

5. Development of marketing communications of enterprise in the conditions of digitalization

5.1. The role of marketing communications in the enterprise activity

Marketing communications are the channels and tools that a company uses to deliver its message to its target group. They include PR, branding, advertising, packaging, social media, etc. Communications allow customers to understand the company and the product it offers, as well as the brand, to shorten the sales cycle [1].

Marketing communications is the advertising part of the "marketing mix" or 4Ps, such as price, place, promotion and product. The main purpose of communication is to have a specific audience in order to influence their behavior by informing, persuading and reminding. They attract new customers to brands, raise awareness, promote market expansion and support product launches. As a result, companies increase sales and profits, and strengthen relationships with customers, prospects, retailers, and other important stakeholders [6].

Marketing communications are a key component of any successful marketing strategy. They provide businesses with the ability to effectively convey information about their products and services to their target audience, influence their behavior, and establish lasting connections with customers.

Understanding the importance of marketing communications is crucial for any business that wants to thrive in a competitive market. For example, to build brand awareness, marketers will develop engaging and interactive social media campaigns, create videos, run targeted ads, and make collaborations and integrations with other brands. Each point demonstrates the important role of marketing communications in various aspects of business - from creating a brand identity to driving sales and increasing customer loyalty [5].

In other words, it is the art and science of creating value by understanding and meeting customer needs, fostering meaningful connections between brands and their

audiences, and ultimately promoting consumer engagement and loyalty.

- Value creation refers to the role of the marketer in identifying and developing products or services that consumers find beneficial or desirable.
- Understanding needs emphasizes the importance of research, data analysis and understanding consumer behavior to effectively adapt marketing strategies.
- Relationship development emphasizes the emotional and psychological aspects of building a relationship between a brand and a customer based on trust and relevance.
- Driving engagement and loyalty hints at the ultimate goal of turning one-off transactions into ongoing relationships, encouraging repeat business, advocacy and long-term brand loyalty.

In the digital era, when communication channels are multiplying and consumer attention spans are shrinking, marketers are faced with the challenge of not only capturing but also maintaining interest in an increasingly competitive environment [5].

This communication ensures that the right message reaches the target audience through the right channel and achieves the goal planned by the marketer. For example, McDonald's uses a combination of TV ads, banner ads, digital campaigns, etc. to communicate the launch of a new toy in Happy Meal boxes. Similarly, Apple uses its digital presence to communicate the features of its latest iPhone, Macbook, Aipods Pro, Apple watch [2].

However, these examples are used for a reason. The marketing team strategically plans the specific combination of marketing communication types that will best reach the target audience, which is known as the marketing mix. When distinguishing between marketing as a whole and marketing communications, it is useful to think of it as a set of processes and systems that allow a company to interact with customers. On the other hand, it covers the communication methods used by marketing departments to communicate directly with customers and inform them about the product, explain the distinctive features of the company and convince them to make a purchase [3].

Marketing communications refer to the combination of tools and methods through which businesses interact with their target audience. These include tools such as advertising, PR (public relations), direct marketing, personal selling, sales promotion, and digital marketing. The primary goal of marketing communications is to convey the company's value propositions to consumers, increase brand awareness, and encourage desired behavior, such as making a purchase or building brand loyalty.

Marketing communications play a crucial role in the overall operations of a business for several reasons:

- **Informing Consumers.** The primary role of communications is to inform potential customers about the existence of a product or service, its benefits, unique features, and prices. This helps consumers make informed decisions.
- **Building Brand Image.** Marketing communications contribute to building a positive brand image, which is key to creating long-term relationships with customers. Through consistent and clear messaging, a company can establish its unique position in the market.
- **Influencing Consumer Behavior.** Well-crafted communications can influence consumers' behavior, prompting them to take action, such as purchasing a product, visiting a store, or browsing a website. This allows businesses not only to attract new customers but also to maintain the interest of existing ones.
- **Enhancing Loyalty.** Effective communications help build customer loyalty, which is a critical factor for success. Companies that regularly communicate with customers, provide valuable information, and respond promptly to their inquiries are more likely to retain customers and encourage repeat purchases.

Marketing communications are an essential element of a successful marketing strategy that helps businesses achieve their goals. They not only contribute to informing consumers and building a brand but also influence their behavior, enhance loyalty, and provide competitive advantages in the market. By effectively utilizing various communication tools, companies can create strong connections with their audience and achieve sustainable growth.

Marketing communications should also be distinguished from integrated marketing communications, which involves ensuring consistency of messaging across the company and between teams. For example, integrated marketing communications includes the use of similar messages on social media, digital advertising, email marketing, in a single, coherent and coordinated system to achieve maximum effectiveness. The goal of integrated marketing communications is not to make sure that all advertising campaigns are seen by customers. If a prospect views a social media post from a company that offers one message and then visits a website only to find a completely different marketing match, it can be disorienting, leading to the customer shortening their journey [4].

In other words, the main idea of the integrated marketing communications strategy is to create a single and consistent message that will be disseminated through various communication channels, such as advertising, public relations, direct marketing, internet marketing, events, social media and others, in order to achieve a synergistic effect. This allows a brand or company to be presented in a unified style and in accordance with a common strategy, enhancing perception and recognition in the market [7].

The benefits of integrated marketing communications:

1. Improved brand perception: When brand messaging is consistent and spans multiple consumer touchpoints, it helps to improve brand perception and awareness.
2. Greater efficiency: Aligned and coordinated efforts across channels can lead to higher efficiency and effectiveness of marketing campaigns.
3. Creating a coherent image: Integrated marketing helps to create a coherent and consistent brand image, which contributes to better consumer perception and understanding.
4. Maximizing impact: Combining different channels allows you to reach a wider audience and increase the overall impact of your communication.
5. Reducing the risk of inconsistency: An integrated approach minimizes the risk of inconsistencies or even contradictions between different marketing messages.

Thus, marketing communications are critical to the success of any business, as

they allow you to connect with your target audience, convey information about a product or service, and build a positive brand image.

A marketing communication strategy is an integral part of marketing communications and helps to send clear and effective messages to the customers and clients through the right medium at the right time to achieve high sales. An integrated marketing communication strategy simply consists of a message, a medium and an objective. A solid marketing communication strategy contributes significantly to the success of any business [8].

