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TYPES OF MARKETING COMMUNICATIONS AND THEIR CLASSIFICATION

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Abstract: *the article analyzes types of marketing communications and their classification. With the advent of the new millennium and the rapid development of information technologies, including the Internet, all socio-social institutions of human activity began to undergo significant changes. Philosophy is concerned about the diminishing role of man in the new information society, sociology and political science pay special attention to mass communications and the impact of the media on people's behavior, cultural studies study the features of creating electronic music and virtual "hypertexts" on the Internet - the series can go on forever, but one thing is clear: a new era in the development of mankind is the era of information technology, which requires a review of the basic principles of human behavior in society. These changes cannot but affect the economy, especially in that sphere where the human factor plays, of course, the most important role - in the field of marketing.*

Keywords: *marketing, marketing communications, classification, economy, human factor.*

ВИДЫ МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ И ИХ КЛАССИФИКАЦИЯ

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Аннотация: в статье анализируются виды маркетинговых коммуникаций и их классификация. С наступлением нового тысячелетия и бурным развитием информационных технологий, в том числе интернета, все социально-социальные институты человеческой деятельности начали претерпевать значительные изменения. Философия обеспокоена уменьшением роли человека в новом информационном обществе, социология и политология уделяют особое внимание массовым коммуникациям и влиянию СМИ на поведение людей, культурологи изучают особенности создания электронной музыки и виртуальных «гипертекстов» на интернет - сериал может продолжаться вечно, но ясно одно: новая эра в развитии человечества - это эра информационных технологий, которая требует пересмотра основных принципов человеческого поведения в обществе. Эти изменения не могут не повлиять на экономику, особенно в той сфере, где человеческий фактор играет, конечно же, важнейшую роль - в сфере маркетинга.

Ключевые слова: маркетинг, маркетинговые коммуникации, классификация, экономика, человеческий фактор.

The concept of marketing since its inception went through several stages in its development, each time adapting to the main social, economic and political changes. Until recently, the general trend in the development of marketing concepts was characterized by a shift in emphasis from the production of goods to commercial efforts, and an increasing focus on consumer problems and social ethics.

By the beginning of the 21st century in almost all economic markets, especially in developed ones, a situation has developed where none of the existing marketing concepts can be considered sufficiently effective.

The development of high technologies has led to the fact that the improvement of production is noticeable only in high-tech areas (although even in them the period of stagnation begins very quickly, requiring fundamentally new technologies).

Most consumer goods on the market are almost the same in terms of quality - even in the case of differences in the technological

specification of goods, the consumer is not able to catch these features during “blind testing”.

Sales and sales promotion issues have now become another problem for marketers due to the penetration of information channels everywhere - the consumer no longer has time to process the entire amount of the information that he receives every day (often against his will) from a manufacturer who wants to "promote" his product. The effectiveness of advertising begins to decline, the influence of more personalized means of communication — direct marketing, personal sales, is increasing.

Both the classical concept of marketing and the concept of socially responsible marketing, which appeared at the end of the twentieth century, still have many supporters, because under certain conditions they are quite effective. However, companies that do not begin to rebuild the marketing management system taking into account modern information technologies, which have been developing rapidly in recent years, are in the very near future risking hopelessly lagging behind more flexible competitors.

Communication in the general sense is the information interaction between objects, and such objects can serve as technical information devices, enterprises, institutions, people.

From a social point of view, communication is a special area of human activity that has arisen and is being developed by society in order to streamline the mutual exchange of information, which serves for mutual understanding and coordinated action in various fields of practical life and science.

