

для эффективного производства и сбыта сельскохозяйственной продукции и продовольствия, а также для повышения конкурентоспособности экспортируемой продукции. Государственная поддержка экспорта является важной составной частью внешнеэкономической политики.

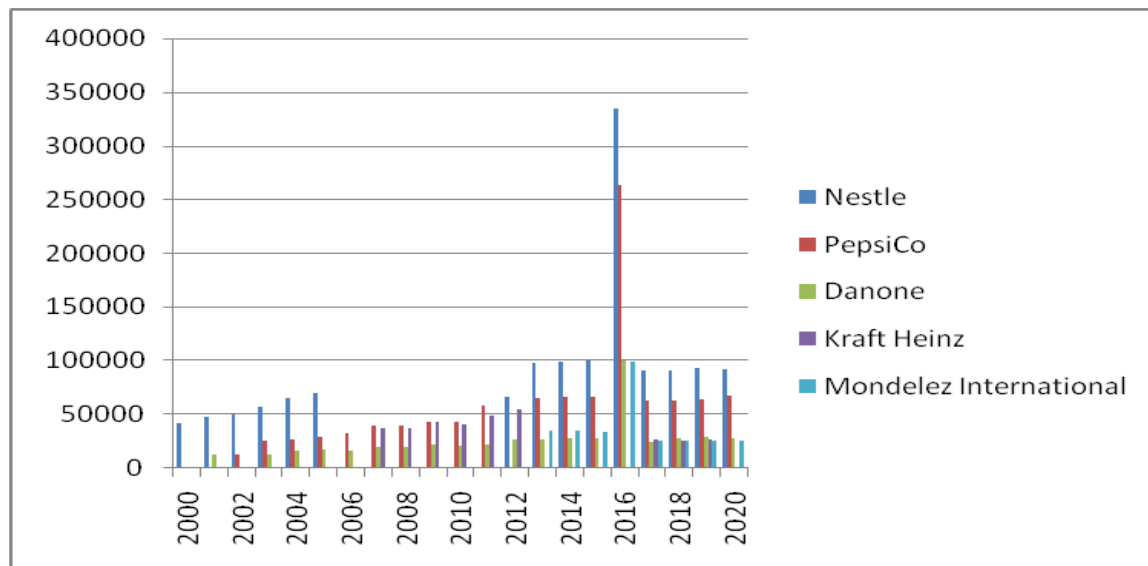


Рисунок 1 – Доходы крупнейших продовольственных транснациональных корпораций [2]

На глобальном уровне большая часть торговли продовольствием приходится на страны с высоким уровнем дохода, у которых доли импорта и экспорта примерно равны, а по некоторым странам импорт превышает экспорт. Все группы стран, вне зависимости от уровня дохода, в целом импортируют больше продовольственных товаров, чем сельскохозяйственных.

Таким образом, продовольственный рынок подвержен влиянию процессов транснационализации и глобализации, тенденции развития которых, оказывают воздействие на стратегию развития компаний. В связи с чем, для обеспечения эффективного функционирования организаций пищевой промышленности в условиях жесткой конкуренции и сложности входа на мировой продовольственный рынок, возникает необходимость постоянного поиска инновационных и инвестиционных ресурсов для обеспечения и удержания конкурентных преимуществ на рынке.

Библиографические ссылки

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FORMATION OF A MECHANISM FOR MANAGING OMNI-CHANNEL COMMUNICATION CAMPAIGNS

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Nowadays 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; firms; consumers.

ФОРМИРОВАНИЕ МЕХАНИЗМА УПРАВЛЕНИЯ ОМНИКАНАЛЬНЫМИ КОММУНИКАЦИОННЫМИ КАМПАНИЯМИ

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В настоящее время для фирм стало тенденцией проводить омниканальные коммуникационные кампании. С помощью Интернет сети фирмы могут легко проводить коммуникационные кампании по всем каналам для улучшения покупательского опыта потребителей. При помощи омниканальных коммуникационных кампаний менеджеры пытаются добиться одинакового покупательского опыта с помощью различных коммуникационных комбинаций, чтобы максимизировать прибыль.

Ключевые слова: маркетинговый комплекс; омниканальность; коммуникационные кампании; фирмы; потребители.

The concept of a marketing mix is one of the basic concepts of marketing. Consider the four components of the marketing mix (the so-called «four rs»): 1) Product, 2) Price, 3) Distribution (place), 4) Promotion or communication campaigns (promotion). Communication campaigns—fourth component of the marketing mix. They are used to demonstrate important characteristics of the other three elements of the marketing mix in order to increase consumer engagement in purchasing a product. The price of a product and the way it is distributed also carries certain information to the consumer. These three elements, along with communication campaigns, form a marketing mix[1, p. 69].

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» [2]. All communication campaigns have five basic elements: 1) persuading consumers; 2) purpose; 3) the place of contact; 4) participants in the marketing process; 5) various types of marketing activities.

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 [3, p. 87]. The set of communication campaigns consists of four main means of influence: 1) advertising; 2) sales promotion; 3) PR; 4) personal sales.

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

In short, omni-channel communication campaigns enable consumers to get the same information and experience in each channel-desktop browser, mobile, retail, social media, podcast, and any others you might use – and how consumers transition between channels they make purchases.

Compared with single communication campaigns and multi-channel communication campaigns, omni-channel communication campaigns can closely connect firms and consumers, so as to create better brand awareness among consumers.

Carrying out omni-channel communication campaigns can be divided into the following steps:

1. Build a large database of consumers. Large database is the core of any communication campaigns process. With the database of consumers, it is possible to accurately select communication channels and target groups. The database not only contains the list or records of consumers, but also contains the details of consumers' shopping. Generally speaking, the data in the database can be roughly divided into five types: user data, consumer relationship data, consumer feedback data, product application purpose data and consumer credit data.

2. Evaluate «Valuable consumers». With a consumer database, it is not necessary to carry out communication campaigns for every consumer. The firm should customize different communication campaigns according to «1535 principle» (15 % opinions, 35 % intended consumers and 50 % unintended consumers).

3. Understand consumer touchpoints and preferences. Before communication campaigns, the firm should find out when, where and through which channels the firm can reach consumers, and understand which communication channels consumers prefer. Only in this way can the firm formulate a better combination of marketing in the future.

4. Integrate omni-channels communication campaigns. After completing the above three steps, firms should then integrate omni-channel communication channels, such as stores, microblog, wechat, insgram, facebook, youtube, bilibili, mailbox, VK etc.

Omni-channel communication campaigns will become the development trend in the future. Consumers want to connect with brands anytime, anywhere. Especially on their smartphones and handheld devices. Today's consumers are not restricted by stores or even by the state. Time pressed consumers look forward to the convenience of online shopping and the availability of stores, as well as the convenience of delivering goods home or picking up goods at other places. Consumers may start their journey on social media, looking for dialogue and, more importantly, recommendations. Consumers are looking for dialogue and connection with their cherished brands. The firms need to show that you understand and value every consumer through omni-channel communication campaigns.

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МЕТОДИЧЕСКИЕ АСПЕКТЫ РАЗРАБОТКИ И РЕАЛИЗАЦИИ ИНВЕСТИЦИОННО-ИННОВАЦИОННЫХ СТРАТЕГИЙ ПРЕДПРИЯТИЯ

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