A company will never become a market leader without using communications in its operations. After all, they help to launch a product correctly and follow trends. That is, the company will not be public and will be little known. Companies are trusted if they have a large audience and a high level of recognition. They earn the trust of consumers through communication, understanding their needs, and then satisfying them [16].

Here are some reasons why a company needs a marketing communication strategy:

1. Increase sales. According to a 2021 study by LinkedIn, 87 percent of market leaders agreed that a strong marketing communications strategy drives sales and critical business growth. The main goal of marketing activities is to attract potential customers and convert potential audiences into loyal customers, which will then lead to business growth. To do this effectively business owner need to invest in implementing an affordable, cost-effective, and high-quality marketing communication strategy that will lead to a specific marketing sales funnel [8].

2. Create a brand. Customers don't deal with a brand unless they have complete trust in it. Creating strong products and seamless services will be insignificant if you don't have a proper marketing communication strategy. It's like writing a great novel without a publisher to share it with the world. It is much easier for a brand to gain the trust of its customers if they are constantly communicating with them, especially if they are sending consistent messages across all channels [8].

3. Reach the right audience. A target audience is a group of consumers who are

most likely to be interested in your product or service. Ask yourself the question: who would you sell your services to if you hadn't learned how to reach the right audience? If you don't use the right tools, messages, and channels to interact with your potential customers, you won't be able to reach your target audience. A well-defined customer profile or buyer persona, combined with a solid marketing plan, has a huge positive impact on your business [8].

In order for a company to develop and grow in the market, it is necessary to develop a marketing communications strategy. There are three main elements of the strategy:

- Message: what you want to say
- Target: who you are talking to
- Media: what channels do you use

For a marketing communications strategy to be successful, all three elements must complement each other. Public relations teams have traditionally been responsible for a company's communications strategy, but the lines are blurring. It's becoming more common for marketing and communications departments to not be seen as two separate entities, which helps create harmony between message and medium. When a gap exists between them, it causes confusion - or worse, disinterest - on the part of the consumer [9].

The team needs a special department that will develop this area, coordinate all advertising integrations and develop branding. Because marketing communications cover many factors that need to be analyzed. First, you need to look at the market, assess how much your product is needed in this market, analyze your niche and your competitors.

For example, Nike develops global marketing campaigns to cover the market, so it takes a huge team of specialists to develop it, but it all started with a small group of people.

Red Bull promotes its brands through events, festivals, and sponsorships with a series of extreme events. In the current years, videos of water jumps were popular, which increased awareness. Red Bull sells a lifestyle, not a product. They inspire and

fascinate people, making them associate these feelings with their brand [10].

IKEA has taken an innovative approach, using AR to engage consumers in an interactive way. It allows to visualize furniture in a room using AR. The main idea of the new digital design tool with artificial intelligence is to help customers visualize potential purchases by placing goods in one of 50 ready-made virtual rooms or in their own homes [6].

Another great idea for communicating with consumers is customer-generated content. GoPro held the Million Dollar Challenge, where GoPro users were invited to submit inspirational videos. This resulted in some amazing user-generated content for the GoPro YouTube channel. The winner of the contest was Ukrainian blogger Nazar Doroshkevych. He submitted a video of a fighter jet that he shot with an FPV drone for the first time in the world. There were 42,446 participants from 126 countries. Nazar Doroshkevych was among the 55 winners [11].

There are many examples, which shows that marketing communications are extremely important for the success of a company, helping to increase sales, build a strong brand and reach the target audience.

Marketing communications play also a crucial role in the operations of enterprises in agricultural sector by enabling them to effectively convey information about their products, services, innovations, and values to their target audience. In this sector, where competition is increasing and the market is becoming more demanding, effective marketing communication is essential for a business's success.

Agricultural sphere enterprises can use marketing communications to inform consumers about the types and quality of their products, cultivation methods, adherence to environmental standards, and certification of organic products, among other things. This not only raises consumer awareness but also builds trust in the brand, which is particularly important in the food industry.

Marketing communications allow agricultural enterprises to effectively promote new products, crop varieties, and cultivation and storage technologies. Through advertising campaigns, participation in exhibitions, demonstration events, and other activities, companies communicate the benefits and advantages of

innovations to customers and partners.

Effective marketing communications help establish and maintain strong relationships with suppliers, processors, distributors, and retail chains by exchanging important information about supply and demand, seasonal specifics, logistical issues, and more.

Reputation is critical for agricultural enterprises, especially regarding product quality, environmental standards, and safety. Marketing communications help to shape and maintain a positive company image through PR, social media, media publications, and participation in industry events. They also allow for quick responses to crisis situations and the protection of the company's reputation.

Through marketing communications, enterprises can actively work on increasing customer loyalty by offering special promotions, loyalty programs, and information about product origins and health benefits. Utilizing social media and direct consumer contact helps establish more personal and trustworthy relationships.

Agricultural enterprises can use marketing communications to highlight their social responsibility and contribution to sustainable development. This may include information about environmental initiatives, biodiversity conservation, support for local communities, and other socially important issues. This not only enhances the company's reputation but also attracts consumers who prefer ethical brands.

Marketing communications are an integral part of the operations of enterprises, as they help convey value propositions to consumers, strengthen market positions, maintain reputation, and develop relationships with partners. Successfully utilizing marketing communications enables enterprises not only to survive but also to thrive in a competitive market and in the face of changing consumer preferences.

5.2. Trends in development of marketing communications in the conditions of digitization

Today, with the development of digital marketing and social media, thanks to the advantages provided by technology and wide opportunities for communication

between consumers, businesses are beginning to implement integrated marketing communications under the influence of the Internet, due to changes in consumer information habits. This leads to the growing role of content marketing, multi-stakeholder management, etc., which involves consumer engagement to mitigate the consequences caused by obstacles in marketing communications - loss of control over corporate communication and the negative impact of invisible communications [13].

