

девятая рамочная программа исследований и инноваций на 2021–2027 гг. (Horizon 2021). Бюджет Horizon Europe на период с 2021-го по 2027 г. составляет 95,5 млрд евро. Это включает в себя 5,4 млрд евро из инструмента EC Next Generation, в частности, для поддержки зеленого и цифрового восстановления после кризиса COVID. Бюджет разделен между четырьмя столпами и 15 компонентами для создания программы, которая будет поддерживать все области исследований и инноваций: наука, глобальные вызовы и промышленная конкурентоспособность, а также расширение участия и укрепление европейского исследовательского пространства [2].

Существует еще около 16 программ ЕС, которые финансируют деятельность RDI в новом программном периоде. Помимо программы «Горизонт», Министерство экономики и занятости отвечает за Евратом, ИТЭР, программу «Цифровая Европа», Исследовательский фонд угля и стали, Инновационный фонд и Космическую программу ЕС.

Таким образом, ЕС динамично развивает и продвигает свою инновационную политику, реализуя инвестиционные программы и сохраняя высокие позиции в международных рейтингах. Данные программы поддерживают развитие конкурентоспособности Европейского союза и его отраслей, а также продвижение высококачественных исследований.

### **Литература**

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## **The secrets of the success of omni-channel communication campaigns**

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

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.

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 [1, p. 96].

At the present stage, there are a number of different channels that allow you to contact (attract) potential buyers. These include websites on the global network, retail outlets, RRS, e-mail, mailing lists, messages, distribution of catalogs for ordering goods, and so on.

The importance of a omni-channel communication campaign is that each of their channels can have its own buyer. The task of an entrepreneur is to cover all possible directions and get the best customers. In practice, omni-channel consumers are able to spend a lot more than multi-channel consumers, and this should be used [2, p. 67].

As in any other direction of marketing, there are advantages and disadvantages. So, the advantages of a omni-channel communication campaign include:

1. Increased attention from customers. Working in various channels, the company manages to constantly attract new consumers and significantly increase the awareness of the company among the masses.

2. Each of the consumers can use their own channel, which allows you to choose the most attractive and convenient way for people to interact. This approach increases the likelihood of conversion.

3. Increasing the number of interaction points. Thanks to omni-channel marketing, the total volume of contacts with potential buyers increases. The company gets more opportunities to collect the necessary information about potential customers. Thanks to this, it is possible to perform an accurate analysis of marketing activities and determine in which of the directions advertising works the most.

4. Stability of the brand policy. Thanks to the use of omni-channel marketing techniques, the product of a particular company produces the same effect on a potential client (regardless of the channel). This is also due to the fact that the company always monitors its reputation [3, p. 58].

When implementing a omni-channel communication campaign, there are also disadvantages (difficulties):

1. For each type of business, a certain channel of interaction is better suited. When making a decision regarding omni-channel marketing, the company loses the opportunity to work with potential customers in some one (most effective)

channel. For example, a talented salesperson will be able to sell more products via the phone than via the Internet. On the other hand, there are customers who prefer to order goods exclusively via the Internet.

2. Working with omni-channel marketing implies constant concentration on several directions and management of several elements (channels) at once. In the absence of proper experience of the staff, it is extremely difficult to cope with such tasks. In addition, success in omni-channel marketing can be achieved only if two important works are carried out simultaneously – the integration of advertising activity into each of the channels, as well as interaction in the processes of product promotion. It is not easy to put this into practice.

3. An increase in time and material costs is an inevitable component of this type of promotion. Due to the use of several channels, the control area is significantly expanded, which makes it necessary to spend a lot more time organizing activities or hiring new people.

The secrets of the success of omni-channel communication campaigns depends on the following factors:

1. Channel integration. The ideal option is an integrated approach to promotion, when advertising means are used simultaneously, marketing efforts are integrated and new channels of attraction are gradually introduced.

2. Creation of control groups. An important point in promotion is to measure the effectiveness of each of the advertising campaigns in a timely manner, as well as to conduct tests of their impact on potential customers. Gradually, control groups of the most effective methods of influence should be created, and the most inefficient ones should be eliminated.

3. Formation of several points of contact with the consumer group. In fact, this is the implementation of the basic approach of omni-channel marketing. The greater the customer coverage, the better results can be obtained in the future. Anything can act as points of interaction – mailing by mail, various surveys, social media, and so on.

4. Knowledge of your audience. A company that promotes a product (service) and plans to achieve results in this field is obliged to know its audience and adapt to it. In particular, it is important to understand which of the channels are suitable for a specific type of activity, and so on.

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