

**THEORETICAL ASPECTS OF ASSESSMENT OF MARKETING
COMMUNICATIONS**

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ANNOTATION

The marketing fee is the basis of how the business works. Proper organization and development of marketing, especially in a pandemic, is a task for any business. The theory of marketing organization is a prerequisite for every entrepreneur in a market economy.

Key words: *marketing, communication, growth, price, place, promotion, product, sales, potential, organization, quality, service, industry, channel, media*

To ensure a sufficient level of communication efficiency, it is necessary to analyze the most important factors influencing the growth of sales and the formation of recognition, fame, preferences through information, reminders, persuasion and image creation.

The main factors of the effectiveness of communications in the activities of organizations are: assessment of the market potential of his business, determination and assessment of the impact of commodity, sales, price potential on the communication work of the organization; determination of the level of development of social and corporate responsibility and culture of the organization; providing high quality service.

The task of assessing the effectiveness of integrated communications is solved through a comparative analysis of costs and benefits both on an enterprise scale and individual marketing projects (participation in a fair and exhibition, transferring part of the business online, implementing a public relations program, developing a packaging concept, promoting sales, organizing advertising work, personal sales, etc.).

The advertising industry and marketing communications market is growing and developing. It is a powerful system of tools and tools, channels and media. Subjects and objects. The turnover of products and services in the field of marketing communications is growing every year.

Evaluation and analysis of the marketing communications complex is carried out separately and in aggregate for all tools: advertising; sales promotion; public relations; direct marketing.

Marketing communications analysis tasks:

- assess how effectively the marketing communications system affects consumers;
- determine how it matches the nature of the product, the characteristics of the target audience, the image of the company;
- analyze its economic efficiency;
- identify the disadvantages and develop measures to improve marketing communications and increase the effectiveness of their actions.

In general, the analysis of the marketing communications system in the company consists in assessing:

1. have a comprehensive program or plan to promote goods / services
2. promotion organizations (responsible persons and performers, involvement of external organizations);
3. cooperation with public organizations (assessment of its effectiveness in terms of marketing);
4. advertising, its carriers and channels;
5. public relations, its events, its benefits and profitability to enhance the company's image;
6. product presentations for personal sales;

7. the effectiveness of incentives for staff, resellers and consumers.

The analysis allows us to draw general conclusions about the effectiveness of the company's promotion, the effectiveness of marketing communications.

Evaluation of marketing communications is a difficult task, and it is not always possible to obtain a quantitative effect from the implemented activities.

Companies use both quantitative and qualitative methods for evaluating marketing communications. Qualitative methods involve the use of marketing audit, i.e. a comprehensive analysis of the external environment, as well as all opportunities and threats. Quantitative assessment methods are based on comparing marketing costs to gross profit and advertising costs to sales.

In general, the effectiveness of marketing communication is defined as the ratio of the aggregate reduced profit received from the implementation of marketing activities in each year of the billing period to the total reduced costs of these activities.

Evaluation of marketing communications consists in analyzing the resulting effect from a marketing event:

economic effect - the desired development of consumer demand, the ratio of results and costs;

communicative effect - how effectively a particular marketing communication tool conveys the necessary information about a company, product or service to the target audience and forms a certain attitude or point of view;

social effect - the impact of tools on the development of society, target groups and the company itself.

There are cases when an advertising campaign does not bring results or gives a completely unexpected effect. Marketing communications is also a risk associated with the likelihood that the program will not pay off, reduce sales and impair the memorability of a product or brand.

The economic assessment of marketing communications is:

1. studying the number of contacts with a marketing communication tool or medium;
2. research of the quality of perceived information (brand awareness);
3. analysis of the effects of communication (determination of attitude towards the brand, intention to make a purchase, changes in the ratio of customer groups);
4. determination of sales volumes and market share;
5. Measurement of brand equity and company revenues. Communicative assessment is carried out by methods such as observation, experiment and questioning.

A comprehensive analysis of marketing communications implies the use of a certain set of indicators that, individually, will not bring the proper assessment result (synergistic effect $1 + 1 = 3$).

Developed and successfully implemented communication plans and programs, the amount of the budget for marketing communications and information obtained in the course of marketing research are considered the sources of a comprehensive analysis of marketing communications.

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