The COVID-19 pandemic has significantly changed marketing: communications with the audience have increasingly moved to the digital space; it has become much more difficult to capture the attention of potential customers. In 2021, the number of Internet users worldwide was estimated at 4.9 billion, up from 4.6 billion in the previous year (*Fig. 1.1*)[17].

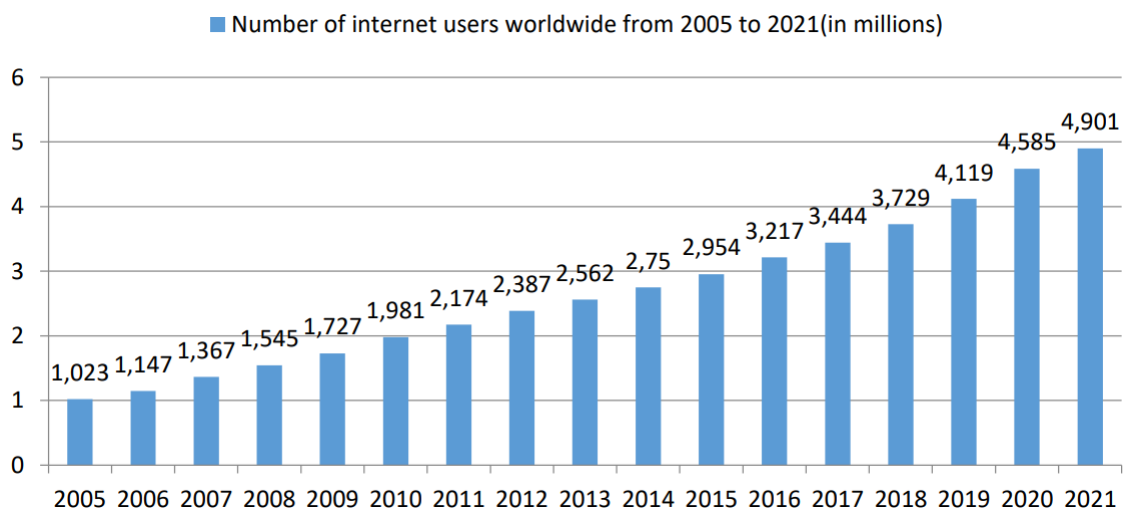


Fig. 1. Number of Internet users worldwide from 2005 to 2021

Source: [17]

Easier access to computers, the modernization of countries around the world, and the increasing adoption of smartphones have enabled people to use the internet more frequently and more conveniently. As of the first quarter of 2021, there were approximately 854 million internet users in China and 313 million in the United States. Social networking is one of the most popular online activities, with Facebook being the most popular network in terms of the number of active users. As of the second quarter of 2021, there were more than 2.9 billion monthly active Facebook

users, accounting for more than half of internet users worldwide. Connecting with family and friends, expressing opinions, entertainment, and online shopping are some of the most popular reasons for using the Internet [12].

In the 21st century, marketing communications are rapidly evolving and new channels and methods of promotion are constantly emerging. Under the influence of social development, approaches, types and methods of marketing communications have changed along with the business environment. Today, the main factors of social development are increasingly the values shared by the majority of people, as well as the growing digital potential that is widely used in digital marketing. In order to create effective marketing communications, businesses will have to deeply rethink why they exist and rely on their updated values when choosing a business strategy. Customers will expect brands to be fully immersed in social issues, and it will not be enough to simply broadcast their position in advertising. [12].

With the advancement of information technology, marketing communications have undergone significant changes. The Internet and mobile applications have become key interaction channels, transforming the ways brands engage and retain consumers. In the digital environment, tools such as social media, email, and search engines have grown in importance, providing new opportunities for promoting products and services. This shift has led to the emergence of a new paradigm in marketing communications, where digital marketing plays a central role.

The development of marketing communications in the digital environment has been significantly influenced by the emergence of social media, which has become a key platform for communicating with customers. They have allowed brands to create communities, engage in dialogue and receive feedback in real time, and have become the basis for the use of such an effective digital marketing tool as influencer marketing. This has helped brands reach new audiences and build trust in their products or services. Blogs and video content on platforms such as YouTube have also become powerful tools for communicating information. Brands are using these channels to distribute content and engage their audiences. The growing popularity of podcasts has provided brands with a new format for communicating with their

audiences, allowing them to dive deeper into topics and build long-term relationships with listeners.

The use of digital tools has influenced the effectiveness of data analysis in terms of interaction with the target audience. Data analytics has allowed marketers to track campaign performance in real time and make adjustments to improve results. By collecting and analyzing large amounts of data, brands have been able to create personalized marketing campaigns that meet the individual needs and interests of consumers.

The use of digital tools in communications has helped automate a significant part of marketing processes. Automation tools, such as CRM systems and marketing campaign platforms, have made it possible to automate many routine tasks, increasing efficiency and reducing time spent. The use of chatbots and artificial intelligence for customer service and communications has become a standard for many brands, allowing them to provide 24/7 support and quick responses to queries.

Changes in communications under the influence of the digital environment affect consumer behavior. An increase in the number of tools to influence the target audience and growing consumer awareness have led consumers to rely more and more on reviews and recommendations from other users, which is changing the way brands approach reputation management and communications. Today's consumers expect more transparency and authenticity from brands. They want to know who is behind the product, how it is produced and what values the brand is guided by.

These factors have combined to create a new digital marketing communications ecosystem that requires brands to constantly update strategies and tools to effectively attract and retain customers. This has resulted in the emergence of digital marketing as a new paradigm in marketing communications that is fundamentally changing the way brands interact with consumers.

The term "digital marketing" was first used in the late twentieth century, mainly to describe techniques for advertising goods and services. Over time, digital marketing has become an important tool used to increase the competitiveness of an enterprise in the market.

Digital marketing can be viewed as a set of marketing activities and strategies aimed at promoting products or services through digital channels such as the internet, social media, mobile applications, email, search engines and other platforms. It uses a variety of digital tools and technologies to achieve marketing goals, including increasing brand awareness, attracting potential customers, increasing sales, and ensuring customer loyalty (Table 1).

