ELECTRONIC MARKETING COMMUNICATION



MAIN TASK AND KEY GOALS::

- formation of theory in the field of construction of electronic communications;
- argumentation of the historical formation of marketing communications;
- the main features of communications as an intellectual element of the company in the e-marketing strategy are substantiated;
- the need to use advertising and PR in e-marketing strategies was brought to light;
- the concept of electronic direct marketing for modern companies was formed;
- conceptualized tools and methods for protecting electronic marketing communications;

The developed theoretical and methodological methods can be applied in practice:

- as a tool for the development of electronic marketing communications;
- as scientific and methodological aspects of organizing electronic marketing communications of companies.

CONTENT

CHAPTER 1. THEORY OF MARKETING COMMUNICATIONS DEVELOPMENT

CHAPTER 2. ELECTRONIC MARKETING COMMUNICATIONS

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CHAPTER 7. PERSONAL SALES AS A TOOL OF MARKETING COMMUNICATIONS

CHAPTER 8. ELECTRONIC SALES PROMOTION

CHAPTER 9. DIRECT ELECTRONIC MARKETING

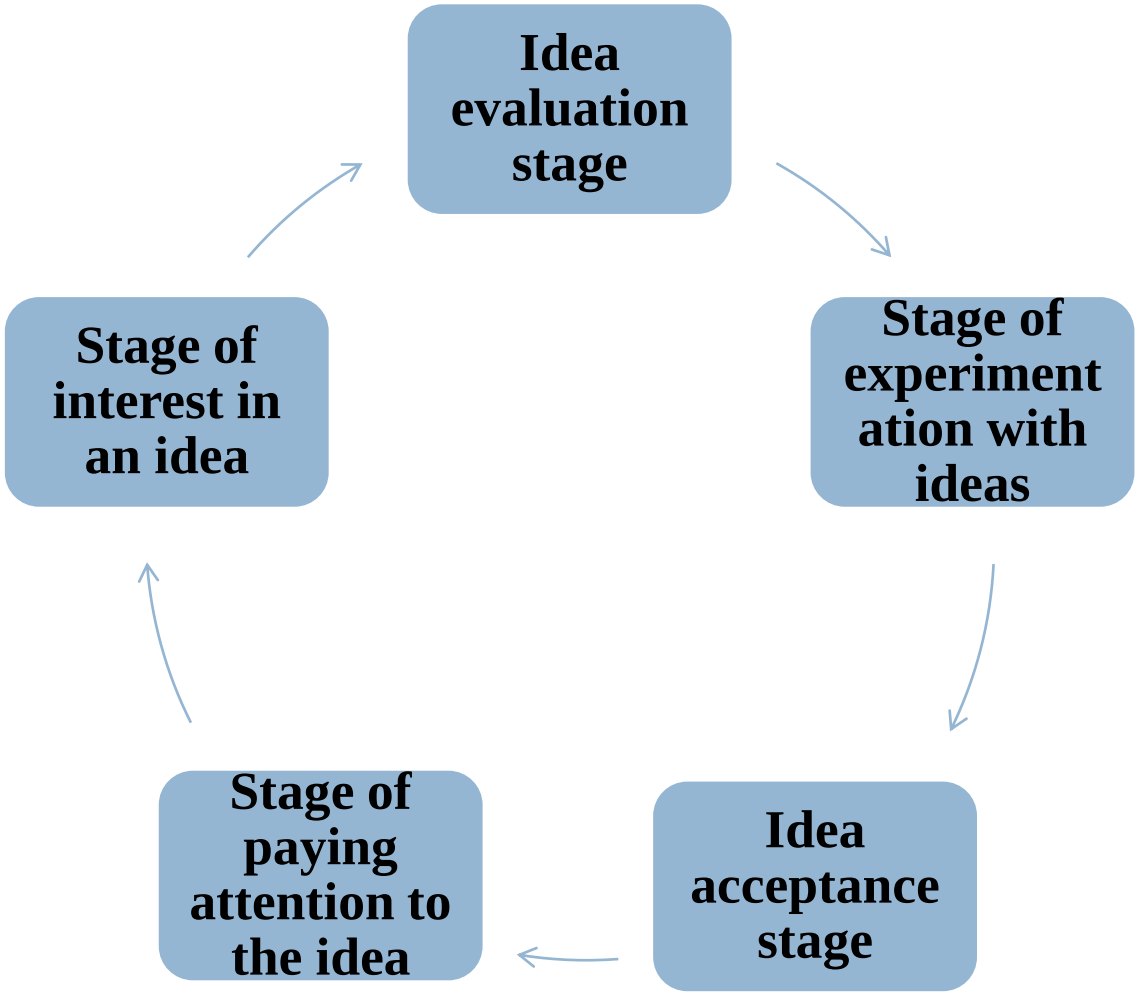
CHAPTER 10. EVALUATING THE EFFECTIVENESS OF ELECTRONIC MARKETING COMMUNICATIONS

1. THEORY OF MARKETING COMMUNICATIONS DEVELOPMENT

Goals of Marketing Communications:

1. Coverage
2. Operations
3. Efficiency

STAGES OF INTRODUCTION OR DIFFUSION OF INNOVATIONS



CATEGORIES OF PERSONS WHO ACCEPTED THE THEORY OF DIFFUSION OF INNOVATIONS

Innovators: They make up 2.5% of the population and are the first to try innovations. They are entrepreneurial and interested in new ideas, fully willing to take risks and do not need any marketing communications to attract them.

Early Adopters: they make up 13.5% of opinion leaders. They play leadership roles, already recognize the need for change and are open to new ideas. To attract them, they need guidance based only on implementation information. They do not need information to convince them to change.

Early Majority: 34% these people are rarely leaders, but they accept new ideas earlier than the average person does

Late Majority: 34%. These people are skeptical of change and do not embrace innovation until most of them have tried it.

Laggards: make up 16%. These people are very traditional and conservative, very skeptical of change, and are the hardest to attract. Strategies for attracting this group include data, statistics, and pressure from people in other adoption groups.

MAIN CATEGORIES OF MARKETING COMMUNICATIONS ON THE INTERNET

Category	Features of the marketing communications category
Media	This category includes Internet media, websites with a large audience, may exist only on the Internet, or are online analogues of traditional offline media. Internet media is a publicly accessible means of mass communication addressed to a mass audience, operating in the form of a website located on the Internet, created for the purpose of producing and distributing information and registered in accordance with current legislation.
Interpersonal communication	Tools that provide two-way communication, primarily email and instant messaging services. Communication and exchange of experience on the use of a company's product or service between consumers and regular customers, which is an important factor when making a decision to purchase a product or service.
Communication Tools for Small Groups	A group of people using the Internet as a means of communication, united by common goals, interests and personal relationships, which is an association of people created for a specific purpose (for example, helping a charity, chatting to share shopping experiences) having common interests (motorists' association) or as friends and acquaintances, the basic principle of the existence of small online groups, such as communication through forums, chats, blogs, social networks and any other types of communication activities that ensure two-way and multilateral exchange of information between consumers and potential buyers of the organization's goods and services.

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CONCEPTUAL ALGORITHM FOR THE DEVELOPMENT OF MARKETING COMMUNICATIONS IN MODERN CONDITIONS

Defining the goal - the formation of conceptual plans and a detailed description of ways to achieve them in order to ensure the fulfillment of the company's strategic plans and business objectives

Analysis of what stage of the product life cycle the product is at. Detailed study and analysis of competitors of their products and marketing companies.

Development of a strategy for achieving the goal and ways to implement business tasks based on the choice of communication channels (a decision is made in which direction communications will be carried out: advertising at points of sale, on TV, promotion on the Internet and others).

Analysis and evaluation of results. It is determined how accurately the marketing strategy was chosen, what its effectiveness is and whether the set strategic goals and business objectives are achieved.

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ELEMENTS OF MARKETING COMMUNICATIONS

Sender: the person or entity sending the message, and this may be the organization or its representatives performing marketing functions.

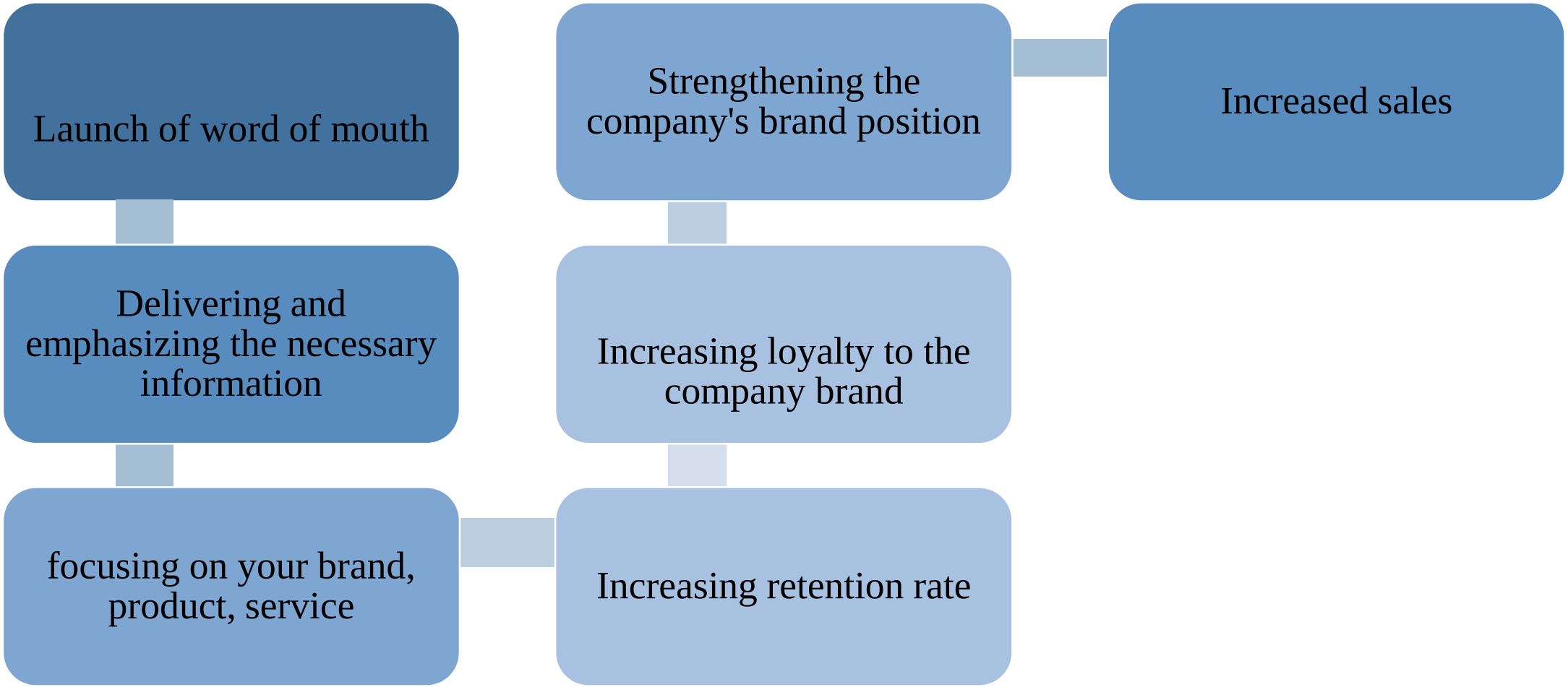
Message: is a set of characters sent by the sender.

Means of communication: these are the channels through which a message is transmitted from the sender to the recipient. The means of communication can be different and depend on the purpose of the work and the goals that are being pursued. These can be public means of communication. transport, Internet, social networks and many other tools. Do not forget that marketing communications Modern technologies are largely moving online, which necessitates the implementation of e-business marketing.

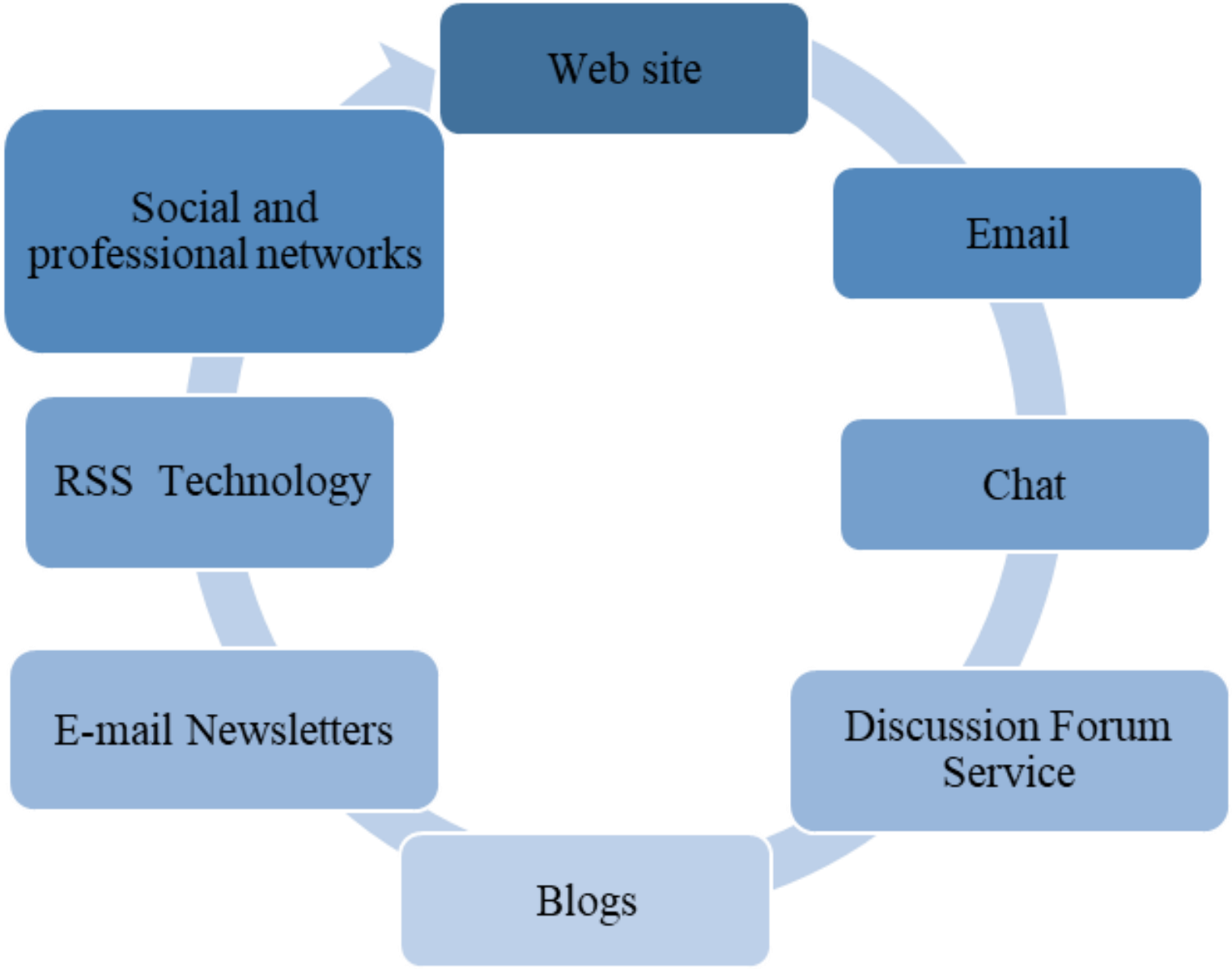
Communication tasks: introducing new products and convincing consumers of their advantages and the need to purchase them, creating a holistic brand image among potential buyers and creating a positive image of the production organization and brand.

Recipient: the person receiving the message, a minimum number of persons that can be increased by engaging digital advertising participants or creating creative marketing communications that help develop the content organization channel.

