

# DEVELOPMENT OF MODERN COMMUNICATION CAMPAIGNS AND FORMATION OF OMNICHANNEL COMMUNICATION CAMPAIGNS

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Nowadays with the development of modern communication campaigns and formation of omni-channel communication campaigns, it is a trend for firms to carry out omni-channel communication campaigns. With the help of the network, firms can easily carry out communication campaigns in all channels to improve the shopping experience of consumers. The communication campaigns of the omni-channel try to achieve the same shopping experience through different combinations, and maximize their own profits.

**Keywords:** Marketing mix; Omni-channel; Communication Campaigns.

Marketing complex – a set of controllable variable marketing factors, the combination of which the firm uses in an effort to elicit the desired response from the target market.

Consider the four components of the marketing mix (the so-called «four Rs»).

1. Product– it is a collection of products and services that an organization offers to a target market.

2. Price-it is the amount of money that consumers pay to purchase a product. If the price assigned does not match the value of the product in the eyes of consumers, they will switch to competing products.

3. Distribution (place)– this is a different kind of activity aimed at ensuring the availability of goods to target consumers.

4. Promotion or communication campaigns (promotion) – this is the whole activity of an enterprise to disseminate information about its products and, by conviction, to acquire them.

So, one of the components of the marketing mix are communication campaigns. A communication campaign of a firm is a complex impact of a firm on the internal and external environment in order to create favorable conditions for stable profitable activity in the market.

Communication campaigns are broadly defined as «purposive attempts to inform or influence behaviors in large audiences within a specified time period using an organized set of communication activities and featuring an array of mediated messages in multiple channels generally to produce noncommercial benefits to individuals and society» [1, p. 3].

The main communication campaigns serve as a means of direct promotion of a product, service, brand and are targeted at the target audience. Advertis-

ing, sales promotion, personal selling and direct marketing are singled out as the main communication campaigns. Supportive communication campaigns perform the function of promoting the organization itself in the marketing environment, shape its image in society and target the target public. Supportive communication campaigns include public relations, exhibitions and fairs, souvenirs, sponsorship and licensing. Communication campaigns can be divided into three groups: main, supporting, additional, Figure 1.1. Additional communication campaigns target consumers and point-of-sale promotions. Such communication campaigns include merchandising, packaging, promotional materials at points of sale, tastings, etc. Depending on the specific product category, this list can be expanded and supplemented. A set of communication campaigns is a single set of communication components that unites participants, channels and means of communication and is aimed at establishing and maintaining relationships between the organization and the marketing environment in order to achieve marketing goals [2, p. 87]. The set of communication campaigns consists of four main means of influence:

- 1) advertising;
- 2) sales promotion;
- 3) PR;
- 4) personal sales.

A set of communication campaigns and solvable promotion tasks are presented in table.

**Types of communication and solvable promotion tasks**

Types of communication campaigns	Typical tasks of promotion	Contact audience
Advertising	Creation of awareness of products, brands, organization, positioning using the name, elements of the corporate identity, advertising character and slogan	Mass audience
Sales promotion	Promotion of sales through the formation of incentive measures for intermediaries, sales personnel, retail and end consumers	Certain groups of people (participants in the sales process) and a mass audience (end consumers)

Types of communication campaigns	Typical tasks of promotion	Contact audience
Public Relations	Formation of a favorable public opinion of the marketing environment in order to successfully develop business and create a positive and manageable image of the organization	Target public, some of which may not be potential consumers
Personal sales	Formation of a sales channel for products by establishing personal trusting relationships with a potential buyer	Designated individuals in organizations (executives and senior managers) and purchasing teams in organizations (participants in the purchasing decision)

Note – Source: [3].

The development of communication campaigns is from single-channel to multi-channel, and then from multi-channel to omni-channels.

A omni-channel communication campaign is a popular option for promoting the company's services or products, the essence of which is the use of two or more channels of working with the client. For example, products are sold directly through retail stores or through wholesale entrepreneurs.

A omni-channel communication campaign is the use of several channels to contact the audience. With this practice, the company not only uses various means of contact with potential users, but also simplifies the conversion procedure on one of the convenient channels. With the help of a omni-channel communication campaign, a person (consumer) has the opportunity to choose one of the most interesting directions for him [4, p. 96].

An important task is to correctly combine different channels. There is a group of ways to address clients that interact best with each other. According to the report of the Media Post company, the combination gives the greatest results:

- computer and mobile phone;
- computer and television;
- television and mobile phone;
- radio and mobile phone;
- computer and radio.

An interesting fact is that each of the pairs can give a result at a certain time. For example, a pair of a mobile phone and a computer is more popular

during working hours, and the same phone and television are more popular in the evening. With the right approach, the company covers the entire potential circle of customers, because each of the consumers has its own rhythm of life

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