Table 1

Basic digital marketing tools

Instruments of digital marketing	Essence
Websites and blogs	Information resources that provide content aimed at informing and engaging users
Social media	Platforms such as Facebook, Instagram, LinkedIn, TikTok, etc., used to interact with the audience
Search engine optimization (SEO)	Techniques that help improve the position of the website in search engine results
Content marketing	Creation and distribution of valuable, relevant content to attract and retain customers
Email-marketing	Sending informational and advertising letters in order to maintain and stimulate sales
Pay per click advertising (PPC)	Advertising campaigns that include contextual advertising, banner advertising, social media and search advertising
Analysis of data	Using analytics tools to monitor, collect and analyze data about consumers and marketing campaigns

Source: own research.

Digital marketing is changing traditional approaches to marketing communications, offering new opportunities to interact with consumers and increase the effectiveness of marketing efforts, including

1. Interactivity and two-way communication. Digital platforms offer opportunities communication, enabling brands to receive instant feedback from consumers and respond promptly to their inquiries. This fosters the development of deeper and more trusting relationships with customers, which is critically important for enhancing loyalty and customer satisfaction. Such communications help tailor marketing strategies to meet the expectations and needs of the target audience.

2. Personalization. Utilizing consumer behavior data allows brands to create personalized marketing offers and content, increasing the relevance of messages.

This approach fosters greater audience engagement, as consumers receive information that aligns with their interests and needs. Personalization is a key factor in building long-term relationships with customers.

3. Wide reach and accessibility. Thanks to the Internet and mobile technologies, brands can reach a wide audience regardless of geographical location. This allows for market expansion, attracting new customers, and enhancing brand recognition. The broad reach provided by digital channels is a crucial tool for business growth and strengthening market positions.

4. Analyzing and measuring performance. One of the key advantages of digital marketing is the ability to conduct detailed analysis and measure the effectiveness of marketing campaigns. Analytics tools enable the tracking of user behavior, evaluating return on investment, and adjusting strategies in real-time. This contributes to the increased effectiveness of marketing efforts and optimization of resource use.

5. Automation and the use of artificial intelligence. Modern automation technologies and artificial intelligence significantly enhance the efficiency of marketing processes by automating tasks such as email distribution, content management, and advertising campaigns. The use of automation reduces costs and ensures more precise targeting of marketing activities.

The use of digital technologies opens up many opportunities for companies to increase the effectiveness of marketing campaigns, provide a personalized approach to customers and achieve high audience engagement. In today's world, where digital platforms occupy an increasing share of consumers' time and attention, the success of marketing efforts largely depends on the ability of companies to adapt to new realities and use the potential of digital marketing to its fullest.

Ukrainian businesses are also actively implementing digital tools in their marketing communications, responding to global trends and demands of the times. This global trend has not spared agricultural enterprises.

The main digital channel of communication with consumers of agricultural enterprises is the website, which provides convenient access to information about the

company, its products, corporate news, investment opportunities and career prospects.

For agricultural holdings, the main task of a website is to attract potential partners by providing them with convincing information about the benefits of cooperation. With the help of a web resource, companies can increase brand awareness, post information about their activities, maintain their image and positive reputation among other agricultural market participants [2].

Social media is gaining considerable popularity among online marketing tools for agricultural businesses. They are becoming an effective platform for promoting brands, introducing new products, interacting and communicating with consumers, etc. The most common social media platforms for agricultural businesses are currently Facebook, Instagram, and YouTube. Leading companies in the industry are actively using TikTok to attract younger audiences, and a significant number of companies also have registered profiles on LinkedIn.

The companies' social media platforms provide news, information about events, achievements, partnerships, success stories, and various activities such as contests, sweepstakes, promotions, etc. Targeted advertising is used occasionally and is mainly aimed at maintaining the brand image and finding partners.

The situation is somewhat different with regard to online advertising activity of processing companies that produce products for the end consumer. Advertising is mostly aimed at introducing new products to the target audience and promoting the company's products. Most adverts contain short videos and text. The content of the adverts is aimed at demonstrating usefulness for the consumer: it can be a recipe for a healthy dish, a post about the benefits of products, or an advertisement for a new product.

Another goal of social media advertising campaigns is to increase the subscriber base on YouTube and Instagram and promote websites. Among all the methods of website promotion, the most popular are promotions and contests with a link to the relevant page of the website, which contains information about the promotion and instructions on how to participate.

Today, society is against the global transition to online services, because after 2 years of the pandemic and 2 years of full-scale invasion, customers are tired of remote shopping. Therefore, in 2024, brands need to pay attention to the offline space and implement a hybrid format. It requires a whole infrastructure that combines user experience through various communication channels. For example, young people (Generation Y and Z) prefer shopping via social media and use voice assistants much more often, while the older generation (Baby Boomers and Generation X) mostly prefer offline shopping and personal communication with a consultant. Thus, the digital space is considered more familiar to younger audiences. In addition, recent studies show that younger generations are more likely to pay attention to advertising when considering purchases, and to buy through new promotion channels. Fig. 2 illustrates the impact of advertising on purchases and the use of modern promotion channels for younger (18- 25 years old) and older (46+ years old) audiences.

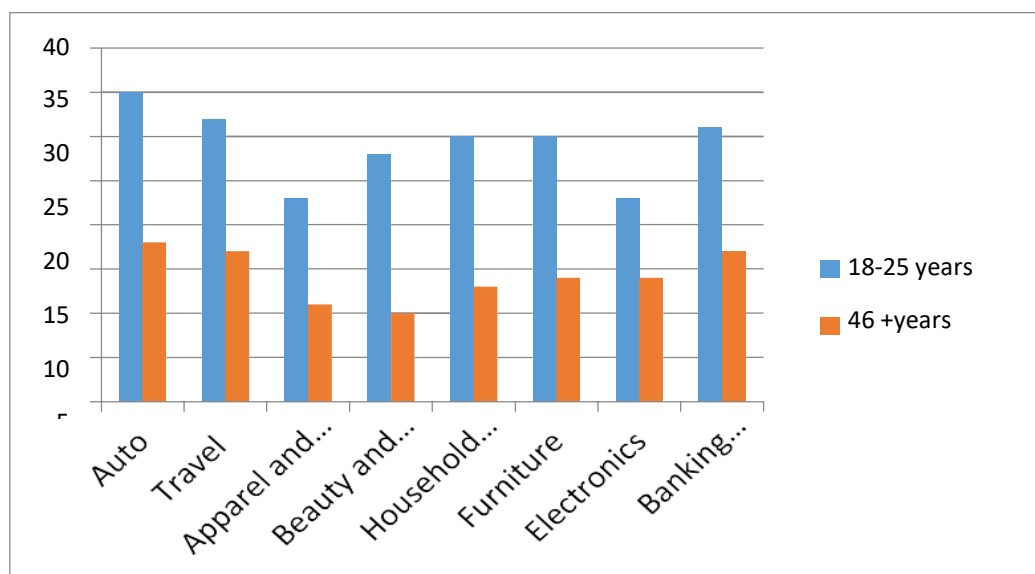


Fig. 2. The impact of advertising and promotion channels on the purchase for younger and older generations, % of the total age group

Source: [12].