THE MAIN GOALS OF MARKETING COMMUNICATIONS IN MODERN CONDITIONS

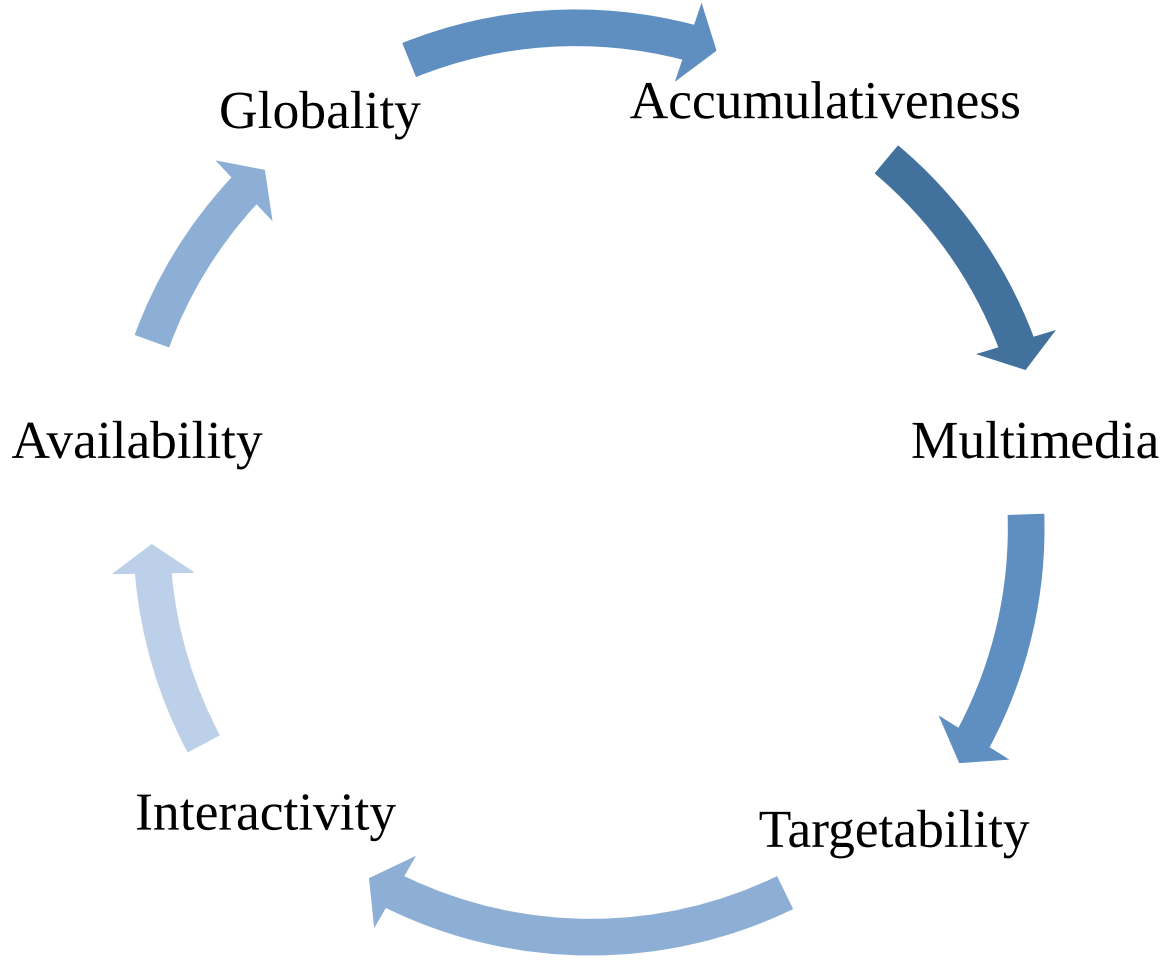


METHODS OF ELECTRONIC MARKETING COMMUNICATIONS



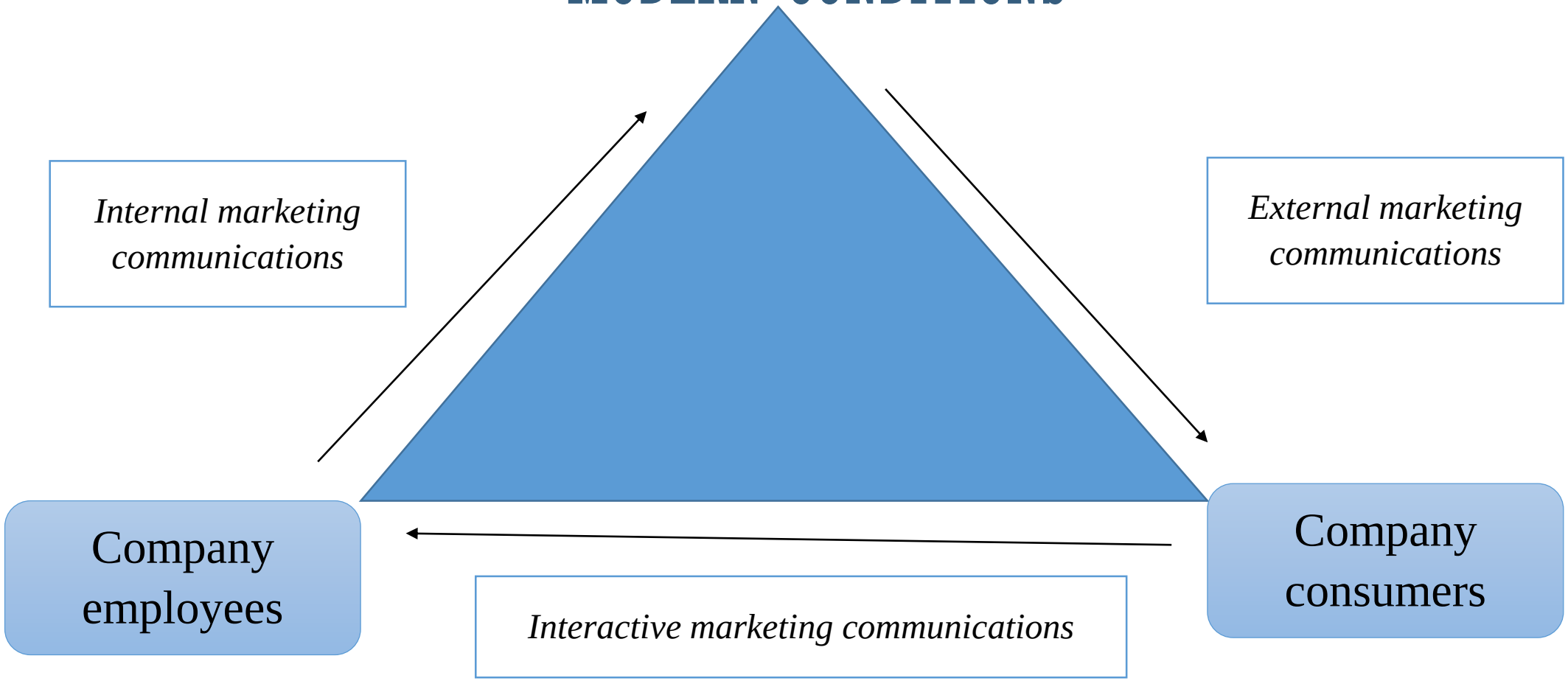
2. ELECTRONIC MARKETING COMMUNICATIONS

STRUCTURING THE MAIN PROPERTIES OF ONLINE MARKETING COMMUNICATIONS IN MODERN CONDITIONS



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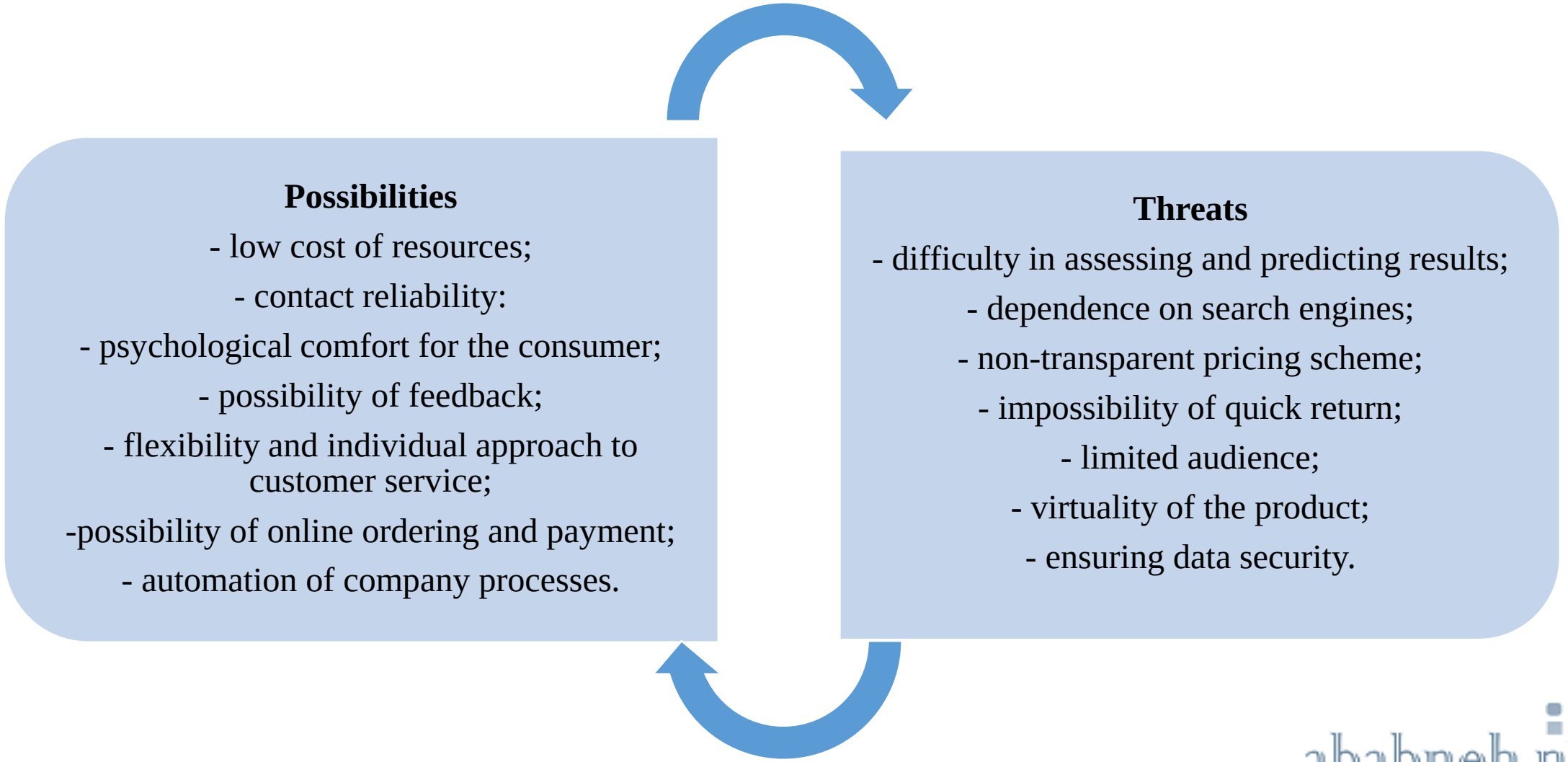
STRUCTURING THE MAIN TYPES OF MARKETING COMMUNICATIONS IN MODERN CONDITIONS



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CLASSIFICATION OF THE MAIN OPPORTUNITIES AND THREATS OF ONLINE MARKETING COMMUNICATIONS OF MODERN COMPANIES

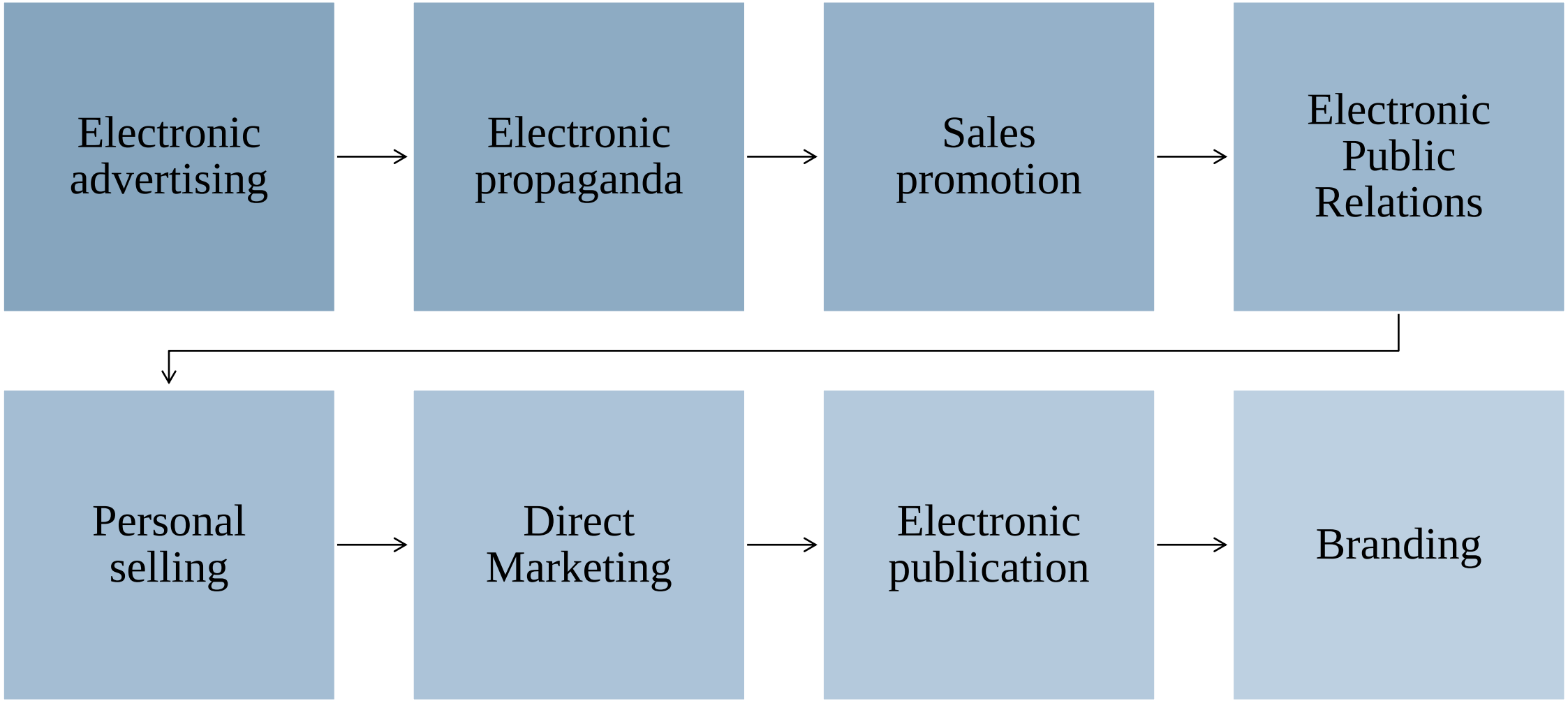


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BASIC PRINCIPLES OF INTERACTION WITH CONSUMERS IN THE INTERNET SPACE USING ONLINE MARKETING COMMUNICATIONS

- The principle of territorial accessibility (communications are carried out regardless of the location of the consumer);
- The principle of information accessibility (information is provided in an accessible form and is of a public nature, the accuracy and completeness of the information is easily verified);
- The principle of individualization (individual approach in determining the needs and expectations of the consumer and forming proposals, recognition of cultural differences);
- Feedback principle (studying customer satisfaction through the use of various communication channels);
- The principle of interactivity (interaction with consumers is carried out in real time, using a variety of software and hardware);
- The principle of technical security, security and protection of personal data (it is necessary to provide technical conditions for using the Internet);

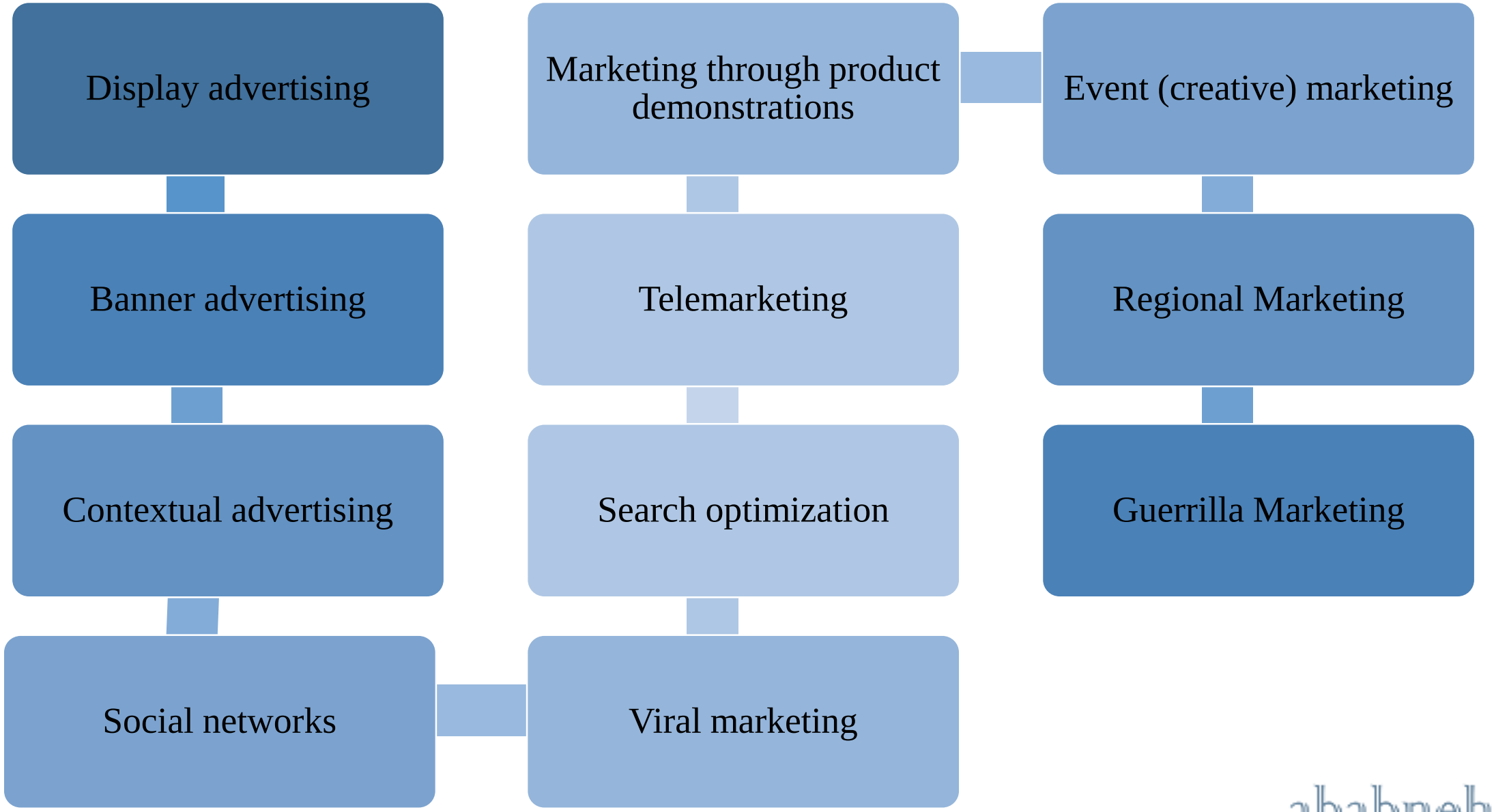
Elements of a complex of electronic marketing communications



MAIN ADVERTISING TOOLS USED

- Events (online meetings, press conferences, competitions, lotteries, etc.).
- Publications (news releases, prepared reports, newspaper and magazine articles, brochures, etc.).
- News (positive reviews about the organization’s products and services in local media)
- Sponsorship (material and financial assistance in organizing and conducting sports and charity events).
- Identification methods (improving design, developing an individual style, multi-color printing, watermarks, etc.).