Before proceeding to the classification of types of marketing communications, which are the most important component of mass communications, consider a number of their features:

- 1) the targeted nature of communication - in contrast to the dispersal of mass communication in general, marketing communication is precisely aimed at the target audience, and this accuracy is calculated and achieved on the basis of a complex of media planning;

- 2) the repeating nature of messages - an advertising message, as a rule, is duplicated many times in order to achieve a certain frequency of communication; the frequency of exposure, as it were,

“accumulates” among representatives of the target audience and provides a certain level of memorability of the message;

3) marketing communications are complex in their effect on the target audience - advertising messages in the media are supplemented by direct marketing methods, personal sales, sales promotion methods, participation in exhibitions, packaging design and points of sale, etc. Thus, non-verbal forms of communication can often complement verbal communication;

4) marketing communications are mainly persuasion-advertising, direct sales, etc. convince the consumer to buy the goods of the manufacturer. At the same time, the process of persuasion can be built both on serious argumentation and on purely emotional impact.

We classify marketing communications - we will divide them into two main groups according to the type of process organization: direct communications and communications through an intermediary.

1. Direct communication is the communication of two or more people in order to familiarize, discuss and / or promote a product or idea. The effectiveness of marketing communication in a personal sale is determined only by the desire and skills of the seller, since the reactions of the buyer are directly observed, and the seller can change his communication tactics in accordance with the individual characteristics of each buyer.

2. Marketing communications with communication communicators.

This type of communication has a number of disadvantages and features:

- there is no opportunity to “adapt” to a specific customer, ie all advertising materials should be aimed in advance at the "average" buyer;

- the perception of product information depends on the attitude to the "transmitter" of information, the degree of trust in it, so when choosing a media, it is necessary to take into account the qualitative characteristics of the media;

Example. The AIDS-INFO publication has one of the highest ratings among almost all large target groups, and the volume of advertising in it is not so large, since this publication, which belongs to the "yellow" press, arouses interest, but not the trust of readers.

- the consumer receives the bulk of information before planning or making a purchase, this must be taken into account with proper media planning.

Despite these limitations, communications with intermediaries are nevertheless an effective marketing tool along with personal sales, which is determined by the following reasons:

- the consumer is affected by all the information that he perceives without even realizing it (hears, not listening; he sees, not looking); in this regard, the task arises of creating an information field, environment, being in which a person will consciously or subconsciously receive the necessary information.

An additional goal of communication through an intermediary is to provide the consumer with the necessary and sufficient number of arguments to form a preference for a particular brand.

It is not possible to compile a complete list of such criteria, and it is not necessary, as marketing communications is an open system that is constantly changing under the influence of external factors (social, cultural, political) and at the same time exerting an impact on them. It is extremely important to classify the currently existing types of marketing communications and an understanding of how they differ from each other.

In fact, marketing communications are not limited to one Promotion marketing mix. They are present in each of the five P marketing.

1. Product. The packaging of any product (of course, if it is packaged) is one of the most important types of marketing communication. Packaging communicates with the consumer directly at the time of purchase and is a decisive argument when choosing.

2. Price. Like packaging, it can be a type of marketing communication. Sometimes the price of a product gives information about it more than any advertising campaigns.

3. Place (distribution channels). One of the most important types of communications is the design of points of sale: POS-materials, faceting - the arrangement of products on the shelves, company trade equipment. A well-designed point of sale "leads" the buyer to the right choice, preventing them from being distracted by competitors' products. Companies that understand the importance of non-personal

communications at the point of sale are waging real wars for stores, producing ever new and original printed products.

4. Promotion. Naturally, all four elements that make up a promotion are types of marketing.

The main task of the marketer at the moment is to build such a marketing management system that would be able to adapt to the new conditions every second in an ever-changing information world. That is why the development of new principles for building a communication system at all levels and in all areas of entrepreneurial activity, from packaging of goods to personnel changes on the board of directors, is of greatest importance in marketing organization, which indicates the emergence of a fundamentally new marketing concept - communication.

The essence of the communication concept of marketing is that in the conditions of the modern information society, the main task of marketing is to organize competent communication at all stages of the enterprise - from publishing financial statements to choosing a new product name. Thus, fluency in building tools for building a complex of marketing communications will become a determining factor in assessing the professionalism of a marketer in the information society.

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