At the same time, companies are losing huge profits by focusing on Generation Z. Numerous modern studies have shown that the purchasing power of boomers is USD 2.6 trillion, and Generation X representatives earn more than other age groups. Therefore, marketing should focus on audiences of different ages, taking into account

their values and interests [12].

As the marketing environment continues to evolve, trends have already begun to emerge in 2024. Marketers need to embrace and apply these trends to succeed [14]:

AI (artificial intelligence) is on the rise. The influence of Gen AI will grow: 67% of marketers are optimistic about its potential. This surge in enthusiasm means that AI technology is rapidly being adopted, opening up opportunities for increased creativity, efficiency and scalability in content creation. Marketers who use AI to measure content will be well positioned to navigate the competitive landscape [14].

Alignment of marketing with cultural values. According to recent research, almost 2/3 of people prefer brands that align with their personal values. Despite the disconnect between customer value and action, consumers are becoming increasingly insistent on holding brands accountable for alignment with cultural values. Marketers should consider potential confrontational risks in their planning to stay in sync with evolving cultural norms [14].

Attention and emotion beyond visibility. Marketers are moving towards a deeper understanding of the quality of creative attention. Facial coding and eye tracking techniques are gaining popularity, providing insights into consumers' emotional reactions. As predictions of AI-powered attention grow, in 2024, marketers will be measuring attention across digital advertising, optimizing return on investment (ROI) through comprehensive attention analysis [14].

Radical innovation for sustainable growth. Brands that are perceived to be innovative show three times the growth, but the level of innovation in the post-covid period remains relatively low. In 2024, the trend towards radical innovation, especially in the area of sustainability, is gaining momentum. Consumer-centric approaches, strong brand fundamentals and a commitment to sustainability are driving brands that achieve competitive advantage through innovation. Innovation will be a key driver for further growth in the coming year.

Marketing communications in 2024 promises to be dynamic and transformative, driven by technological advances, cultural shifts and a growing emphasis on sustainability and innovation. Marketers who are aware of these trends will be better

prepared to navigate the complexities of the evolving consumer environment and drive brand success in the year ahead.

5.3. Analysis of communication activities on the example of "Trading Company "Rud" LLC

The company "Trading Company "Rud" LLC is the official distributor of "Zhytomyr Butter Plant" in Kyiv and Kyiv region, the leader in sales of TM "Rud" products and the supplier of frozen products to national networks throughout Ukraine, the official representative in Ukraine, "FRoSTA" and TM "Orlemans" (Spain, Poland) [15].

Since its foundation on 2 November 2002, the company has been specializing in the storage and delivery of a wide range of deep-frozen food products to retail chains (currently over 1,000 items). The main activity of the company is seasonal ice cream trade, but the range of products is very wide. The company is a distributor of such products:

- ice cream (cones, popsicles, briquettes, waffle cups, plastic ice cream);
- bakery products (croissants, bread, baguettes, ciabatta buns, panini, puffs, pies, muffins);
- frozen dough;
- frozen vegetables, mixes and berries;
- French fries;
- frozen semi-finished products (dumplings, dumplings, khinkali, cheese cakes, stuffed cabbage rolls, chebureks, etc.);
- vitamin drinks (teas);
- cakes and desserts;
- toppings and syrups;

Other manufacturers and distributors provide a large volume of the assortment. The following suppliers cooperate with the company (Fig. 3) [15]:



Fig. 3. Logos of suppliers and trademarks of products in the assortment

Source: according to the company.

The range is expanding every day as the company quickly adapts to changes in the market.

The “Rud” Trading Company has a large share in the frozen food market. Since the company is a distributor of ice cream, frozen products, semi-finished products and bakery products, there are many players in the market. The main ones are “Frozenfood UA”, “Frostik”, “Fishkifood”, “Vova HoReCa”, “Tevitta”, “Lasunka”, “Three Bears”, “Khladoprom”, and “Lviv Kholokombinat”. The companies also have a wide range of products, from ice cream and desserts to frozen semi-finished products.

The deep-frozen market is an expensive one, as it is very expensive to transport these products. The products need to be transported at the right temperatures and all conditions need to be met, especially during the warmer seasons.

Delivery of goods is carried out by specialized vehicles with refrigeration equipment with the appropriate temperature regime in accordance with the standards and in accordance with the rules of transportation, with the driver having a sanitary book with the results of a medical examination. The temperature control technology allows us to strictly comply with the product storage regime. Products are transported and stored at temperatures ranging from -18°C to -22°C in winter and from -19°C to

-24°C in summer. Through constant monitoring, the company ensures that the temperature chain is strictly observed and that the goods are delivered to our customers in the proper form. The company's own fleet of vehicles includes 109 Mercedes-Benz vehicles. There are also 3 trucks in the fleet that deliver products from “Zhytomyr Butter Plant” to the warehouses of “Rud Trading Company” LLC [15].

The storage of deep-frozen products is equally costly. The main part of the products of the “Trading Company “Rud” LLC is stored in the newest warehouse in the village of Shpytky in Kyiv-Svyatoshynsky district of Kyiv region, which is ISO 22000 certified. Additionally, the company stores its products in a leased warehouse located in Kyiv at 24 Vatslav Havel Boulevard. Strict control of the required temperature and humidity levels in the warehouse is a prerequisite for the company to guarantee the quality of the products in each package. The storage temperature in freezers is -18°C to -22°C in winter and -19°C to -24°C in summer [15].