MODERN TOOLS FOR ONLINE MARKETING COMMUNICATIONS



3. ELECTRONIC COMMUNICATIONS AND BUYING BEHAVIOR

The main goals that companies achieve in modern conditions when studying consumer behavior

Definitions of how a consumer makes purchasing decisions. Provides a process for prioritizing unique selling propositions and persuading customers to purchase.

Determining the reasons for avoiding communications. Determining what consumers don’t like in communications and adjusting the campaign to meet consumer needs. Understanding customer behaviour helps you develop the right tone of communication and choose successful brand communication styles.

Optimizing the company's sales funnel. Optimization will allow the company to move leads through the sales funnel faster and spend fewer resources on inaccurate marketing techniques.

Building loyalty to the company brand. Knowledge of consumer behaviour helps brands more easily build long-term, mutually beneficial relationships with customers, increase the average bill and reduce the cost of attracting new customers.

CLASSIFICATION OF BUYERS IN RELATION TO THE ORGANIZATION'S BRAND, ITS GOODS AND PRODUCTS

Rationalists: This is the largest and most complex group of recipients of marketing messages who consider all possible alternatives and make a choice based on the greatest possible benefit (i.e., choice based on objective criteria). Communication should be based on utility factors: price, features and service..

Emotionalists: is a group of buyers who choose their targets based on personal or subjective criteria (pride, love, status, fear, etc.). Well-executed marketing communications can have a significant impact on buyer groups, which in turn can have a positive impact on sales**.**

Indifference: Buyers are reluctant to make purchases and view the process as a necessary but unpleasant chore. Marketing communications can have significant positive and negative effects on these buyers. With this group of customers in the communication zone, special attention must be paid to the clarity of the message and the speed of information transfer

FACTORS INFLUENCING MARKETING COMMUNICATIONS THAT LEAD TO CHANGES IN COMMUNICATION MEDIA

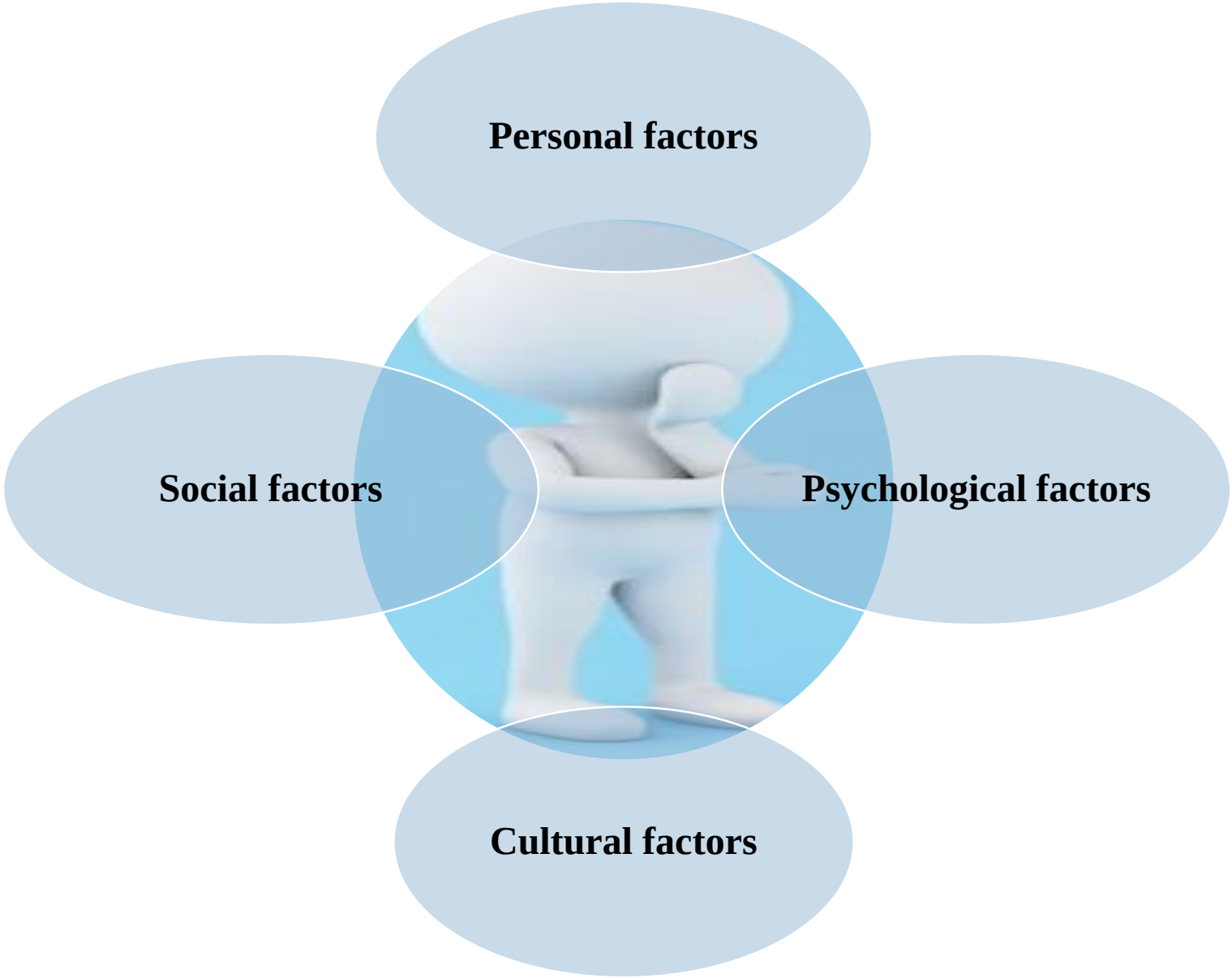
There is no direct relationship between an increase in advertising costs and a corresponding increase in its effectiveness.

The growth in advertising volumes, the increase in the number of information channels, the breadth of information flows and the emergence of technologies that provide access to the media necessitate the adaptation of communications to innovative technologies and trends.

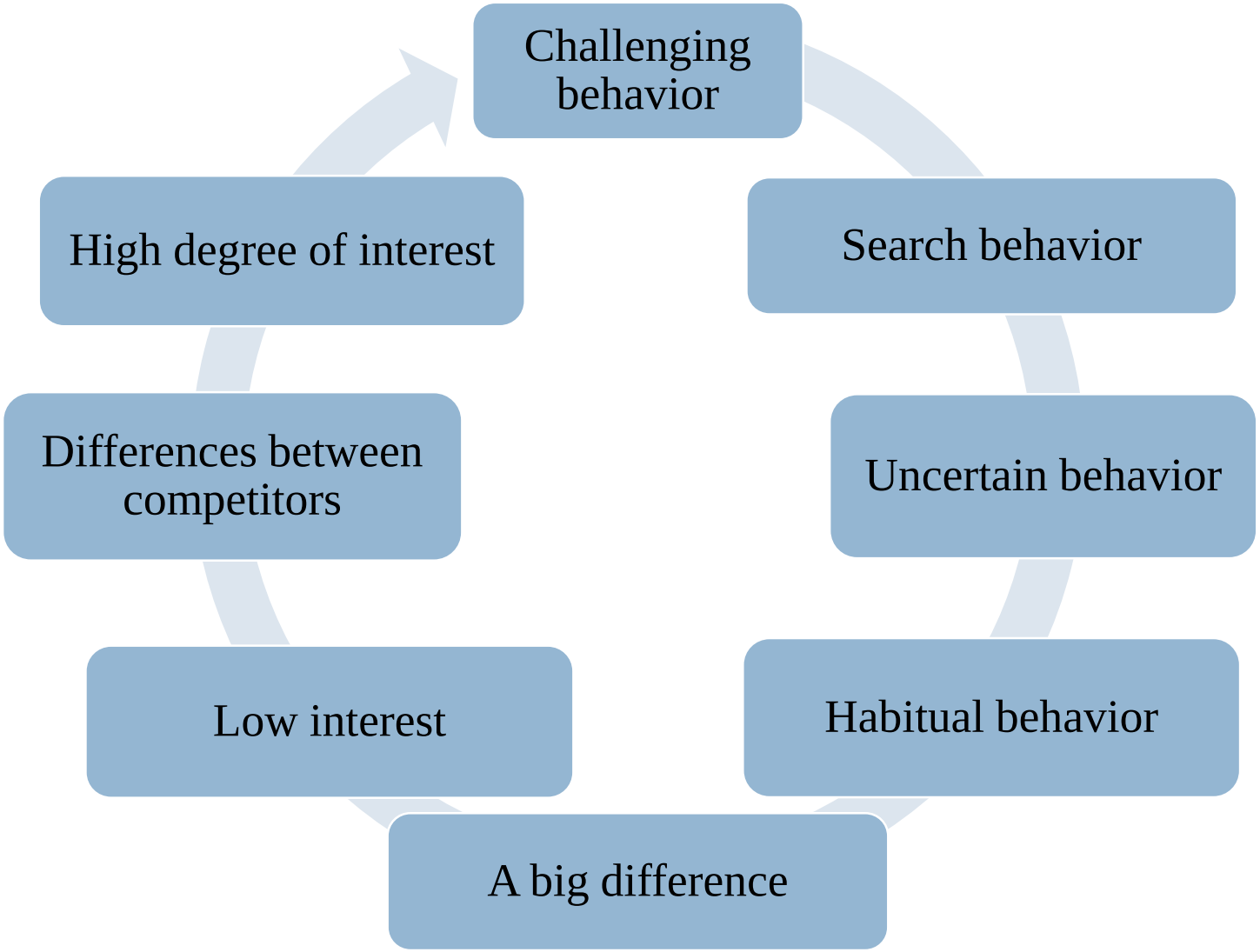
Market orientation and identifying new target audiences require separate communication channels. (Create solutions suitable only for a certain price group of consumers)

Fundamental information and changes in the psychology of the buyer, who wants to obtain more information about the organization producing the product, and for this purpose is sometimes ready to enter into a two-way interactive dialogue.

FACTORS INFLUENCING CONSUMER BEHAVIOR



TYPES OF PURCHASING BEHAVIOR INFLUENCED BY ELECTRONIC MARKETING COMMUNICATIONS



REQUIREMENTS FOR BUILDING COMMUNICATIONS AS PART OF AN ELECTRONIC MARKETING COMMUNICATIONS STRATEGY



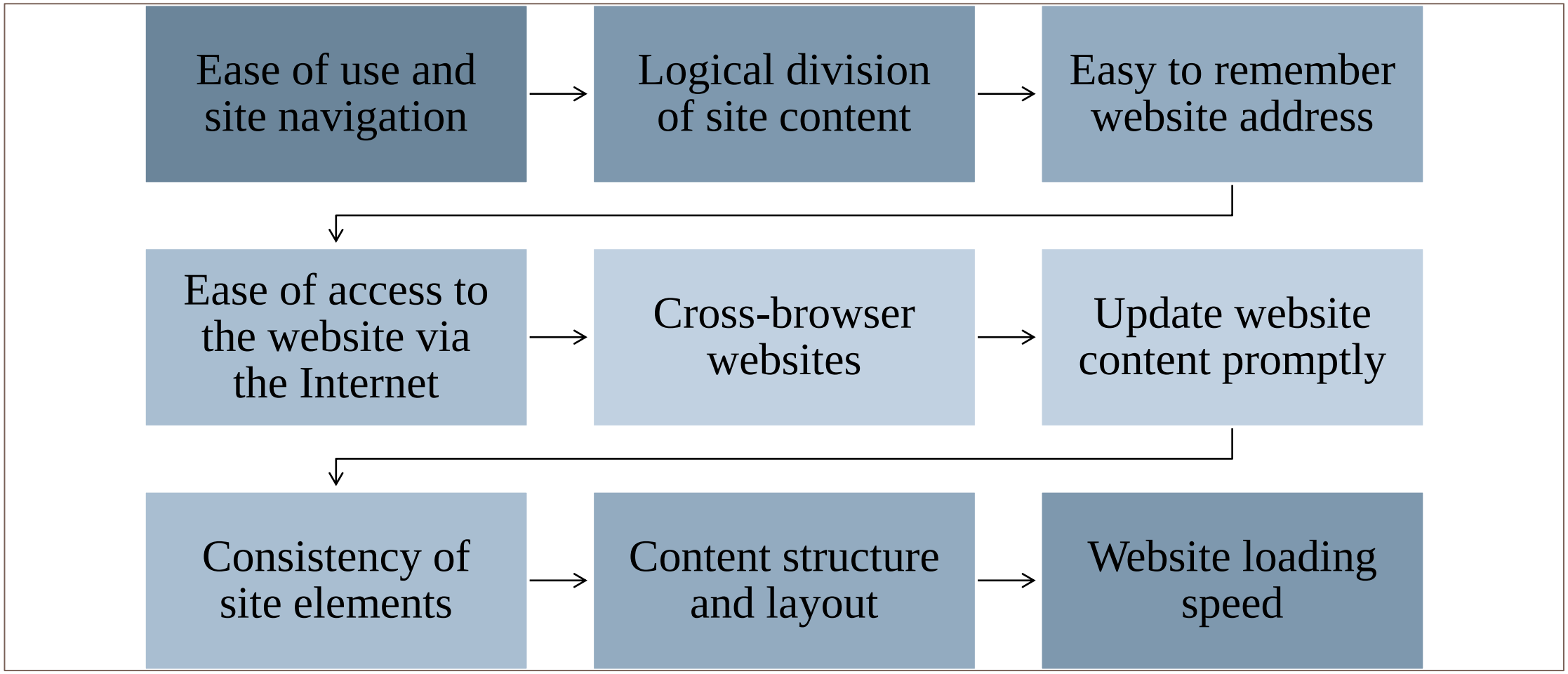
- Motivation
- Knowledge level
- Level of interest
- Individual characteristics and prejudices.
- Mood

TYPES OF COMMUNICATION ANALYSIS OF BUYER BEHAVIOR



4. MARKETING COMMUNICATIONS THROUGH WEBSITES

Website promotion work



ELEMENTS THAT MUST BE TAKEN INTO ACCOUNT WHEN PROMOTING AN ORGANIZATION'S WEBSITE ON THE INTERNET

Website promotion elements	Functions
Organization Vision	Define the future image of the organization, define what it will look like in the future and develop plans, steps and strategies that will allow the organization to define what we want to achieve.
Mission of the organization	Its main tasks, why do we need the organization and its products? Characteristics of its activities and its value to clients.
Market category	Identify target market segments and strengthen the organization's competitive position within them.
Goals	The main goals of the product, what are its goals and value to the consumer. What products does the organization offer to consumers? What is his main strategy?
Uniqueness of the organization	Uniquely present product features, differentiation and value to the end user.
Organization brand	It is used to differentiate an organization from other similar organizations and to position the organization according to its strengths (strength, quality, simplicity, etc.).
Determine the location of the organization	The value of the organization's goods and services to the target audience.

OBJECTIVES OF MARKETING COMMUNICATIONS THROUGH WEBSITES

Goals of Web Communications	Functions
Creating the image of the organization	Marketing communications helps websites create a desired brand image in the minds of consumers through positioning that allows organizations to differentiate themselves from their competitors and attract their target audience.
Deliver a message to potential buyers	Through electronic marketing communications, the organization communicates the benefits and characteristics of useful products, auction offers, loyalty programs and all the benefits that you should pay attention to.
Marketing communications for the organization, its products and services.	Marketing communications encourage websites to interact with audiences and stimulate word of mouth. The more an organization advertises its products, the more customers and potential clients will talk about it.
Increased loyalty	This is the extent to which a customer is willing to communicate and repeat purchases compared to competitors. Loyalty is a byproduct of a positive customer experience and works to build trust. Through website marketing communications, organizations increase trust, customer retention and brand awareness of the organization, which significantly impacts the competitive position in the market.
Handling and resolving objections	A well-thought-out website email marketing and marketing communications strategy helps overcome the doubts of potential buyers by increasing awareness of the organization and its products.
Information support	Marketing communications on a website demonstrate the organization's knowledge of potential customers about points of sale and provide answers to frequently asked questions, sales information, etc.
Goals of Web Communications	Marketing communications help websites create a desired brand image in the minds of consumers through positioning that allows organizations to differentiate themselves from their competitors and attract their target audience.
Creating the image of the organization	Through electronic marketing communications, the organization communicates the benefits and features of useful products, auction offers, loyalty programs and all the benefits that should be paid attention to.

