantly in recent decades due to several of its advantages. First of all, direct marketing allows companies to communicate with their consumers and potential clients who are located at a distance without incurring significant additional costs. Furthermore, direct marketing helps to focus attention on a specific selected target audience, quickly establish a connection, and receive feedback. It is also convenient for buyers, as it allows them to make purchases at home or elsewhere, saving time. Moreover, it is flexible and, importantly, allows for high-precision measurement of the results of its use and control of sales to regular customers.

The use of direct marketing also entails certain difficulties and disadvantages. The most significant of these is the oversaturation of information flows with various forms of advertising, which inevitably repels the attention of potential buyers. Another precondition for the successful application of direct marketing is extensive databases that require constant review and supplementation. Another drawback is that some forms of direct marketing require significant resource expenditure in the case of interaction with large audiences, although companies that use direct marketing gradually reduce advertising costs over time. In Ukraine, among other direct marketing tools, postal mail significantly prevails.

Therefore, only a brand and business or company that offers a truly unique and useful product to the consumer will be successful. Moreover, it is crucial to choose effective channels for interacting with potential customers in order to gain

their trust, offer them truly necessary goods, and help them by understanding the needs of the target audience and being ready to engage in dialogue.

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THE ROLE OF DESIGN THINKING IN BUSINESS MANAGEMENT

In the modern world, design thinking is an important tool for managing people. Design thinking is a mindset that allows the refinement and development of ideas, ultimately leading to a competitive advantage in achieving goals. Design thinking can be a crucial tool in business management as it fosters innovation, development, and change.

In the past, to succeed and build even a small company, one had to come up with a unique idea and present it beautifully before someone else did. However, over time, people's thinking has evolved.