To guarantee the high quality of the products delivered to customers, the company fully controls all stages of distribution: from receiving an order from a customer to delivering the goods to a point of sale.

“Trading Company “Rud” LLC provide and control the delivery process. In the event of any misunderstandings, employees respond quickly to requests and resolve problems quickly. The company serves more than 12,000 outlets, including cafes, restaurants, shops, kiosks, retail chains, hypermarkets, and summer trade. But every year the number increases, especially when the season starts. Among the well-known retail chains are: “Auchan”, “Silpo”, “Fora”, “Lotok”, “Kolo” Market, “Epicentr”, “Megamarket”, “Ultramarket”, “Bdzhilka”, “Kyivkhib”, “Fozzy”, “Box” Market.

The Development, Marketing and Non-standard Sales Department plays a key role in promoting the products of the Company and shaping its image in the market. This department is responsible for all marketing communications of the organization and contributes to the development of the company in the frozen food, semi-finished products and bakery market. All the company's marketing communications, both external and internal, are channeled through this department.

The main functions of the department are:

1. Development of advertising campaigns and creative concepts. Effective advertising is one of the most important tools of marketing communications. The department develops creative ideas and concepts for various types of advertising - television, outdoor, print and online. The department's employees work to create bright, attractive and memorable advertising materials, examples of which are shown in Figure 4:



Fig. 4. Examples of creatives used by the company

Source: according to the company.

All printed materials help to increase the brand awareness of the company, attract the attention of consumers and generate interest in the company's products. All print advertising is passed on to the sales departments, where they pass it on to customers.

2. Organizing and holding promotional events and tastings. Just a few years ago, the company was constantly participating in exhibitions, fairs, holidays, awards, organizing ice cream festivals, events and projects to promote the brand and products, and all these communication activities were channeled through the marketing department. Until 2020, these events were held frequently, such as an ice cream festival for children. “Rud” also participated in the Coach's Cup and cooperated with “Darynok Market Mall”.

Unfortunately, these activities were suspended during the pandemic and martial law. However, the company is always open to new proposals. In 2023, the company took part in the "Dad of the Year" award at the "Premier Palace Hotel", where it distributed "Rud" products. The marketing department tries to stay active in such difficult times, so sometimes they help charitable organizations and orphanages [21].

3. Maintaining and updating the company's official pages on social media, such as Facebook and Instagram. The department uses social media to communicate with consumers, inform them about new products and conduct various activities, ensuring this important communication with the target audience. Also, when products are introduced to the market, targeted advertising is launched to reach a wider audience. Of course, organic traffic is the best way to inspire consumer confidence, but targeted advertising has been gaining momentum over the past 5 years, so it is important to keep abreast of all trends and use different channels for communication.

Development and updating of marketing materials: catalogues, price lists, presentations, booklets. High-quality and up-to-date presentation products help to effectively present the company's product range to customers and partners. All these materials are developed and approved by the marketing department (Fig. 5).



Fig. 5. Advertising presentations for different brands

Source: according to the company.

Another way to communicate with customers is through branding of refrigeration equipment, umbrellas, and tents [14]. This is a standard but no less important method used by all manufacturers and distributors of refrigeration equipment. The company uses integrated marketing communications, which is also a set of measures to maintain and improve customer relationships and gain competitive advantages in the market. An example of branded refrigeration equipment (Fig. 6):



Fig. 6. Branding of commercial equipment

Source: [14].

4. An important aspect of the department's work is close cooperation with the company's trading partners and suppliers. The department actively participates in meetings, negotiations and joint marketing activities, maintaining strong partnerships. Regular communication with partners on cooperation, exchange of experience and search for new opportunities for product promotion is an integral part of the department's activities. To support marketing communications, the Development Department carefully selects the most effective communication channels for promoting the company's products and then submits them to new advertising agencies and media for contracting. It also participates in tenders [22].

In addition, the department interacts with other divisions of the Company, in particular, the sales departments, to ensure a comprehensive approach to the promotion and sale of products, and carries out internal communications within the company.

5. Analyses the effectiveness of marketing activities and advertising campaigns and makes necessary adjustments. The department monitors the results of its activities and optimizes marketing efforts to achieve maximum effect in communications.

The professional activity of the Marketing Department is crucial for strengthening the “Rud” brand, increasing the company's market recognition and building loyalty among consumers. Thanks to the effective marketing strategy and communications, the company strengthens its positions in the frozen food, semi-finished products and bakery products markets, demonstrating sustainable development and progress.

One of the measures implemented by Marketing Department is targeted advertising. Targeted advertising allows to reach target audience by displaying ads to

those users who meet predefined criteria. This ensures more efficient spending of the advertising budget and increases the likelihood of attracting new customers [23].

For example, during the campaign for FRoSTA (frozen fish semi-finished products), the company used targeted advertising, as the product is new and it is necessary to convey information to the consumer correctly. Creatives were developed for different formats and social networks (Fig. 7).



Fig. 7. Image advertising of TM "FRoSTA"

Source: according to the company.

The results of the social media advertising campaign are shown in Table 2. During the entire period of the advertising campaign from 14.11.2023 - 30.12.2023; 08.04.2024 – 22.04.2024, 723 thousand people were reached. The planned goals for coverage were to tell about the product and the place where it can be purchased to the largest number of people, for traffic - to transfer people to the page for more detailed information about the product, for engagement - to motivate them to leave a response to the ad with the promotion [23].

Table 2

General results of targeted advertising from 14.11.2023 - 22.04.2024

	Recognition	Traffic	Engagement
Coverage	666 022	5573	5922
Average reach per creative	37 001	820	1123
Clicks	266	2025	282
Price per thousand impressions	10.80 UAH	60 UAH	185.82
Target audience	Men 35-54 Women 45-54	Men - 25-44 Women 20-54	Men 55-64 Women 55-64

Source: according to the company.