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WEBSITE PROMOTION TASKS

News-

Marketing communications on a website help create electronic communications with potential customers, disseminate organizational news, convey relevant messages to target audiences, and create awareness..

Convince me

Through website marketing communications, organizations increase sales and convert potential customers into actual customers. To convince target audiences to choose a specific product or service, brands combat potential buyer objections with content, social proof, and brand advocates..

Remind me

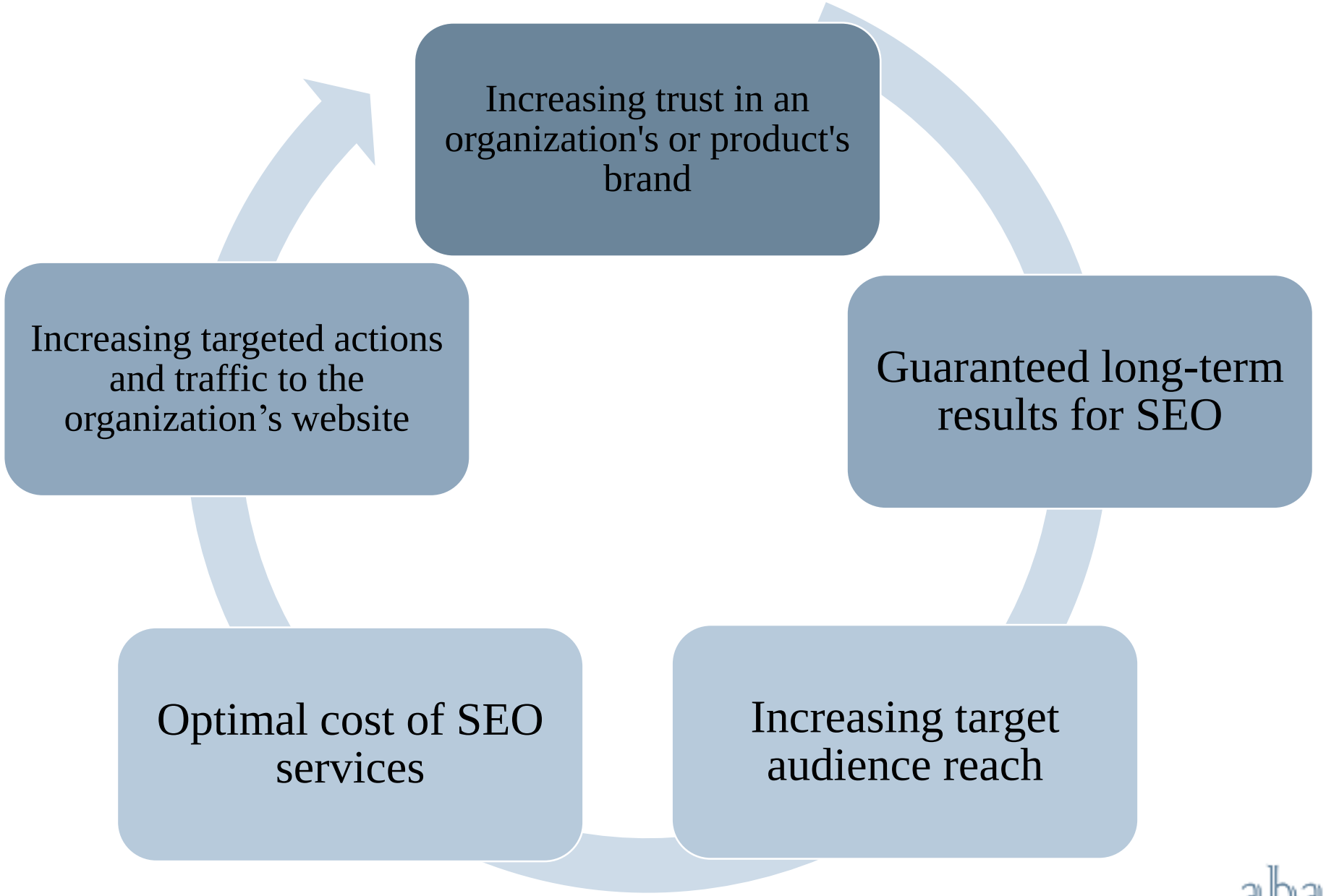
Organizations use various marketing tools to mention themselves, their products and their brand. Increasing interest in the organization's brand increases competitiveness and prevents the target audience from forgetting about it.

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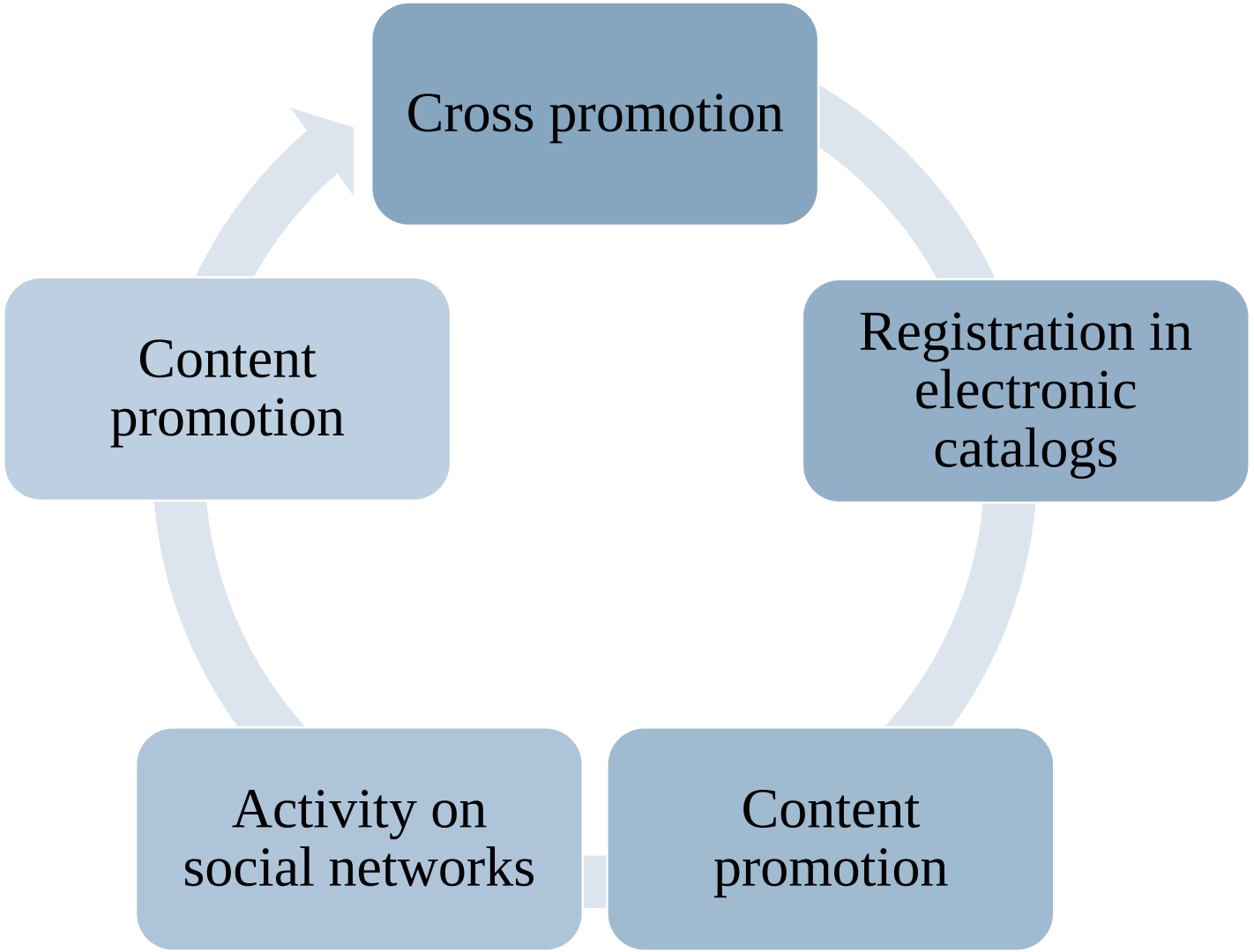
Ways to promote a website connected to the Internet

- Search engines
- Proof
- Uniform Resource Locator
- Link exchange
- Advertising feed

Benefits of Website SEO

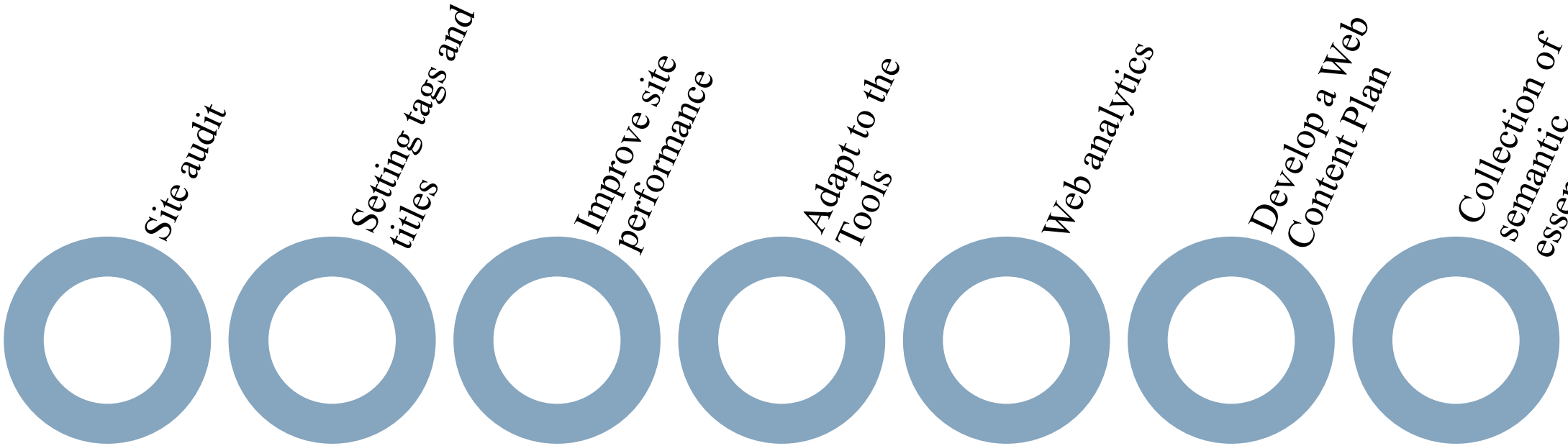


MODERN METHODS OF EXTERNAL IMPROVEMENT OF ORGANIZATIONAL WEBSITES



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ELEMENTS OF INTERNAL SEARCH ENGINE OPTIMIZATION OF CORPORATE WEBSITES



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5. ELECTRONIC ADVERTISING

Advertising – This is one of the methods of marketing communication used to disseminate information in order to attract attention to a product or organization, in order to arouse or maintain the interest of the target audience, one-way, non-personal communications conducted through social networks. Media and innovation channels that campaign for a product, service or brand.

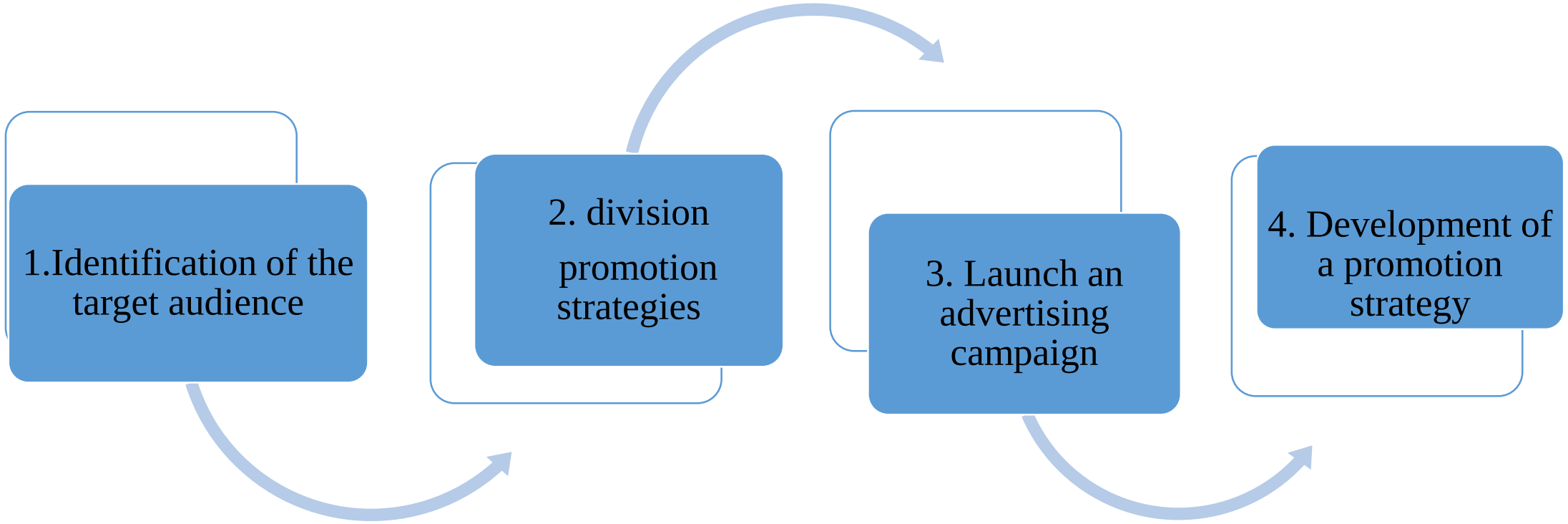
Tasks of electronic advertising:

1. Increasing brand awareness.
2. Making a profit
3. Announcement of new products
4. Explain how to benefit from the organization's products and services.
5. Attract new clients.
6. Improving the image of the organization and its products in the public mind.
7. Increasing sales and profits, which is the ultimate goal of advertising .

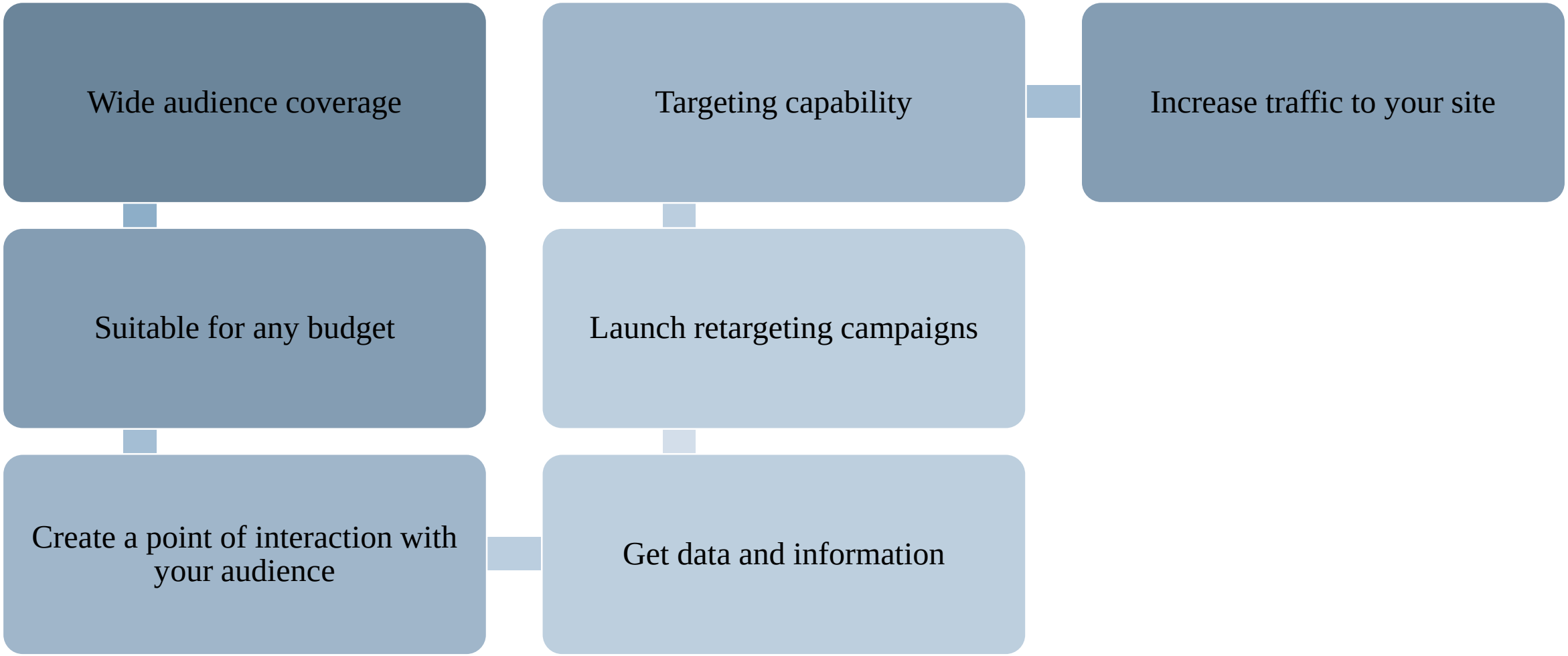
ELECTRONIC ADVERTISING FUNCTIONS

Provision of information	The role of electronic advertising is to provide and provide information that can help consumers choose between products and services available in the markets and then make purchasing decisions that suit them. Advertising also allows consumers to learn about the features of a product and how to use it.
Get Satisfied	Electronic advertising plays an important role in marketing products and services and satisfying consumer needs. The product is a competitive advantage and differentiates it from competing products, for example by advertising a particular car and associating it with how comfortable and safe it is.
Spread speed	Electronic advertising can reach or spread throughout the world within seconds, allowing it to reach a large number of customers.
Risk reduction	Electronic advertising plays an important role in overcoming crises that may arise due to lack of supply of products at a particular time. Limited resources can be reduced and their use rationalized. Through advertising, the organization teaches the consumer how to use the products and where they are available.
Contest	This allows organizations to compete by learning about the products offered by other organizations, allowing them to offer better deals and quality, and generate profits that benefit consumers.

