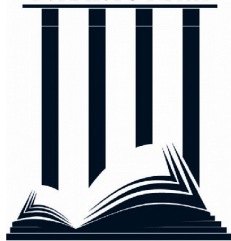


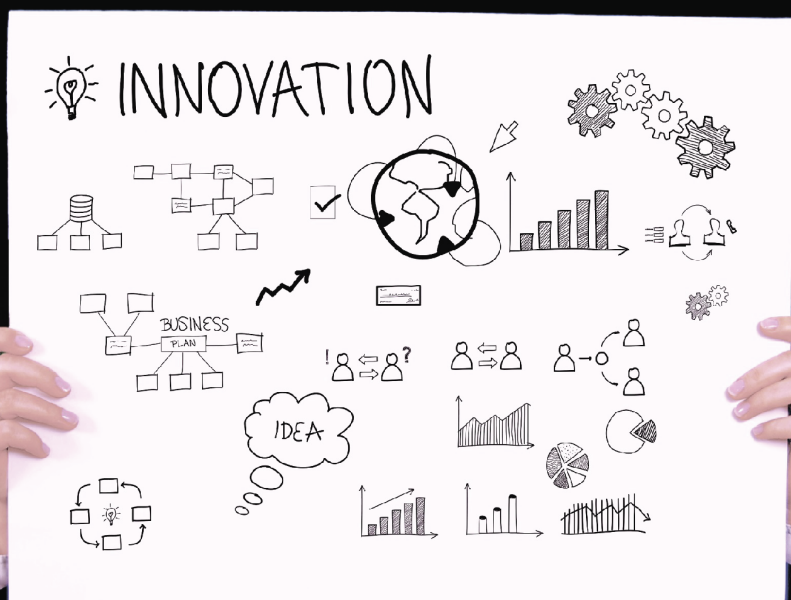
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# ЭКОНОМИЧЕСКАЯ ТЕОРИЯ

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## GOAL AND OBJECTIVES OF INTEGRATED MARKETING COMMUNICATIONS

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**Abstract:** the article discusses the goal and objectives of integrated marketing communications (IMC). The Integrated marketing communications as a complex of all types of marketing communications are used to achieve a specific goal and solve certain tasks. Models of integrated marketing communications in modern conditions more and more companies use the concept of IMC in their activities. The main goal of integrated marketing communications is to create coherence between tools, their effective functioning and high performance.

**Keywords:** IMC, marketing communications, strategy, sales promotion, direct marketing, personal sales, personal communication tools.

## ЦЕЛЬ И ЗАДАЧИ ИНТЕГРИРОВАННОЙ МАРКЕТИНГОВОЙ КОММУНИКАЦИИ

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**Аннотация:** в статье рассматриваются цель и задачи интегрированных маркетинговых коммуникаций (ИМК). Интегрированные маркетинговые коммуникации как комплекс всех видов маркетинговых коммуникаций, используются для достижения конкретной цели и решения определенных задач. В моделях ИМК в современных условиях все больше компаний используют концепцию ИМК в своей деятельности. Основной целью ИМК является создание согласованности между инструментами, их эффективным функционированием и высокой производительностью.

**Ключевые слова:** ИМК, маркетинговые коммуникации, стратегия, стимулирование продаж, прямой маркетинг, персональные продажи.

Marketing experts believe that a specific communication system should be developed in each company. Marketing communications should ensure the development of the business by promoting the promotion of the product, as well as build the values and reputation of the company. The development of any model for a specific market and company should be

based on existing macroeconomic data and proceed from the trends that are forming in the market and will influence it over the coming years.

The development of information technology and an increase in the number of means of communication have led to the transition from a post-industrial society, where services were the dominant type of social production, to information, in which knowledge, data, and telecommunications became the main success factors as a way to deliver and disseminate this information. Today, it is information and technology that are the main production forces, and the struggle for consumer attention occurs long before he arrives at the store. An important characteristic of the modern market is the presence of a common information space in which marketing communications begin to play a decisive role, since they act as one of the types of information consumed by people.

IMC is a complex of all types of marketing communications that are used to achieve a specific goal and solve specific problems. The joint use of elements of marketing communications gives a greater synergistic effect than the use of tools separately (synergy rule:  $1 + 1 = 3$ ). Also distinguish the following definitions of the concept of "integrated marketing communications": a set of appropriate types of advertising and sales promotion; compliance with the general goals of the communication process for a particular brand (macro positioning of a brand); the combination of methods and means of advertising and sales promotion, taking into account the time and interests of consumers. The main goal of integrated marketing communications is to create coherence between tools, their effective functioning and high performance.

The main tasks of the IMC: the formation of a communication message system based on marketing communications tools; maximizing the effectiveness of using marketing communications through the search for the optimal combination of tools. The key principles of IMC are openness, personalization and synergy. These principles allow you to collaborate with other companies to attract and retain customers. Joint advertising campaigns not only increase the number of consumers, but also turn them into adherents of a particular product or brand. Models of integrated marketing communications In modern conditions, more and more companies use the IMC concept in their activities. It lies in the fact that enterprises plan and coordinate the work of all communication channels to develop a convincing and attractive presentation of the product and company.

Integrated marketing communications is an important element of a relationship marketing strategy. They are used to establish, develop and strengthen mutually beneficial relationships with consumers, intermediaries, suppliers, competitors and other interested parties.

The choice of product promotion strategy depends on many factors: the size of the potential market, the volume of products manufactured by the enterprise, the geography of the offer, the stage of the product life cycle, the target audience, legislative and moral and ethical restrictions. Naturally, the goals and objectives for promoting brand products in large, medium and small businesses are completely different. For the latter, the value of mass communications is minimal, which means that the effect of restrictions on advertising will affect much less than a large enterprise aimed at the mass market.

When choosing the most optimal form of IMC for effective promotion in the mass market, one should take into account the need to combine mass (tools: advertising, public relations and other mass communication tools) and personal communication (tools: sales promotion, direct marketing, personal sales and other personal tools communications). The first ones allow you to build a brand platform, significantly increase the recognition of a product by presenting its packaging and logo through product advertising, convey to the general public its rational advantages and emotional components, talk about the company's activities, its values, mission.

Existing restrictions on advertising in the media make PR a key tool for interacting with a mass audience, and therefore it begins to occupy a central place in the company's communication activities and the creation of a brand platform.

From the point of view of marketing, this means that companies achieve better results by increasing the effectiveness of the plan and budget of marketing communications. Thus, the use of an integrated approach reduces the cost of the company, as the IMC carefully coordinates and mutually links the use of all elements of the marketing mix.

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