The projected reach per day was 25-30 thousand people. According to the

results, each target attracted its own part of the target audience, so the company reached target audience as much as possible, as the ad is shown to the audience that is most likely to perform the target action. The main indicators were normal for static creatives, and the company's Engagement exceeded revenue to 4.77%, while the norm was 1.5%. The campaign achieved its target audience reach goals. Although during the launch, there were some irregular impressions. After the launch of the advertising campaign, there were several requests for cooperation with this brand, but not all of them were successful.

“Rud” promotes its brands through social networks, especially when new products are released, and many consumers respond to them. This is another successful way of communicating with existing customers. Previously, the company promoted through bloggers with large audiences, even bloggers with millionaires, but it was costly and not very effective. Recently, they have been working closely with small bloggers, although the audience is small, but it is active and sometimes videos are included in recommendations, so this is a nice bonus. The most important thing is that it is not paid advertising, because every blogger is a consumer of “Rud” and other products, so they only give honest reviews. Therefore, the statistics for the recent period are impressive, especially after the advertising campaign (Fig. 8) [22].

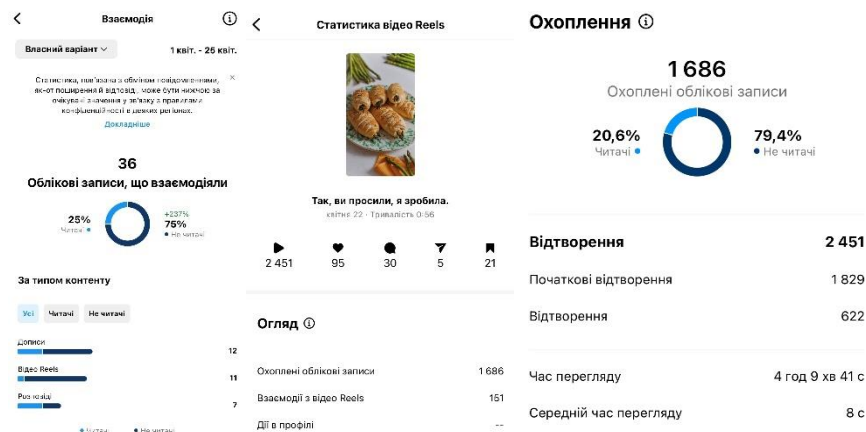


Fig. 8. Statistics on Instagram tf.rud.kyiv

Source: according to the company.

The use of social media in the marketing activities of the “Rud Trading Company” helps to increase brand awareness, attract new customers, interact with existing ones, monitor trends and optimize marketing strategies. All this ultimately

contributes to the growth of sales and the company's success in the market.

In addition, to increase the accessibility and convenience of customer service, it was decided to develop its own website. So far, a landing page has been created and the marketplace is not fully filled [15]. Currently, the marketing manager, together with programmers and analysts, are developing a personal account for customers for the “Trading Company “Rud”. So far, the website is being tested and improved, and the existing errors with the exchange programme are being fixed.

The effectiveness of creating a landing page is already showing results. The site contains the necessary information to help people understand what kind of company it is and what kind of cooperation terms it offers. The website receives a lot of requests, so the company is gradually switching from hotline service to messaging. People leave requests for cooperation at a convenient time, providing the necessary data to provide all the necessary information. This has a positive effect, as it relieves the employee in charge of the hotline, allowing them to work on other projects.

The main page currently looks like this (Figure 9):

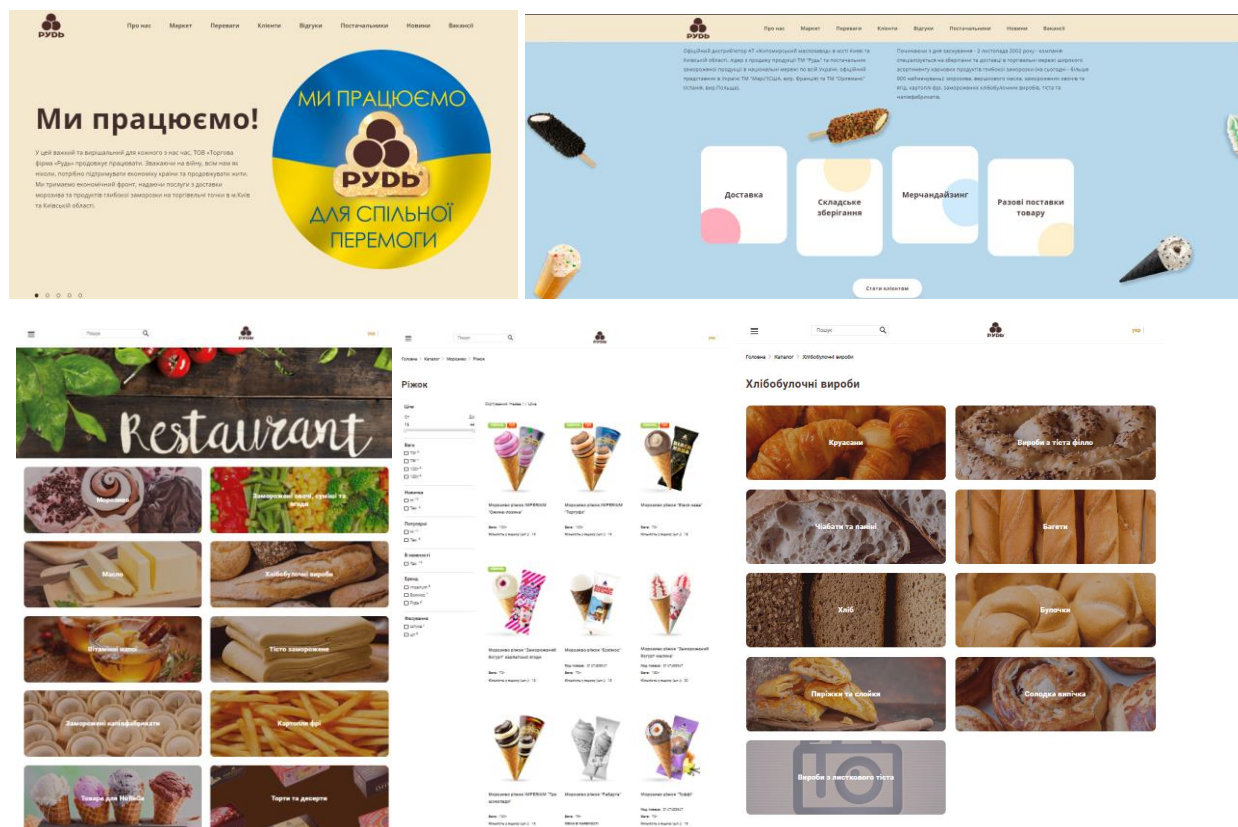


Fig. 9. Design of the website of the " Trading Company “Rud " LLC

Source: according to the company.