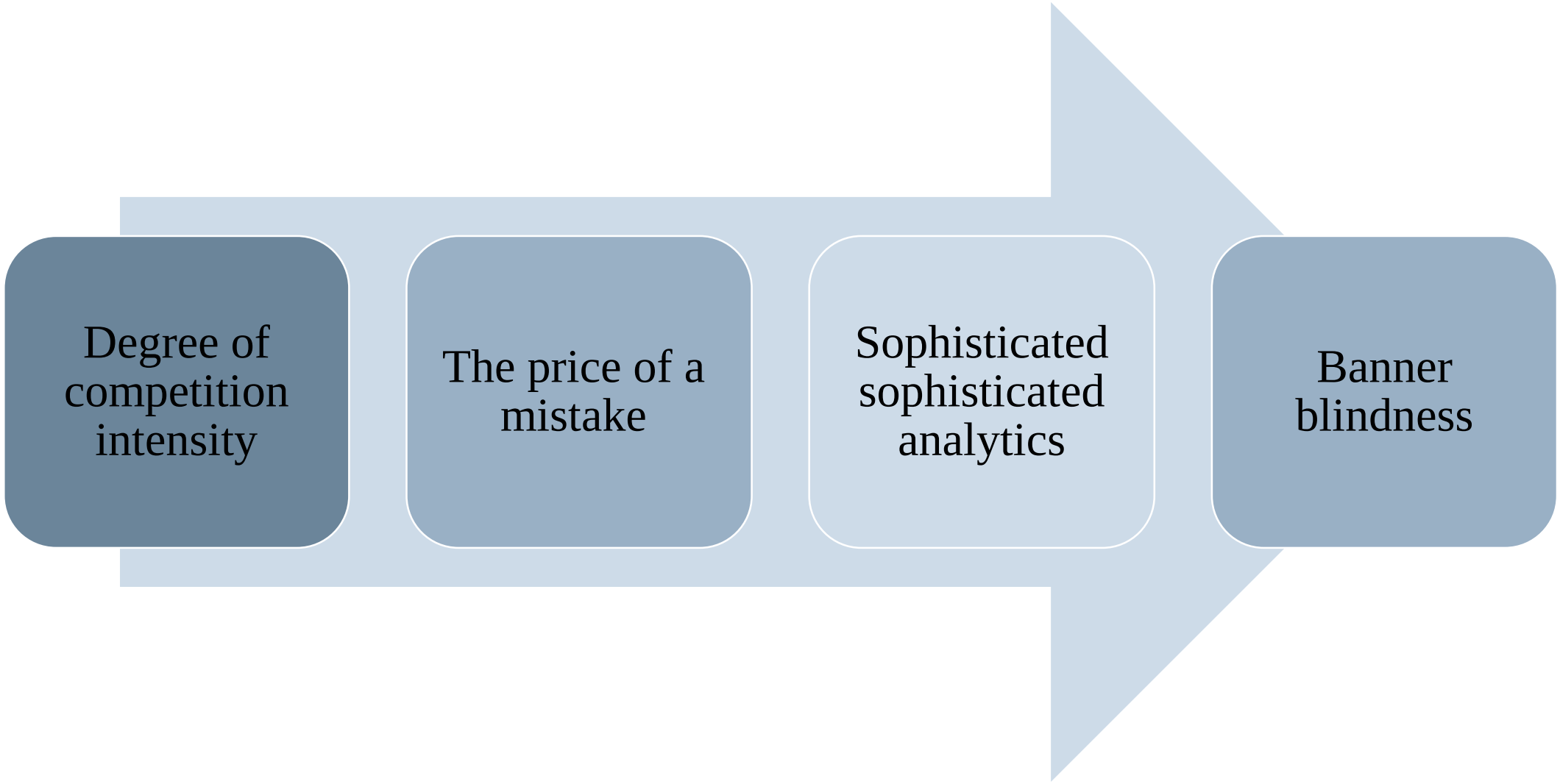
STAGES OF AN ELECTRONIC ADVERTISING CAMPAIGN



BENEFITS OF EMAIL MARKETING ADVERTISING FOR ORGANIZATIONS

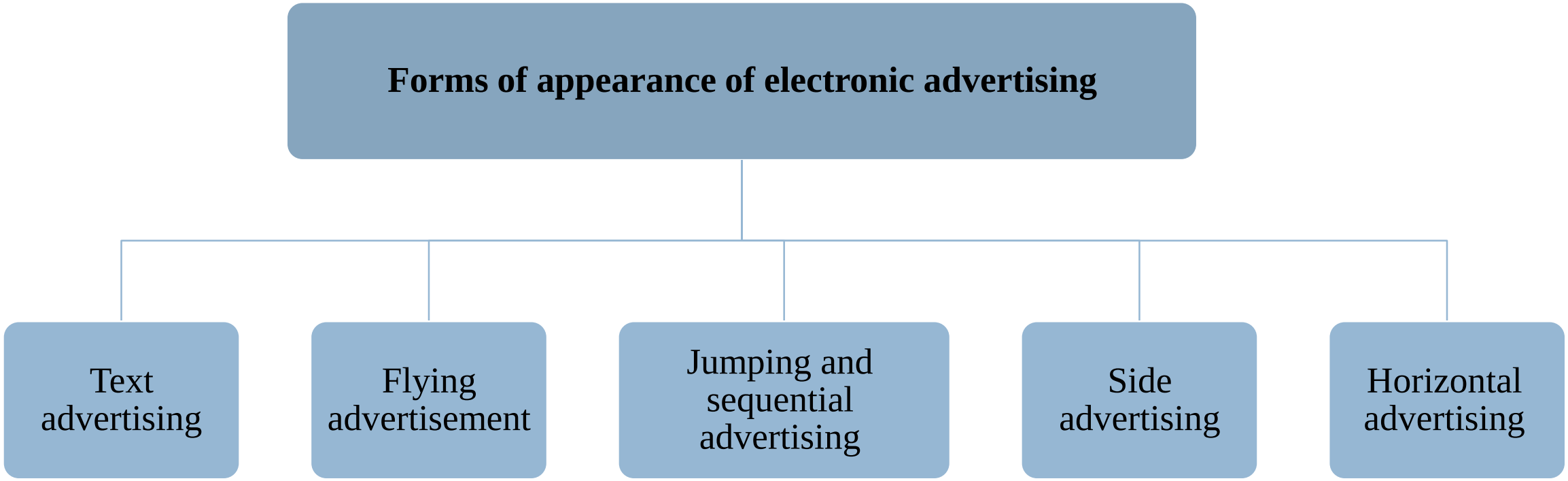


THE MOST NOTICEABLE DISADVANTAGES OF ADVERTISING IN E-MAIL MARKETING FOR ORGANIZATIONS



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FORMS OF APPEARANCE OF ELECTRONIC ADVERTISING



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CLASSIFICATION OF MARKETING AND COMMUNICATION CHANNELS FOR ORGANIZATIONS

BTL

(below-the-line)

emphasize

Marketing communications are characterized by the reach and level of influence on consumers through innovative tools and online technologies.

ATL

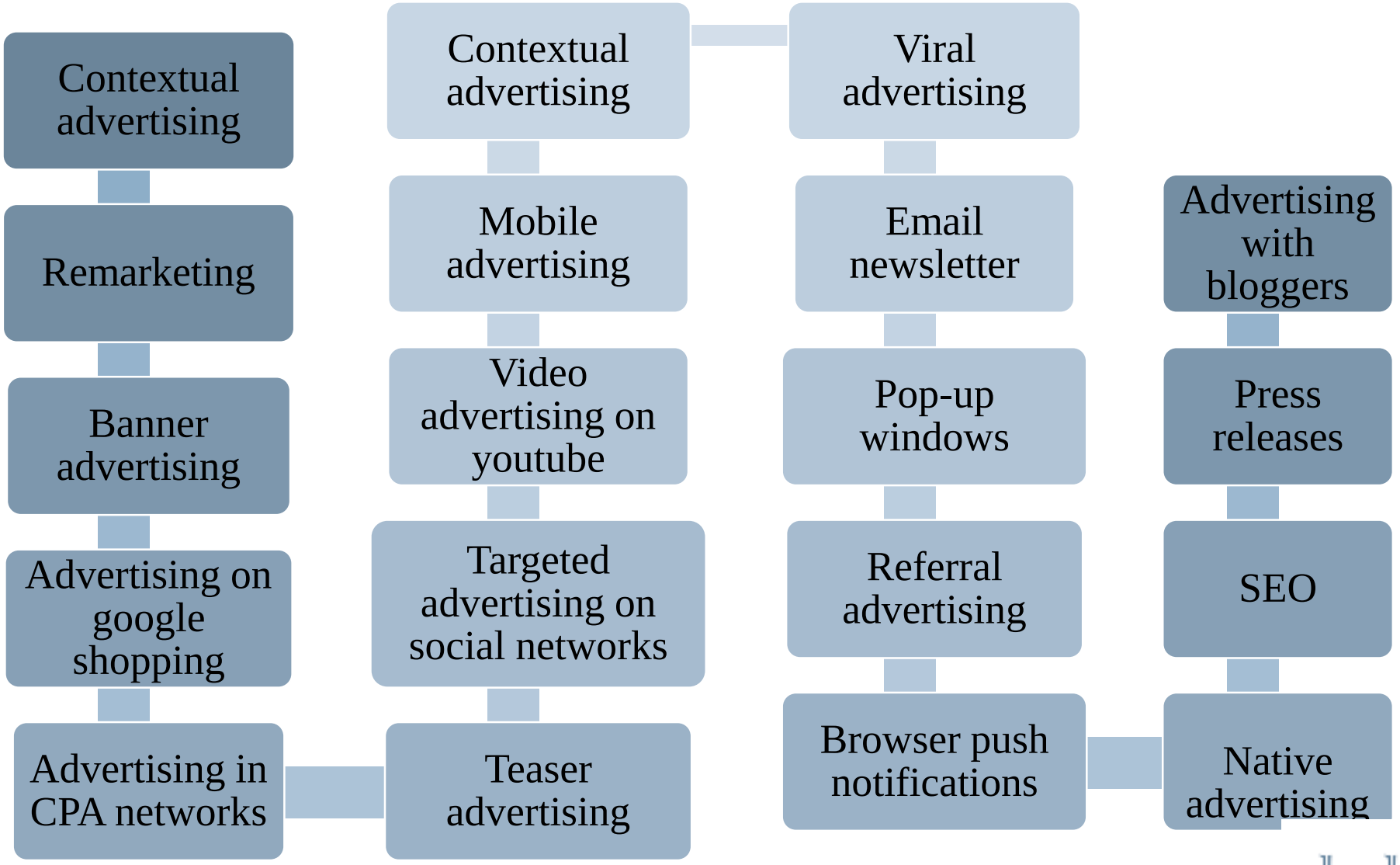
(above-the-line)

Above the line

Traditionally, advertising is carried out through standard channels and tools.

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TYPES OF ELECTRONIC ADVERTISING FOR MODERN ORGANIZATIONS



6. PUBLIC RELATIONS AS AN ONLINE COMMUNICATION TOOL

- **Public Relations Techniques for Organizations**

PR Inform target audiences through media, press conferences and articles that may contain local advertising.

PR Distribution of printed materials, catalogues, booklets and magazines useful and interesting to the target audience... etc.

PR Link sponsorship events that feature the organization's brand or highlight the features of the products and services being sold.

PR Create photo reports and videos that will show the organization or individual in a positive light and create a positive opinion among people.

PR Speech by a public relations specialist at an event, exhibition or interview in order to increase public interest in the organization’s brand.

PUBLIC RELATIONS TASKS WITHIN AN ELECTRONIC MARKETING STRATEGY

Creating a positive reputation, building loyalty to the company's brand, its products or services;

Increasing brand awareness of a company or an individual, a representative from the company;

Strengthening the company's positive brand reputation;

Resolving conflicts and crisis situations;



Promoting the company's brand values;

Increasing the company's influence in the market, increasing its authority in the industry.

BASIC PRINCIPLES OF PUBLIC RELATIONS WITHIN THE FRAMEWORK OF ELECTRONIC MARKETING COMMUNICATIONS STRATEGY

Mutual benefit: providing mutual benefit for the brand, organization and audience.

Advertising programs: implementation of advertising programs and organizational policies from a public interest perspective.

Good Public Relations: Honesty and openness in dealing with the public and the media.

Mutual understanding between an organization and its audience through communication until a result is obtained, that is, until understanding is reached between the organization and its audience.

Practical methods of communication: Communication should use scientific methods of public opinion research and should be carried out using a multiple approach.

Solving Society's Problems: Getting to the bottom of society's problems before problems become crises.

Ethical Responsibilities: The advertising and public relations organization must adhere to ethical conduct.

COMPARISON OF PUBLIC RELATIONS AND ADVERTISING

Public relations	Advertising
Public relations can be arranged free of charge.	Advertising is organized based on payment or barter.
The image of the organization is created and brand awareness increases.	Increase demand for the organization's products and increase sales profits.
Whole community focus.	Targeted at a specific segment of the target market.
Difficult to evaluate effectiveness in a measurable way.	It is easy to evaluate efficiency, which is expressed in profit and sales volume.
Focused on building the organization's reputation.	Focused on achieving economic benefits.
Strategic approach and method of organizing activities.	Tactical approach and method of organizing activities.

PUBLIC RELATIONS FUNCTIONS WITHIN AN ORGANIZATION'S E-MARKETING STRATEGY

The control function is to study the needs and interests of the audience in order to formulate a strategy for positioning and promoting the organization’s brand.

The function of public response is to analyze events and monitor public behavior.

The function of achieving mutually beneficial relationships promotes effective interaction with all audiences - potential clients, suppliers, partners, employees, the media and others.

STAGES OF PUBLIC RELATIONS ACTIVITIES WITHIN THE FRAMEWORK OF AN ELECTRONIC MARKETING COMMUNICATIONS STRATEGY

Stage 1

- They study public opinion and set goals: At this stage, they study the organization's reputation in society, the level of trust in it, and identify problems in relationships. After this, goals and objectives that need to be achieved are determined.

Stage 2

- Building and planning a strategy: This stage includes preparing PR campaigns and media events, selecting communication channels and creating communications to solve set tasks, as well as setting KPIs to track results.

Stage 3

- Implementation of PR campaigns. After creating a step-by-step business plan, you can begin implementing your strategy. The main thing is to regularly monitor feedback in the community in order to make timely adjustments. In your work, you need to rely on research, statistics and facts, as assumptions can lead to serious problems.

