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THE ROLE OF INTEGRATED MARKETING COMMUNICATIONS IN ECONOMY

In the context of market relations the effectiveness of marketing communications aimed at marketing optimization and achieved by full consumer satisfaction becomes one of the main factors of economic stability of business entities. Today, however, the companies begin to enhance the development of integrated marketing communications that form the basis for all areas of market activity and are devised to meet the needs of the whole society.

The effective use of integrated marketing communications and the implementation of new management methods require, first and foremost, defining and understanding of the concept "integrated marketing communications" (IMC). There have been various interpretations of the term "integrated marketing communications". It is considered that the concept of "integrated marketing communications" combines all the tools of marketing communications, from advertising to packaging, from a system of messages to a certain slogan. IMC use all means of marketing communications, which transfer marketing messages to the target audience.

Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together. At its most basic level, Integrated Marketing Communications means integrating all the promotional tools, so that they work together in harmony.

Integrated marketing communications is an approach to planning communications that gives your small business the potential to get better results from your campaigns and reduce marketing costs. By integrating tools such as advertising, direct mail, social media, telemarketing and sales promotion, you provide clarity, consistency and maximum communications impact, according to the American Association of Advertising Agencies' definition.

Successful company management today requires long-term focusing on specific consumer products and services, not on the whole segments of the market. That is why the stable competitive position of the company in the market is provided by integrated marketing communications that form a single functional direction in which all the marketing tools are coordinated and based on the use of a single logo. This is a relatively new approach which helps to understand the notion from the customers' point of view.

When using the IMC one should also take into account their specific feature - providing more attention to consumers who purchase goods or services, not just delivering the sales growth.

The essence of the IMC lies in the coordinated communications, based on the needs of consumers and the unique features and value of products which distinguish them from the competing brands in the consumer's mind. If the value is perceived as the best one, the consumer will prefer your company. However, it is a difficult task for the company to convince consumers of the need to purchase or use this particular product or service. To use IMC effectively one needs to identify the target audience and develop a well-coordinated programme (concept) of promotion to achieve the desired consumer response.

When creating the IMC it is vital to establish a common programme or plan for the campaign, to consider personal sales, sales promotion and public relations features. However, this approach only partially reveals the complex elements of the IMC, as the means and methods used by these communications are much broader and go beyond the use of the methods mentioned above. Today companies can use the IMC, which combine advertising, direct marketing, the promotion system, personal sale, public relations, marketing publications, exhibition marketing, interactive marketing, corporate identity, sponsorship, unplanned communication, etc.

There is a need for coherence and coordination of all efforts in a company to promote the products and services. The use of integrated marketing communications becomes essential and allows a company to integrate individual messages into one message to ensure consistent targeting of various groups of recipients. Marketing communications are one of the main instruments of the marketing strategy and the practical implementation of the market aims of the organization.

Some researches suppose that the companies need to create their own channels of communication and devise their communication strategy. The set of these communication strategies is based on the analysis of main components, criteria and stages of communication strategy development, as the character and features of the organization are often reflected in its external communication. The process of external communication with the target audiences, its structure and functioning on different levels is defined as integrated marketing communications (IMC).

The main goal of the IMC is to select the optimal combination of the elements of integrated marketing communications, which will most effectively transfer the necessary information to the target audience. If the choice is correct, the various communication elements will reinforce each other and will have the major impact on the consumer. The right order of the IMC elements plays an important role, since the use of one of them often gives rise to other opportunities.