The functionality of the site is clear, but it has no positive effect, as there is a struggle for consumer attention. Many customers have already complained about the outdated information on the website. It is necessary to establish this marketing communication, as it is currently one of the main competitive advantages in the market. The website will not only allow customers to get acquainted with the product range, view current prices and place an order at any time convenient for them, but will also help them better navigate the product range without wasting time looking through different catalogues, as all the necessary information will be available in one place on the website.

The launch of the website is an important element of marketing communications that will bring “Rud” to a new level, giving it an advantage over other competitors.

Based on the analysis of marketing communications and their impact on the activities of the "Trading Company “Rud”, a number of recommendations for their improvement can be proposed. Improvement of marketing communications is essential for the company in the 21st century, as in the era of digital technologies and fierce competition, effective communication with customers is a key success factor.

Without establishing modern communication channels, an active presence on the Internet and social media, and the introduction of innovative marketing tools, a company will inevitably lag behind its competitors. Marketing communications are the basis for building customer loyalty, increasing brand awareness and attracting new customers. Without continuous improvement and adaptation to new trends and market demands, the Company will not be able to ensure stable sales growth and increase in profits in the long term. Therefore, the optimization of marketing communications is a strategically important task for the company in today's realities.

To solve these problems, we can offer the following recommendations for improving the communications of the Company:

1. Improve the company's website. As it was already revealed, the company cannot expand without a website. Therefore, an updated version of the website is being actively developed, optimized for mobile devices, more modernized with an identity, i.e. the development of a fully-fledged style of the “Trading Company “Rud” (Fig. 10).

It is necessary to introduce a personal account for customers, where they can track their order history, manage personal data and receive individual offers. It is also necessary to regularly update the content and information about products, prices, promotions and offers to ensure that the data is up-to-date.

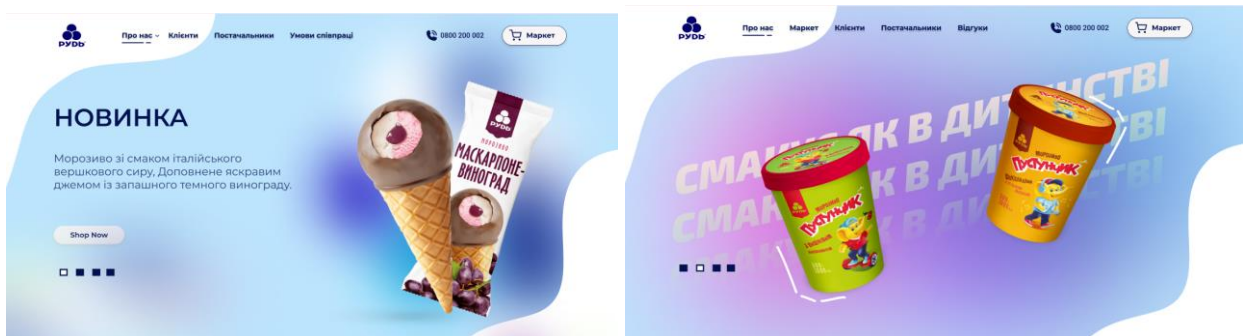


Fig. 10. Part of the updated future design

Source: according to the company.

2. Strengthening the presence in social media. Currently, a separate person is needed to be responsible for managing social media, developing content marketing strategies, and creating interesting and useful content that will engage the audience. Although the company rarely participates in events and celebrations compared to 2020, it is necessary to cover other information. Nowadays, they are more likely to help charitable organizations, so it would be very appropriate to cover this information. You can also add cooperation with bloggers and influencers in the field of food and cooking to promote products, or rather more frequent collaborations.

3. Presence in TikTok, i.e. creation and regular filling of the official account of the "Rud Trading Company" LLC on this platform. TikTok is one of the most popular social networks, especially among the young audience. This platform allows to create and distribute short videos that have a high potential to go viral and receive significant user engagement. To create high-quality content on TikTok, you can hire creative employees or other professionals. It is important to follow the trends and popular formats of the platform to be interesting for the target audience.

It is not necessary to publish content every day to successfully implement this recommendation. It is enough to keep it regular, for example, 2-3 posts per week. Since the "Trading Company "Rud" is already a well-known company, its presence on

TikTok will become an additional channel of communication with consumers and help maintain interest in the brand.

4. Do not conduct regular customer satisfaction surveys with products and services. This is no longer relevant, and consumers do not like it when there is a lot of spam. Customers contact you when they need you. This doesn't mean that you don't need to analyze whether people like a product or service at all. All you need to do is create a convenient system for submitting suggestions and wishes from customers. For example, you can add a starred review to your website, something that doesn't take much time and doesn't require you to process a lot of information.

5. Expanding communication channels. For example, when ordering on the website, you can duplicate information in messengers (Viber, Telegram) for quick communication with customers and service. So that the consumer chooses a convenient messenger for him or her and, if necessary, can ask relevant questions. Since the company has only an active hotline, adding a messenger will be an advantage.

Implementation of the proposed measures to improve the marketing communications of the "Trading Company "Rud" will allow the Company to significantly increase the efficiency of its operations. The updated website is expected to increase traffic by 25- 30%, increase the conversion of visitors into customers and expand the base of loyal users. An enhanced presence on social media and TikTok will help increase brand awareness among various target audiences. Implementation of a convenient feedback system and expansion of communication channels through messengers will improve the customer experience. In general, the implementation of the recommendations will allow the "Rud Trading Company" LLC to stand out among competitors, attract more customers and increase the efficiency of its business.

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