Stage 4

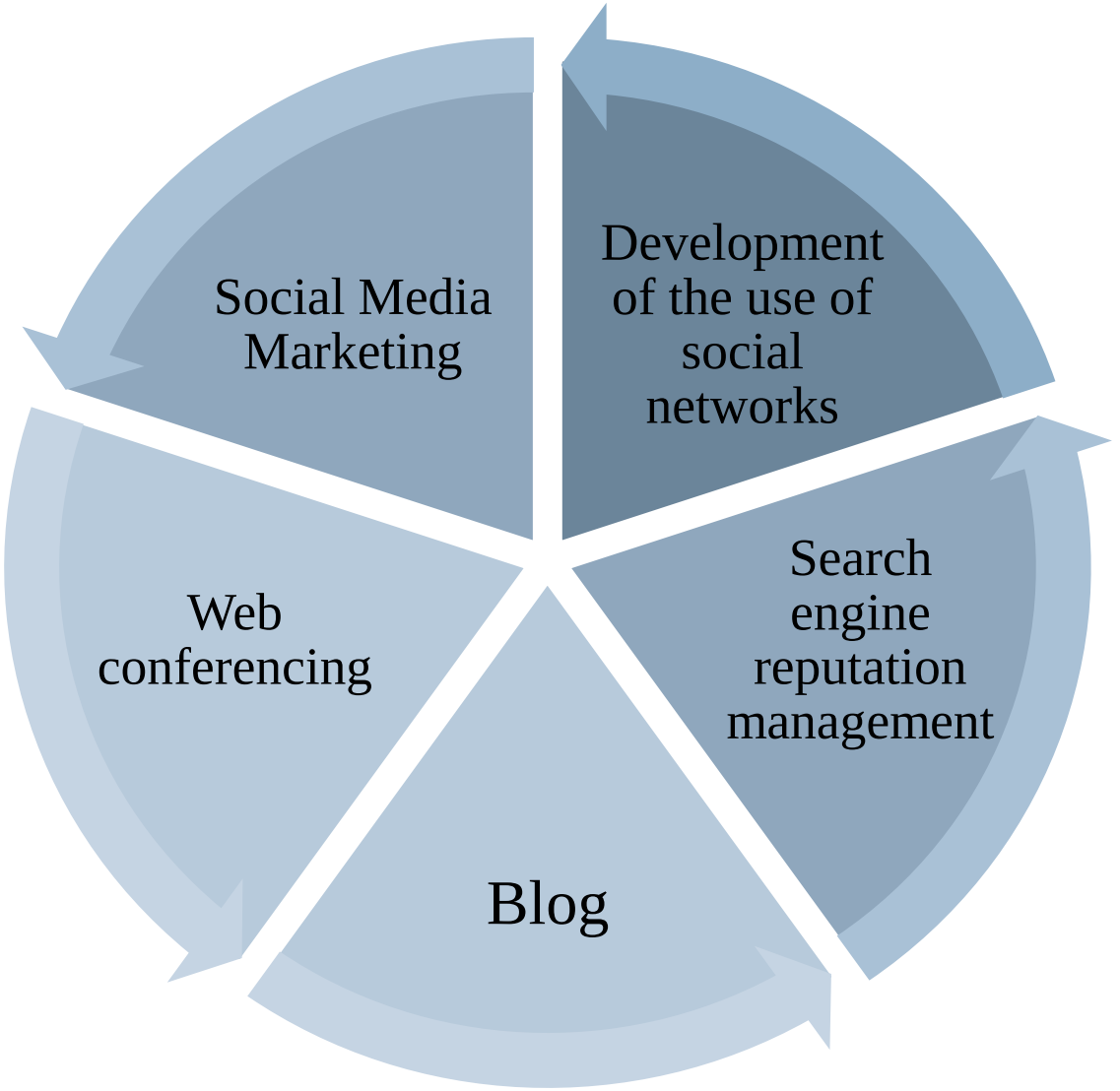
- Analyze the results and determine further prospects: After implementing the planned PR campaigns, you should evaluate their effectiveness, make changes to the strategy and build a plan for further promotion.

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TYPES OF PUBLIC RELATIONS WITHIN THE FRAMEWORK OF AN ORGANIZATION'S MARKETING COMMUNICATIONS STRATEGY

Public Relations Approaches	Advantages
Facing crises	This is a communication method that helps to win the lost trust of customers. One of the signs of a crisis is a large number of negative reactions on the Internet. From the point of view of anti-crisis public relations, it would be correct to know their root causes, find the underlying cause of their roots and eliminate them, not forgetting them to talk about. Communicating successes using all available communication channels, the replacement strategy is often used when organizations throw out too much positive feedback in response to negative feedback. This approach is not suitable as a stand-alone strategy, but can be part of an overall concept.
Financial	This type of communication occurs when an organization has already gone public, is trying to raise money or list shares on the stock exchange, or when it is involved in some major transaction. The target audience for these public relations are usually shareholders, investors, analysts. , and the media. It is important to clearly position the organization. The truth in the media explains its attractiveness.
Political	Communication that creates an atmosphere of trust in the authorities and its representatives. Political PR is when actions and statements are promoted to a wide range of people, while all actions must find support among the local population.
International	Aimed at building relationships between an organization or individual and the public in other countries.
Environmental	Communication, which involves building mutual understanding and establishing a connection between environmental organizations and the community.
Cross promotion or cross promotion	This is a free and mutual recommendation when placing advertisements in a partner’s account, and in return he himself publishes advertisements for your organization, this allows you to attract new subscribers or exchange your client base.
Interior	Procedures aimed at developing an institutional culture based on shared values, principles and ideas among all employees of the organization.

ELECTRONIC COMMUNICATION CHANNELS THROUGH PUBLIC RELATIONS FOR ORGANIZATIONS



BENEFITS OF PUBLIC RELATIONS AS AN ELECTRONIC COMMUNICATION CHANNEL

Affordability: At the beginning of the 21st century, the cost of PR campaigns on the Internet was tens of times lower than the cost of advertising on television or even in newspapers. Currently, the difference in prices is small, but PR on the Internet is still the most economical.

Level of public trust: More and more people tend to trust online information as they spend most of their free time on smartphones or tablets.

Targeting Options: Online advertising can be targeted to show users who match predefined characteristics, which may include gender, age, geographic location, interests, behavior, and many other criteria.

Possibility of two-way communication: In public relations, it is important to unite the organization's brand with consumers so that they can make friends between them, establish contact between them, perhaps there is no better place for these purposes than the Internet, conversations. can be carried out through email and instant messengers (WhatsApp, Viber, Telegram), comment form on the website and on social networks.

7. PERSONAL SALES AS A TOOL OF MARKETING COMMUNICATIONS

Classification of the main tasks of personal selling in the context of marketing communications

- Convince a potential buyer to try the organization's new products.
- Satisfaction of existing customers and loyalty to the organization’s brand.
- Stimulate sales of existing customers and ensure their growth
- Provide feedback to evaluate, analyze and improve products and communications.

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SPECIFICATIONS OF PERSONAL SELLING IN THE CONTEXT OF MARKETING COMMUNICATIONS

Personal selling in the context of marketing communications.

Personal contact

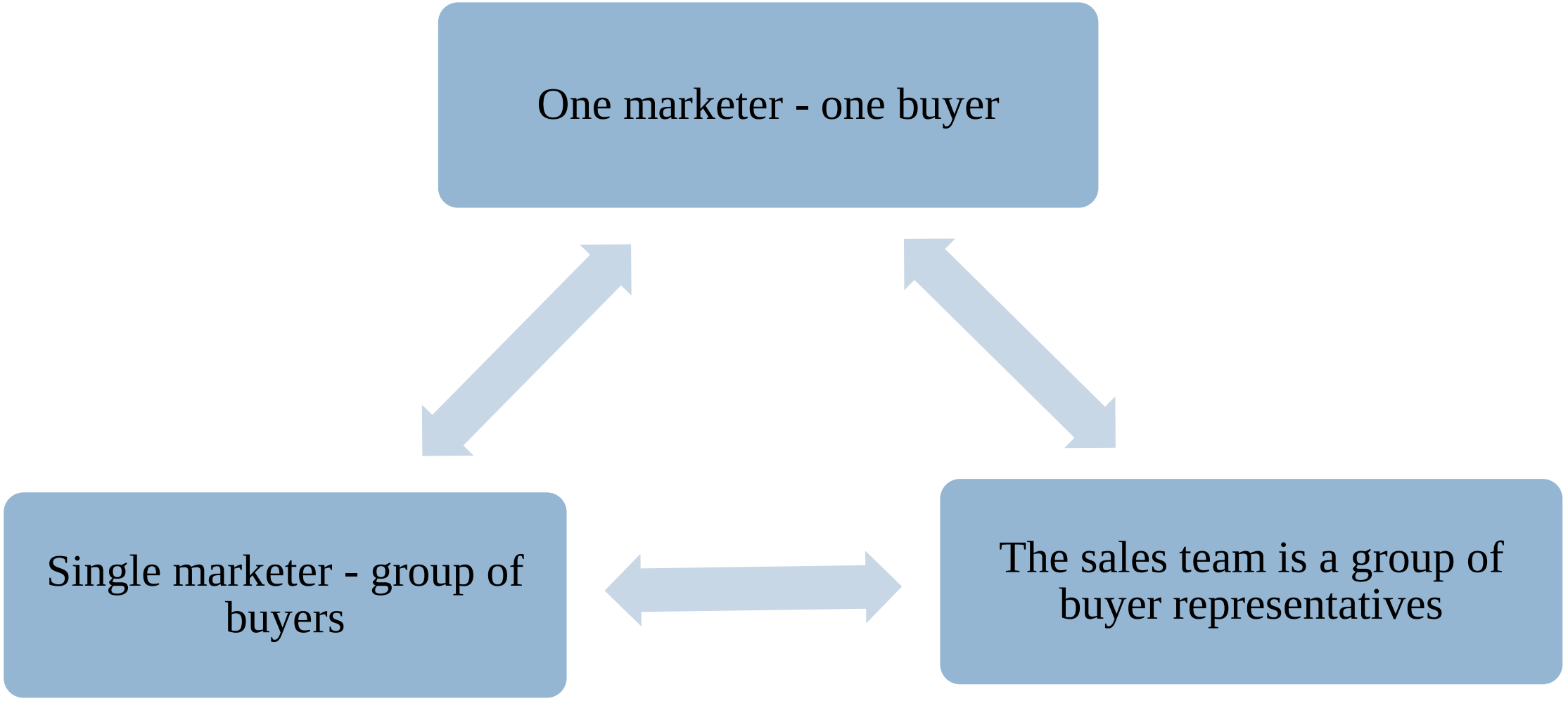
Relationship flexibility

Dialogical method of communication

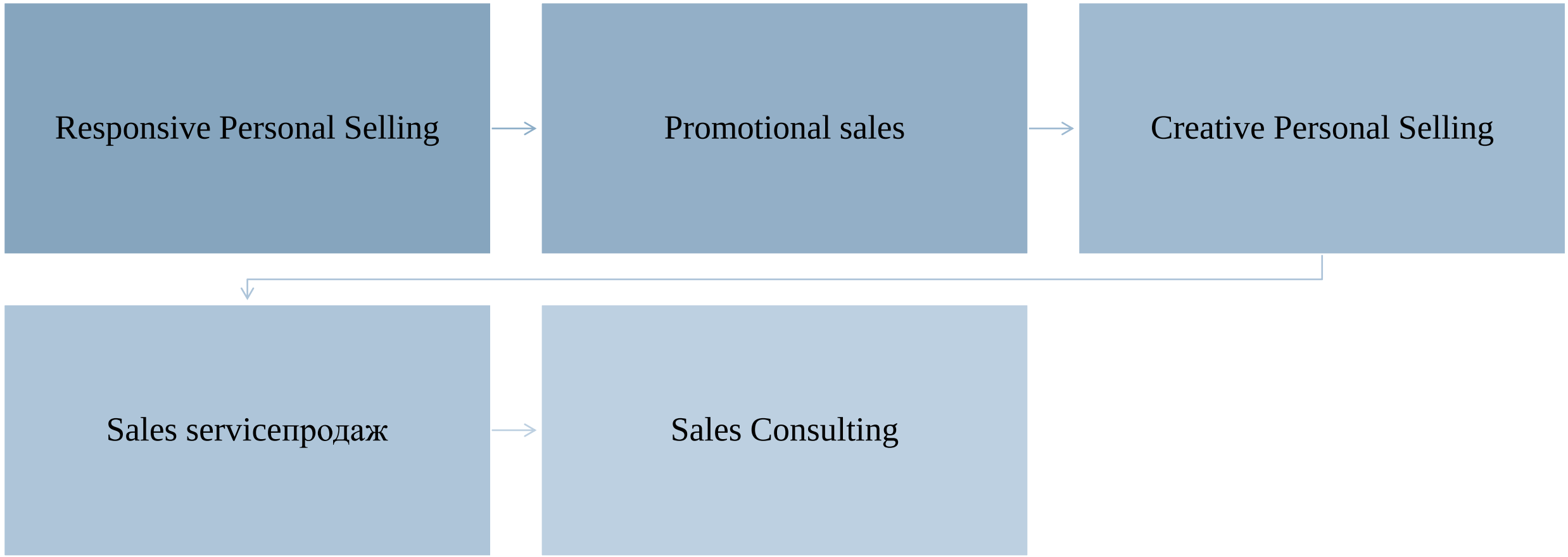
Possibility of using sales promotion elements taking into account the individual characteristics of the buyer.

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BASIC FORMS OF PERSONAL SELLING IN THE CONTEXT OF MARKETING COMMUNICATIONS



STRUCTURING THE MAIN TYPES OF PERSONAL SELLING IN THE CONTEXT OF MARKETING COMMUNICATIONS



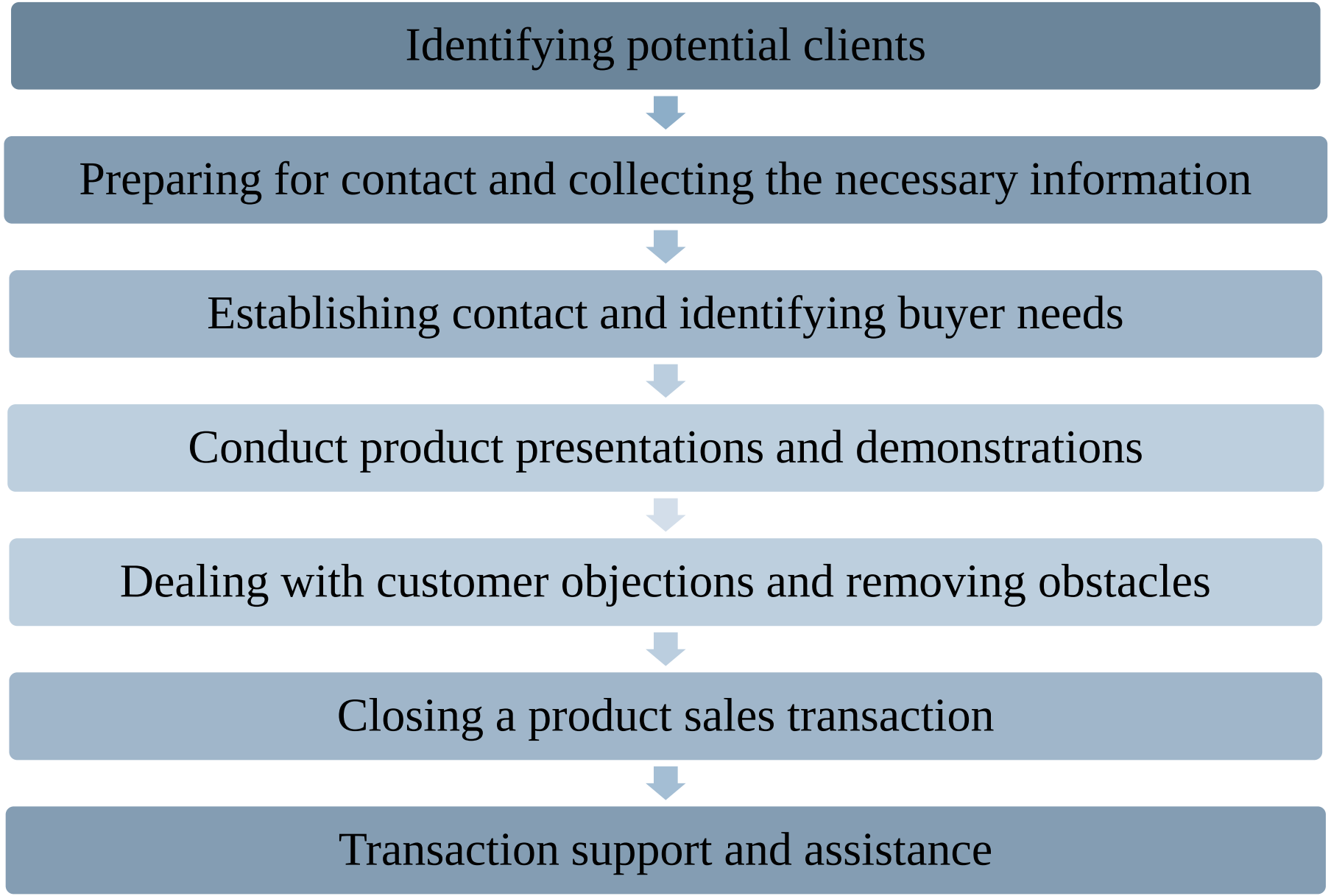
CLASSIFICATION OF REQUIREMENTS FOR PERSONAL SELLING IN THE CONTEXT OF MARKETING COMMUNICATIONS

- Stimulating response
- Psychological state management
- Satisfying needs
- Problem solving
- Advisory support



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STAGES OF PERSONAL SELLING IN THE CONTEXT OF MARKETING COMMUNICATIONS



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COMPARATIVE CHARACTERISTICS OF PERSONAL SELLING AND DIRECT MARKETING

Personal selling	Direct Marketing
Personal and humane approach to the sales process	A customer-focused approach by a manufacturing or production organization without the intermediary of retailers.
His method is based on the seller's ability to persuade and his personal experience in conducting business transactions..	Its methods include email, brochures, messaging platforms and advertising campaigns.
Availability limited to a limited number of potential customers.	Wide coverage of a large number of potential clients.
The sales message is fully tailored to the client.	The commercial message is not entirely addressed to the buyer personally..
The ability to build close relationships with clients is great.	The ability to build a close relationship with a client is possible, but not strong.

