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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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MARKETING ACTIVITIES FEATURES FOR DIFFERENT CLASSIFICATION TYPES OF BUSINESS STRUCTURES

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The organization of effective economic activity in the Ukrainian market as well as its further long-term development requires innovative economic thinking and introduction of new approaches to its management, which should focus on the needs and demands of would-be customers.

The activity of different business structures in the conditions of modern complex economic development, aggravation of crisis phenomena and growth of competition in the market requires stable recognition and demand for goods of these structures, regardless of the classification type they belong to. Among the variety of those types we distinguish the most common ones, namely: Sole Proprietorship (the easiest and most basic type of business), Partnership (a single business where two or more people share owner) and Corporation (an independent legal entity owned by shareholders, which is more complex than other business structures because they tend to have costly administrative fees and complex tax and legal requirements) [1, 5-8]. A more recent development to these forms of business is the Limited Liability Company (LLC) – a hybrid type of legal structure that provides the limited liability features of a corporation and the tax efficiencies and operational flexibility of a partnership and the Limited Liability Partnership (LLP) – a partnership in which some or all partners (depending on the jurisdiction) have limited liabilities [5]. However, all these quite different structures equally need to promote products / services and bring them to the appropriate level of competitiveness. The question remains relevant: «How to push the consumer to purchase these products, or use these services?». And therefore an important role is given to the effective organization of marketing activities, in particular, its communication policy. The introduction of marketing activities in the practice of existence of different types of enterprises allows forming rational strategies that help to navigate in the changing conditions of market competition, as well as force majeure, in particular, the global pandemic. An important task of marketing services is to obtain a positive result from the actions of consumers. After all, the main purpose of product promotion is to stimulate demand among potential customers, as well as to arouse interest in an uninterested or unaware of this product audience. Before proceeding to special aspects of marketing communications, which are the most important component of mass communications, let's consider a number of their features [7]:

1) the targeted nature of communication - in contrast to the dispersal of mass communication in general, marketing communication is precisely aimed at the target audience, and this accuracy is calculated and achieved on the basis of a complex of media planning;

2) the repeating nature of messages - an advertising message, as a rule, is duplicated many times in order to achieve a certain frequency of communication; the frequency of exposure, as it were, «accumulates» among representatives of the target audience and provides a certain level of memorability of the message;

3) marketing communications are complex in their effect on the target audience - advertising messages in the media are supplemented by direct marketing methods, personal sales, sales promotion methods, participation in exhibitions, packaging design and points of sale, etc. Thus, non-verbal forms of communication can often complement verbal communication;

4) marketing communications are mainly persuasion-advertising, direct sales, etc. convince the consumer to buy the goods of the manufacturer. At the same time, the process of persuasion can be built both on serious argumentation and on purely emotional impact [2,17-22].

The role of marketing communications in the current conditions of the economic development of any country is highly important, and it involves finding the most effective methods for their implementation, impact on the potential consumer and maximizing the advancement of goods or services in the market/ One of the priority prerequisites is the need to know the market itself and its functioning. The ability to forecast the needs and opportunities of the market, gaining positions, gaining competitive advantages, effective strategies for further development, flexible response to changes in the market conditions and proper solutions to various problems is the very marketing activity of the enterprise. In highly economically developed countries, marketing is considered the fundamental basis of modern enterprises. In the current conditions of crisis, instability of the market and increasing the level of competitiveness, marketing is the so called «engine» that helps companies survive and develop further, as well as realize new opportunities. After all, marketing is the function that determines the policy, style and nature of a business structure [3-4, 6, 8-12]. Unfortunately, in many especially small business structures marketing services are not endowed with the appropriate powers, but are aimed only at market analysis, collection of statistical information, search for competing companies etc. In the context of entrepreneurial activity marketing can be considered as a system of five activities: 1. the company must determine which type of product best meets customer demand; 2. a price is set that would be acceptable to buyers and at the same time profitable; 3. effective methods and means of advertising should be used to inform customers about the product; 4. you can sell the product on your own or through intermediaries; 5. ensuring the subsequent supply / sale of goods.

Classical methods of conducting communication activities in enterprises gradually lose their relevance [13-15]. A single element of the marketing policy is not competitive and forced combine with other components, forming a single (integrated) unique system, because in the conditions today only a combined complex is capable perform the planned tasks and ensure effective positioning of a product or service as on domestic and international markets. Integrated Communication Policy (ICP) is significant enhances the impact on the potential consumer and product promotion subject to agreement approach, consistent implementation in the production process, market research, favourable impact external market environment, etc. In today's market globalization and competition should be more active to adapt such methods of communication policy as relationships and cooperation. Emphasis is placed on developing relationships with individual consumers that will promote mutually beneficial cooperation during long-term activity. Quite a common method of proceedings communication policy is actively involved social networking communities. Application modern crowd technologies and basic psychological approaches optimally affect perception planned context by the target audience. Regular research and communication should help a business to assess its competitors' sales, marketing and development activities. Nowadays the best wat out for the most of business structures is to apply the modern marketing strategy, i.e., to establish, build and strengthen the relationships between the enterprise and its audience. Modern marketing is able to offer the right touch points with the customers, it incorporates a deep understanding of customers' needs, challenges and inspirations[9, 12,16].

On the basis of the material, we can conclude that at present the use of individual communication policy tools is inadequate. The main emphasis should be done on integration and complexity; on formation of effective cooperation and interactions «producer – consumer»; on the efficiency and relevance of communication activities; on multichannel influences by attracting social networks and conducting virtual exhibition activities, etc. Thus, the evident truth for business structures should become a comprehensive assistance in the effective operation of marketing services and their use of special aspects of communication policy, including: exchange of ideas, proposals, information, decisions, etc. in a single manner, which in turn will improve staff skills, motivation to expand the consumer audience and etc.

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