

**CURRENT PROBLEMS OF FORMATION AND DEVELOPMENT
OF MARKETING COMMUNICATIONS IN MODERN CONDITIONS**

The research is aimed to analyze the essence, characteristics and goals of integrated marketing communications, reveals the features of the process of their formation and the strategic focus on enterprises. The urgent need to rethink theoretical approaches to the economic content of marketing communications and related categories is substantiated. Discusses the methodology for studying marketing communications in modern conditions.

Keywords: *integrated marketing communications, marketing communication, promotion of sales, public relations, direct marketing.*

1. Marketing interactions, reflecting the essential aspects of the market paradigm of the modern economy, drive the movement of marketing communications towards their integration. This trend is most clearly manifested in the formation of integrated marketing communications (IMC). Today, the role of marketing communications (MC) in the economic activities of enterprises has noticeably increased. Enterprises direct efforts to meet the needs of consumers and customers, while trying to inform promising consumers as much as possible about their product, services and sales conditions, convince them to give priority to these products and brands. These goals are achieved by promoting through a complex of marketing communication channels, which is a IMC [1].

The relevance of theoretical and methodological directions for the study of IMC, the determination of the laws of their formation and sequence of development, the creation of modern mechanisms representing IMC as an advanced technology of marketing activities, creating conditions for the growth of its effectiveness by combining all methods and tools for promoting goods into a complex system, and at the same time creating sustainable competitive advantages of firms, is caused by a number of objective reasons, which include:

Firstly, the need for a systematic analysis of the patterns of the formation of the IMC system, the identification of the internal logic of its development within the framework of the experience of promoting individual MC to an integrated system in world practice, which gives communication resources new research approaches and expands their functional prerequisites. Secondly, the importance of the formation of a system model of IMC, expressing an integral set of communications using tools, methods and technologies of MC and, thereby, creating a synergistic effect. Thirdly, the

urgency of measures to reorganize the IMC system to create a positive environment for the exchange of data between firms that bring goods and services to the market with a target focus (including the volatility of the attitude of customers to advertising information, the growth of personal needs for the product, the increased functionality of the IMC system through the use of information technologies, etc. Fourth, the weight of investment and innovative transformations of economics in general and the work of separate firms, in particular, as well as the development of marketing research preceding the formation of IMC. In this regard, in-depth scientific research should be carried out to make effective management decisions on MC corresponding to the modern stage of development, capable of scientifically substantiating modern models and methods of their integration, and determine the methodology for assessing the effectiveness of the entire system. Fifth, the materiality of the reaction of the inherent features of the process of creating MC in the corporate sector of the economy, reflecting the corporate culture, the nature of interaction with clients, the possibility of using an integrated approach to the formation of MC in the production, commercial and logistics systems of the company in certain territories.

2. Studies conducted to identify the peculiarities of integrated communication technologies and their strategic orientation made it possible to conclude that IMC is an even more complex category of the market environment than MC. Its features appear in the following directions: *formation of a new ratio of leadership in the MC market; change of components in the IMC formation strategy system; change of stages and phases of IMC development; formation of a new conceptual model of the IMC system in modern firms; development of a special algorithm for development and implementation of IMC; change in the composition and structure of the IMC due to the introduction of the Internet; as a result, the model of methodological justification of IMC was changed.*

The concept of MC is a complex category of the market environment. In the context of the information society and the digital economy, the approach to them is fundamentally changing. At the same time, one should study in depth such areas of MC as advertising, promotion of sales, public relations, direct marketing. In the field of advertising: advertising becomes more complex, multilevel, multifaceted, multistructured. Promotion of sales: new ratios of strategic, tactical and operational goals of promotion of sales are formed. PR: new directions of external and internal public relations are emerging. IMC solves integration problems in the field of MC at a higher quality level.

3. Foreign practice shows that in leading companies of various industries of MC channels it contributes to sales growth, and the use of consumer base management systems not only increases consumer loyalty, but also provides a significant increase in revenues from direct sales [2, c. 16-20; 3, c. 25-32].

The need to carry out and rationalize MC is shown in Table 1. Marketing communications using a mathematical apparatus are able to formalize them in a certain form. For this purpose, it is proposed to use methods such as “decision tree”, neural network and ROC analysis. According to the “decision tree” method, in our opinion, you can choose the following options: an option related to a single MC system;

a variant of several MC sets; variant from different classes of MC. According to the neural network method, sampling options are possible between linear, stepped and sigmoidal MC. According to the ROC analysis method, options for compiling IMC schedules are possible.

Table 1
Developing and Exploring IMC in US Firms

Economic	
Systematic losses of firms as a result of poor quality of IMC, million dollars	50
Profit of American firms from email marketing in 2018, million dollars	200
Systematically Increasing Firms' Email Marketing Costs	1,0
Email Marketing ROI	60,0
Proportion of respondents planning to increase email marketing costs	0,95
Loyalty research	
The share of consumers recommending business competitors among those left satisfied with the interaction with the firm	0,85
The proportion of customers who will not use the services of firms, among those who remain dissatisfied	0,74
Increase in spending of the average consumer over the price of its initial purchase	12
Investigation of IMC channels	
The proportion of email recipients who open letters from companies	0,9
Percentage of email recipients who make one purchase per year as a result of receiving a message	0,6
Increased spending by email subscribers	0,91
Increase in the exchange of orders of consumers who subscribe to email mailings	0,5
Increase in the frequency of purchases of consumers who subscribe to email messages	0,3
Increase the frequency of clicks in personalized mailings	0,2
Increase conversion from personalized mailings	0,2
Share of the recipients of coupons and discounts that apply them during the subsequent period	0,8
Proportion of customers frequently mentioned in e-mail communications	0,4
Proportion of marketers with no mobile email strategy	0,5
The proportion of MC discussed through telephone calls	0,8
Increase in consumer outflow due to lack of feedback to MC through social networks	0,2

Note: Compiled by the author

The MC study, based on a mathematical apparatus using decision tree methods, neural network and ROC analysis, yielded results, albeit relatively formalized, but which we believe may be quite useful for the study of IMC. In particular, using the “decision tree” method, a decision-making option was obtained based on the decision tree (the option belongs to one of the systems; a variant of unfamiliar sets; variant from different classes). Based on the ROC analysis method, IMC schedules were compiled in trade, public catering, tourism, and paid services.

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