ADVANTAGES AND DISADVANTAGES OF PERSONAL SELLING IN THE CONTEXT OF ELECTRONIC MARKETING COMMUNICATIONS

Peculiarities	Characteristics
Advantages	
Personal contact	The seller meets the buyer in person or talks to him on the phone and during "direct" communication can find out his mood and desires, and this in turn allows him to build a certain behavior, direct the conversation and direct it in the right direction.
Demo	If we talk about a personal meeting, and not a telephone conversation, then the seller has a great opportunity to present his products in all their glory, for some products this is a win-win option, since only this type of sale allows you to test, try and smell the product.
Data collection	During the conversation, the seller can learn a lot of useful information about the buyer, including his preferences. This data can be successfully used to develop future business and increase sales.
Flexibility	You can offer a product that takes into account the needs and behavior of specific buyers, and at the same time, depending on the situation, the seller can change his selling style and methods of attracting buyers.
Low effort	The offer is aimed at the largest possible number of potential buyers of the target group, and there is no need to spend a lot of time and effort on marketing.
Instant feedback	The seller instantly sees how the buyer reacts to a particular offer, objections can be instantly worked through and advantages can be highlighted.
Flaws	
High "cost" of interaction	Individual contact with the consumer includes the cost of the seller's work, training, payment for his work, transportation and related expenses.
Public access limited	Due to the high costs of organizing the work of sellers, wide audience coverage will be very expensive.
Difficulties in standardizing communications	Different people present the same information differently, making it difficult to convey a consistent message to all consumers.

8. ELECTRONIC SALES PROMOTION

Sales promotion tasks as part of an electronic marketing communications strategy *:*

Attract potential clients

Sales promotion helps maintain a positive image of an organization's products, as it helps spread information about them among social groups associated with the .business..

Increase sales profitsприбыль от продаж

Sales promotion and intensification help organizations increase sales, even if it means cutting prices to increase sales. Of course, simply reducing the price is not enough. Individuals must feel the need to buy the organization's products, and only then does the discount become a reason to buy.



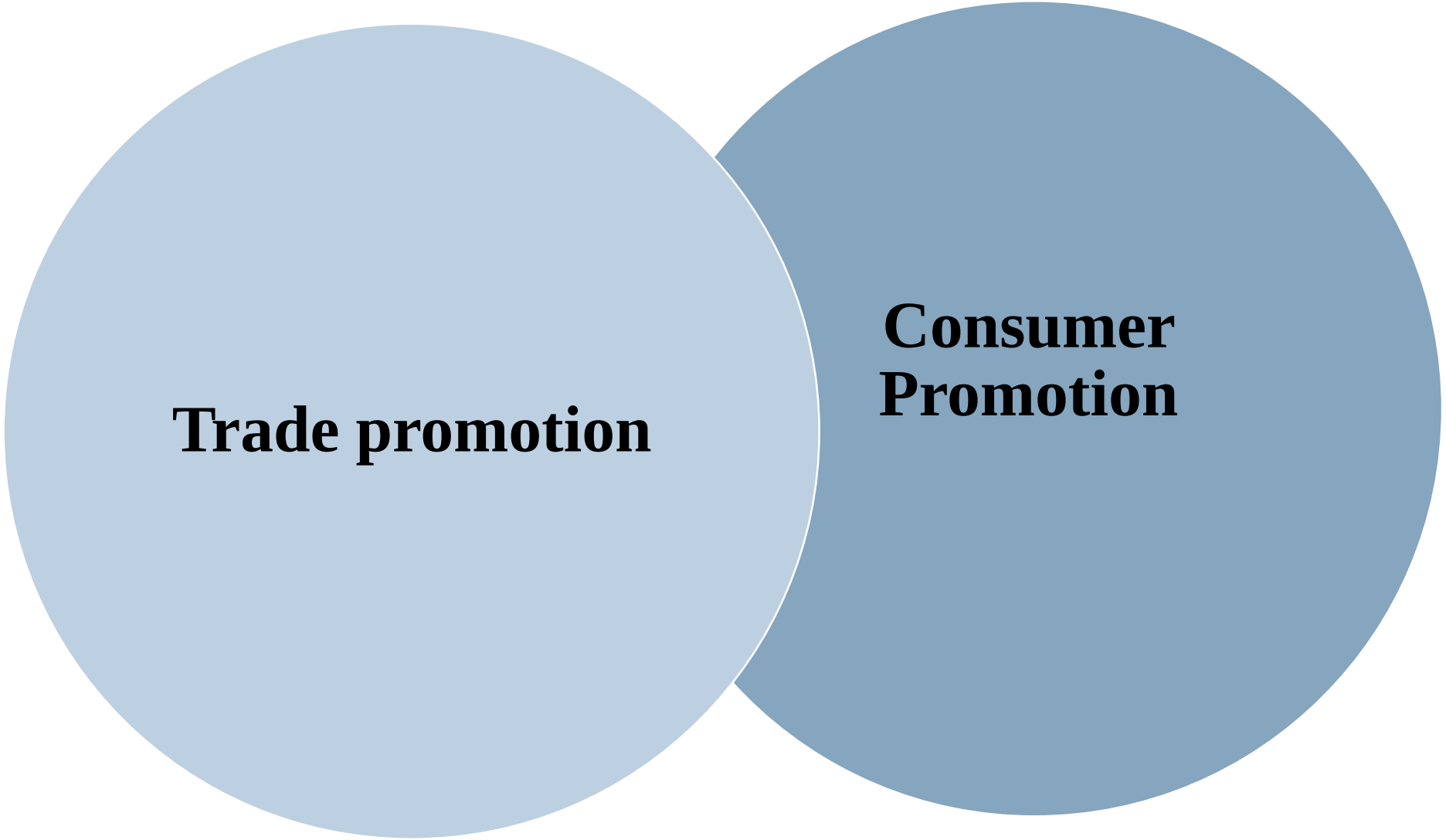
Opportunity to re-attract clients

After subscribing to brand news, the user regularly receives advertising mailings - this is a good way to maintain audience engagement and develop close relationships with the organization, which is important for building loyalty.

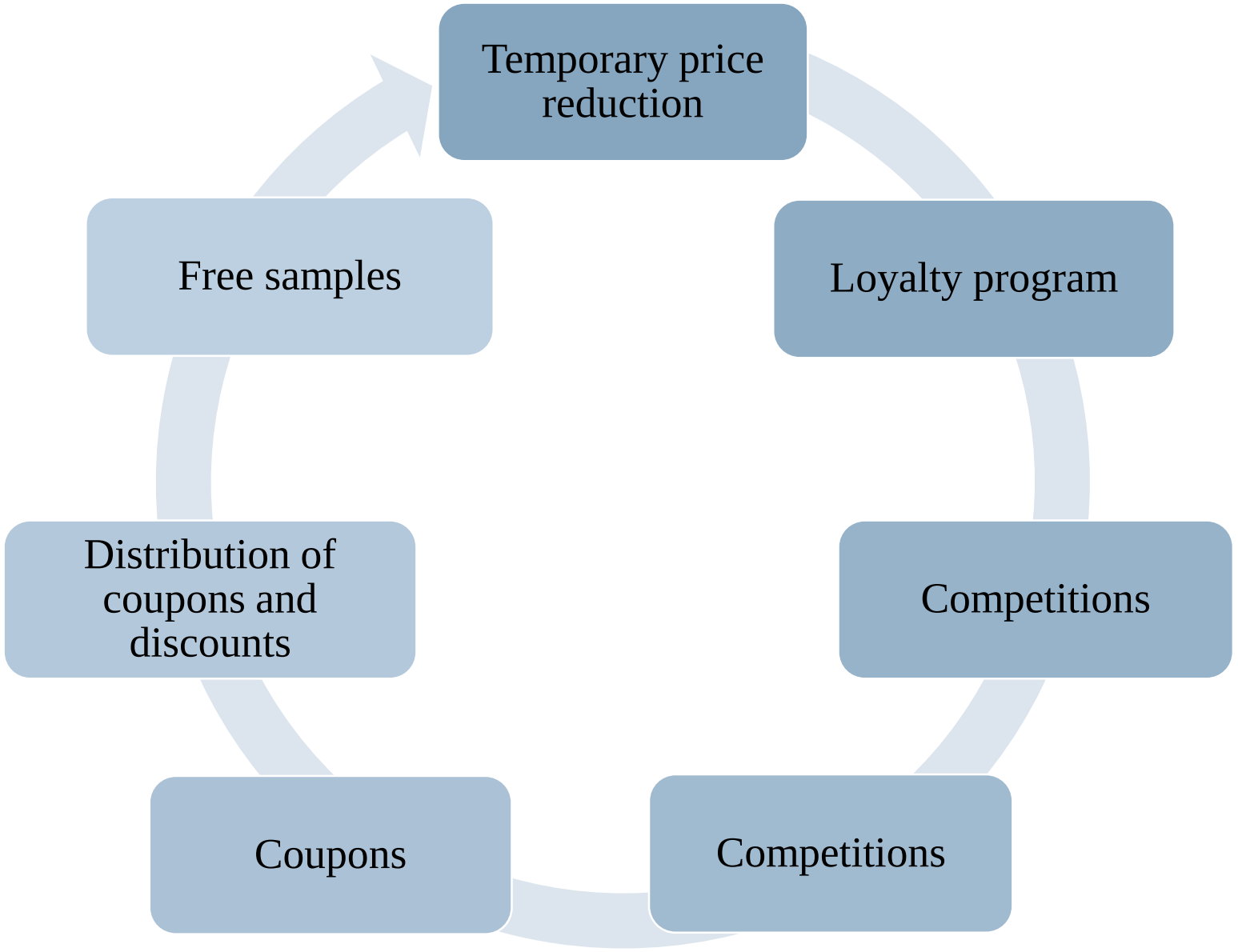
Strengthen and increase brand loyalty

Sales promotion is one of the ways to build brand reputation. People prefer to talk about those organizations that provide good deals and help save money**.**

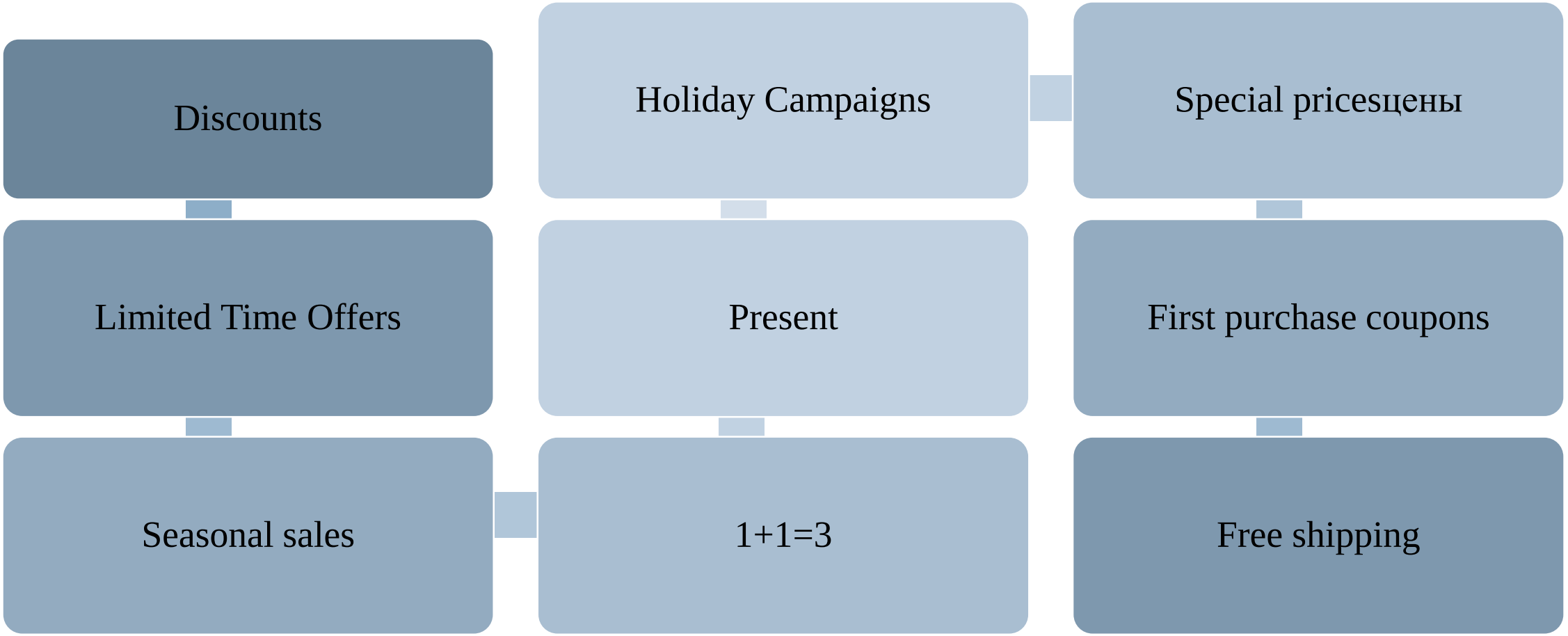
TYPES OF SALES PROMOTION FOR ORGANIZATIONS TARGETED BY PROMOTION AND COMMUNICATION



SALES ACTIVATION TOOLS FOR ORGANIZATIONS



SALES PROMOTION METHODS FOR ORGANIZATIONS



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THE MOST EFFECTIVE MODERN METHODS OF ORGANIZING PROMOTION AND ACTIVATION OF SALES OF ORGANIZATIONS

- Abandoned shopping cart offers
- Subscription Promotions
- Affiliate Marketing with Influencers
- Location Based Transactions
- Referral promotion
- Offering offers to the most loyal and relevant customers
- Rewards for reviews
- Philanthropy.
- Time saving and additional services
- Promotions for specific events
- Cashback

THE MOST IMPORTANT RECOMMENDATIONS FOR STIMULATING SALES OF MODERN ORGANIZATIONS

Create appropriate discount ranges: You should avoid discounts of more than 50% because it may seem like a desperate attempt to sell. However, you should not offer discounts that are too small, because a 2% price reduction will clearly not appeal to buyers.

Targeting in sales promotion: it is necessary to identify target customers who are likely to buy the products promoted by the organization.

Improved user experience. When we talk about increasing sales through a website, we must consider the structure of the site and its internal structure, how it will look, and the extent to which visitors can use it smoothly and flexibly, or what is known as the user experience on the site.

Create a sense of urgency: Launch a time-limited program so that the audience feels the value and benefits of the program. This approach encourages people to buy because it creates a sense of urgency.

Provide multiple payment options: Having multiple payment options on the website or online store you're working on is an important part of the user experience. If a user visits the payment page on your site and doesn't find their preferred payment method or the one they usually use, they likely won't complete the purchase process.

Show product comparison. Adding a comparison of similar products or services to a website will make site visitors more confident about those products, as well as more knowledgeable and knowledgeable about what they should do, and thus make a better purchasing decision for them.

Provide product warranties: Projects offer warranty and guarantee programs on their products and services with the goal of increasing customer confidence in the brand and the products they provide. Such programs demonstrate the project's confidence in the products, which reflects their confidence in customers and thereby increases sales.

9. DIRECT ELECTRONIC MARKETING

Direct Marketing - it is a direct or indirect relationship between an organization and consumers in which information about goods, services or organizations is transmitted directly to the buyer.

Characteristics of Direct Marketing:

1. Direct targeting: Direct marketing succeeds if it targets the right people. If you plan to make offers available to all viewers, you could be wasting a lot of money. That is why direct marketers target the most interested customers and rely on a segmentation tool.

2. Segmentation by database. Marketers divide their customer base into subgroups with specific characteristics such as age, gender, occupation, location, interests, needs, income, etc. This allows them to create personalized and relevant offers for each market segment.

3. Feedback: Without tracking customer responses, you will never know which strategies will be most effective for your brand. Through online direct sales channels, users can easily respond to marketing campaigns, brands can control the entire process, and users can communicate with organizations through email, social media, chatbots, and more.

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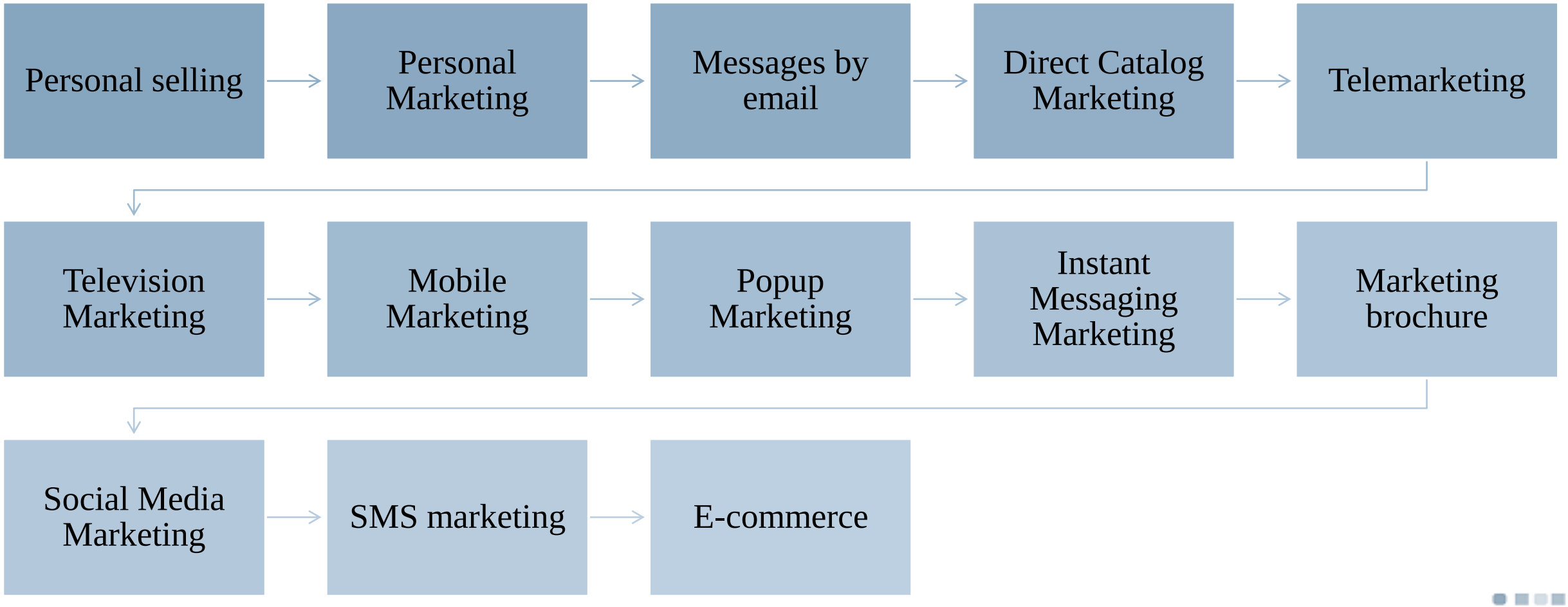
THE BENEFITS OF DIRECT MARKETING FOR THE MODERN MARKETING BUSINESS

- Ad targeting
- Marketing Budget Allocation
- Increased sales
- Ability to measure product quality
- Promotion of new brands
- Increasing customer loyalty

GOALS OF DIRECT MARKETING IN A BUSINESS ENVIRONMENT

Goals	Characteristics
Effectively promote products.	Unlike other strategies, direct marketing allows you to create targeted campaigns to reach interested prospects, ensuring maximum effectiveness when sending email promotional messages to a segmented group of audiences.
Content Guide	Because marketers collect information such as age, income and behavioral factors to send personalized messages, brands reach each customer with minimal effort.
Improving the process of attracting potential clients	Direct marketing campaigns allow you to quickly reach your target audience and deliver the right offers at the right time.
Strengthening customer relationships	Create a strong foundation for the relationship between the organization and the customer. You can use direct marketing tools such as personal reviews, personalized offers and discount coupons. Personalization is important. Address the customer by name, create an offer that suits his interests and needs, makes him feel special and builds trust between seller and buyer.
Ease of assessing marketing effectiveness	Brands track the success of marketing campaigns using metrics such as the number of customers responding to advertising, sales volume and return on investment. Additionally, direct marketing allows you to see how much customers are willing to spend on certain products or services.

DIRECT MARKETING STRATEGIES AS PART OF AN ELECTRONIC MARKETING COMMUNICATIONS STRATEGY



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RECOMMENDATIONS FOR ENSURING DIRECT MARKETING EFFECTIVENESS WITHIN AN EMAIL MARKETING STRATEGY

Creation of customer databases. Working with purchasing policies that cover a large customer base is a no-no and a waste of money. Ultimately, the issue of long-term trust should be important to both parties in communication.

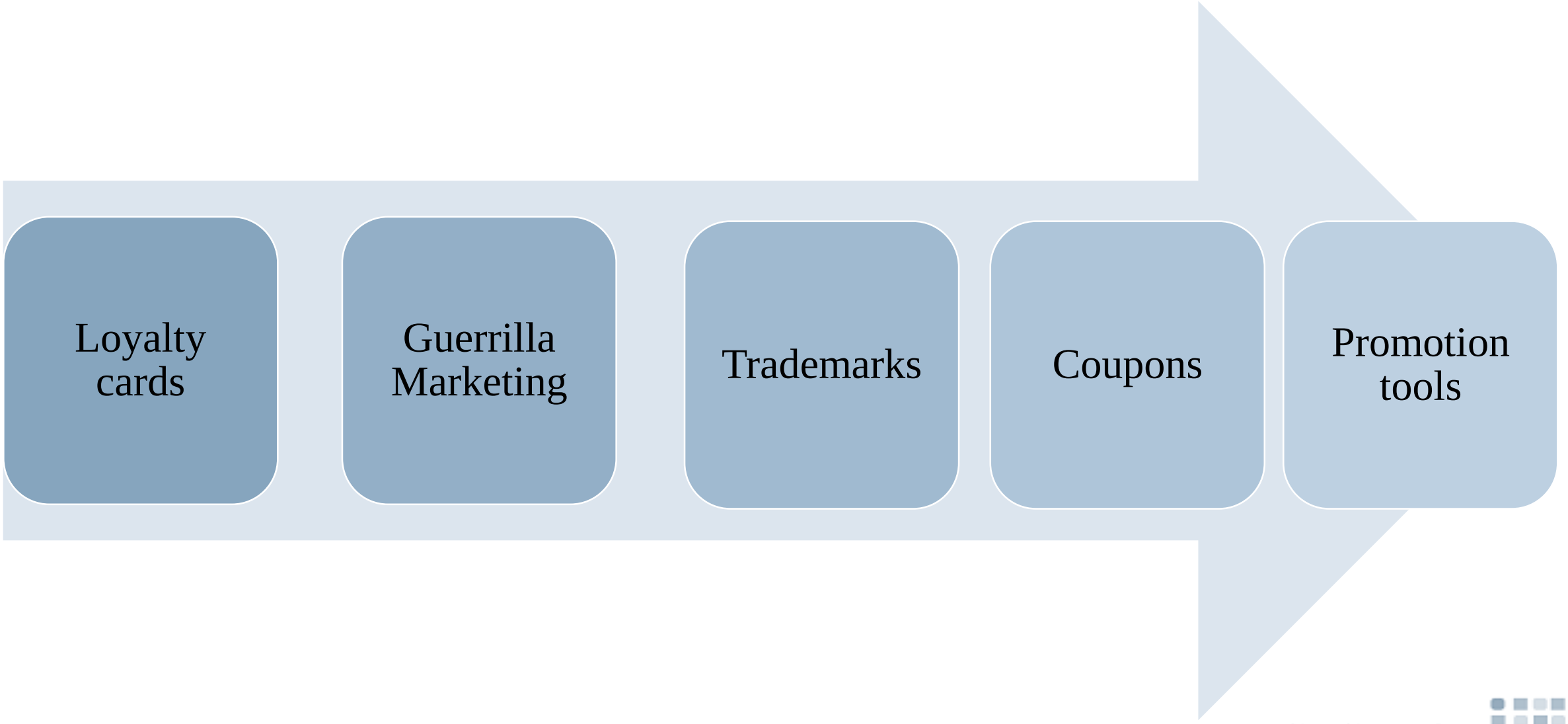
Audience segmentation: Remember, the larger the customer base, the better. This refers to more personalized offers, meaning they meet customer needs more closely, which will lead to greater results and increased brand loyalty.

Feedback: You must initiate and develop contacts with customers who are not responding to the organization's requests. This will significantly reduce unnecessary costs and help avoid damage to brand reputation due to annoying advertising.

Providing high quality content. The success of direct marketing largely depends on the ability to find and communicate with customers, select the appropriate means of communication and present products and offers at the right time..

Adjusting your email marketing strategy. Analyzing an organization's sales and knowing which communication channels achieve the highest conversion rates, and strengthening this trend, including reallocating budget to weaker channels, can always lead to good results.

DIRECT MARKETING TOOLS AS PART OF AN ORGANIZATION'S E-MARKETING STRATEGY



DIFFERENCE BETWEEN DIRECT MARKETING AND INDIRECT MARKETING

Direct marketing: actively inviting prospects and non-prospects to purchase products. Examples of direct marketing channels include print advertising; email marketing campaigns, telemarketing and others

Indirect marketing: a form of marketing through which you increase awareness and visibility of your business, resulting in its growth over time. Common indirect marketing channels include blog posts, testimonials, and online reviews optimized for SEO

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DIFFERENCE BETWEEN DIRECT MARKETING AND INDIRECT MARKETING

Indirect Marketing	Direct Marketing
Targeted at a large audience	Targets a specific audience or customer base
This includes advertising through media such as television, radio or social media.	Includes direct communication with customers such as mail, email or telemarketing.
The focus is on increasing brand awareness and creating a lasting impression.	Focused on obtaining immediate response and immediate action from customers.
It relies on market research and analytics to understand audiences and create campaigns.	Typically uses a database of customer information to develop messages and offers.
They can be more expensive because they are designed to reach a wider audience and increase brand awareness.	This can be more cost-effective because it targets a specific audience and encourages immediate action.
Measuring the success of campaigns can be difficult because they may not result in immediate action from the customer.	It provides the ability to track and measure the success of marketing campaigns using metrics such as response rate and conversion rate.

10. EVALUATING THE EFFECTIVENESS OF ELECTRONIC MARKETING COMMUNICATIONS

Two Metrics to Measure the Effectiveness of Electronic Marketing Communications

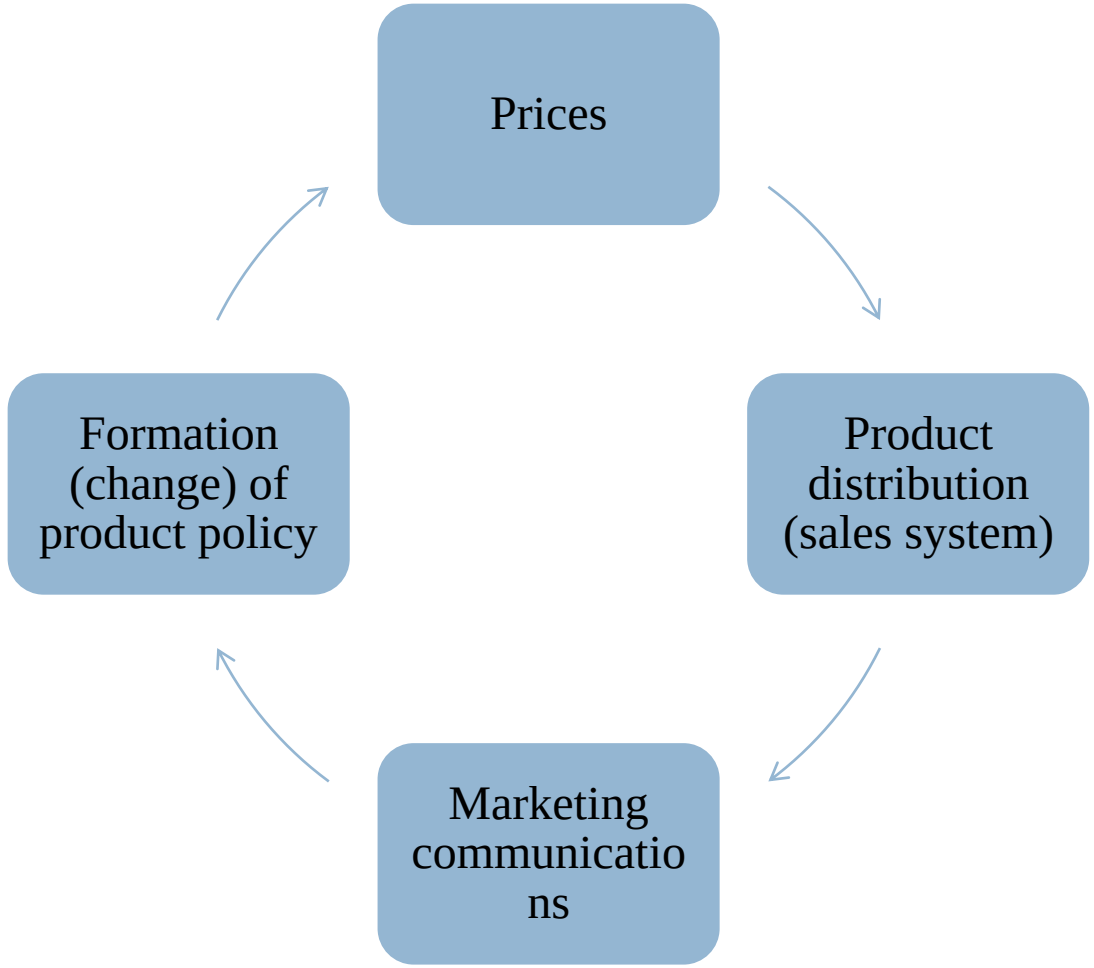
Reduce the number of indicators to the minimum that may be appropriate for each organization. Do not complicate things with long lists. The information contained in the indicator will only reach its destination if it is simple. To ensure comparison, all indicators must be collected in the same way

Because organizations are similar, they must choose their goals starting from a strategic approach: only organizations know exactly what they want to achieve and can choose the indicators that are important to them

CRITERIA FOR ASSESSING THE EFFECTIVENESS OF MARKETING COMMUNICATIONS FOR MODERN ORGANIZATIONS

- Proper use of communications
- Sales volumes from regular customers
- The volume of customer involvement in consumption
- Promotion intensity
- Volume formation and priorities of midge, reputation, loyalty
- Level of creativity and quality of service
- Amount of expected profit

There is a direct relationship between achieving a comprehensive marketing effect and the effectiveness of marketing communications within the framework of the e-marketing strategy.
However, in the traditional version of marketing by F. Kotler, there are four mechanisms for the manifestation of marketing efforts (market reactions):



THE TASK OF MARKETING COMMUNICATIONS WITHIN THE FRAMEWORK OF AN ELECTRONIC MARKETING STRATEGY IS TO ATTRACT THE ADDRESSEE (RECIPIENT OF MESSAGES) AS FOLLOWS:

- Awareness
- Choice
- Purchase
- Buy back

- The proposed model represents the entire spectrum of marketing communications effects, which are represented by two groups: motivational effects (A-B) and economic effects (C-D). The hierarchy of goals and their corresponding effects, built on the basis of this model, is as follows:

$$\Delta NA \geq \Delta NB \geq \Delta NCC \geq \Delta ND \geq 0 \quad (1)$$

For products on the market, the influence of which should be taken into account in the context of considering issues of managing marketing communications as the reality of the expected event, expressed in quantitative value:

- ΔND Change in the number of regular customers.
- ΔNC Change in the number of first-time buyers
- ΔNB change in the number of unique clients.
- ΔNA Change in the number of informed clients or target parameters

In the model of the formed hierarchy of target effects, it is recommended to take into account the following parameters:

ΔNA	This is the change in the number of informed recipients of a message.
ΔNB	This is a change in the number of people who like a particular brand (product, service or trade mark).
ΔNC	Change in the number of customers who made their first purchase
ΔND	This is the change in the number of regular customers.

METHODS FOR ASSESSING THE EFFECTIVENESS OF MARKETING ACTIVITIES OF ORGANIZATIONS

Quantitative methods for assessing competence

During statistical processing, the most reliable data is provided by a questionnaire with provided answer options, and respondents are more likely to agree to such a questionnaire.

Qualitative methods for assessing competence

Information is obtained by observing consumer behavior and reactions. The data is analyzed without the use of computer technology. The process also includes interpretation of the data. These methods make it possible to economically evaluate the effectiveness of marketing..

STRUCTURING SETS OF INDICATORS FOR ASSESSING THE EFFECTIVENESS OF AN ORGANIZATION IS MARKETING COMMUNICATIONS

Economic indicators

The ratio of results and investments in marketing for a specific period.

Social indicators

How the tools used influence society and its development, as well as the organization itself.

Communication indicators (information)

Evaluating the effectiveness of specific communication tools, as well as the information itself, aimed at attracting the client's interest and encouraging him to purchase.

METHODS FOR MEASURING COMMUNICATION EFFECTIVENESS:

Monitoring: makes it possible to see the degree of consumer interest in information received through a particular means of communication.

Experiment: creating a situation through which the required indicators are achieved

Survey: helps determine how much information the consumer observes and assimilates.

PERFORMANCE INDICATORS FOR ASSESSING THE EFFECTIVENESS OF ORGANIZATIONAL COMMUNICATIONS

Performance	Functions
Sales efficiency	The sales function directly increases the organization's revenue.
Attract users and clients	Increased user base growth does not necessarily mean greater profits, but its implications go far beyond any financial metrics.
Quantity and quality of leads	It reflects the effectiveness of marketing communications in attracting users who can purchase the organization's products.
The value of customer life	The average profit received by an organization from one customer over the entire period of its relationship with him.
Vocal ratio	This is a measure of an organization's share of the advertising market compared to its competitors.
Brand recognition	Brand awareness reflects how close an organization's brand is to its target audience.
Consumer loyalty	It reflects customer satisfaction and loyalty based on the degree of loyalty and enthusiasm customers have for a brand and how willing they are to recommend products to others.

THANK YOU FOR YOUR ATTENTION