

THE FORMATION OF DIRECTIONS OF INTEGRATED MARKETING COMMUNICATIONS

Dr. Ergashodjaeva Shaxnoza Djasurovna,
Professor, Tashkent State University of Economics, Uzbekistan.

Mukhsinov Bekzod Tohirovich
Bukhara Engineering-Technological Institute
Republic of Uzbekistan, Bukhara

Annotation. In the development of an effective advertising organization, the chosen promotion concept plays an important role. The article proposes the development of concepts and the evolution of the concept of integrated marketing communications. Trends in the development of integrated marketing communications in the mussel space globalization model are proposed and substantiated.

Key words: marketing concepts; communication concept; integrated marketing communications; advertising space.

In the late 90s, systematic exchange began to transform everywhere into effective marketing communication, which is characterized by its gradual, but natural transformation into an integrated marketing communication and then into a complex global integrated marketing channel [1]. The emergence of the concept of integrated marketing communications is associated with the transformation of marketing philosophy and the requirement to develop an integrated communication policy. In that situation, D. Schultz formulated the concept of integrated marketing communications (IMC) as a concept of joint use of all types of marketing communications, based on common goals, which forced entrepreneurs to pay more attention to communication processes in order to obtain a synergistic effect [4].

Let us introduce a clarification of the definition: "the concept of marketing communications" is an approach in the system of the fundamental views of the advertiser on the way of expressing and using communication means in the marketing

environment, which helps to ensure the achievement of target audiences and the solution of problems of motivation, loyalty, image, demand and sales in the most efficient way in a specific market situations.

Marketing communications is a marketing tool designed to provide socio-economic information to market actors and a contact audience in order to develop communication relations through media means, to achieve a synergistic effect by the advertiser through the organization of the use of promotion tools that contribute to the growth of the intangible asset of the brand, the achievement of marketing goals and in overall competitiveness, the development of motivation for the target consumer through the creativity of the presentation of the message. This author's definition of marketing communications is considered based on the needs of the market, the goals of generating demand and stimulating sales and includes all the tools of the marketing complex operating on the principle of synergy: communication of product policy, pricing, distribution and promotion.

Modern concepts of marketing communications consider the method of organizing communication in the advertising activities of marketers, based on the needs of the market, based on the integration of the functions of its subjects, IMC tools, communication technologies for the implementation of the goals of generating demand and stimulating sales on the principle of synergy. A new approach is that IMC is trying to prepare communications to order so that they more closely match the tastes of individual consumers.

Shown in Fig. 1, the evolution of the pyramid-shaped promotion complex implies that each subsequent stage builds on the previous ones. Climbing to a new level occurs when the adopted new marketing concept for survival and market leadership requires a qualitatively new support from the promotion complex. The used promotion concepts in the past are no longer a sufficient condition for success, although they are still necessary, a new promotion concept is required for new communication marketing roles.

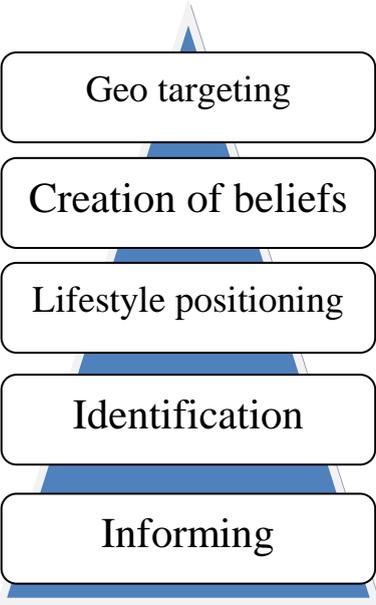
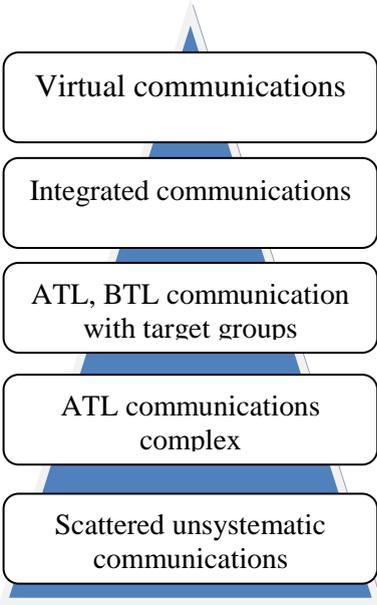
Communication role of marketing in promotion	Types marketinga	The trend of structural types of communications in demand management
 <p>Geo targeting</p> <p>Creation of beliefs</p> <p>Lifestyle positioning</p> <p>Identification</p> <p>Informing</p>	<p>Communicative (interconnected)</p> <p>Complex</p> <p>Concentrated</p> <p>Differentiated</p> <p>Undifferentiated</p>	 <p>Virtual communications</p> <p>Integrated communications</p> <p>ATL, BTL communication with target groups</p> <p>ATL communications complex</p> <p>Scattered unsystematic communications</p>

Fig. 1. Trends in the communication roles of marketing and types of marketing in building demand management communications

Currently, the concept of holistic marketing, proposed by F. Kotler in the 12th edition of the book "Marketing Management", is gaining more and more popularity. This is an approach to marketing in which all components of the process are considered as a whole, rather than a collection of individual elements. The concept of holistic marketing includes four categories of marketing: internal, integrated, socially responsible and relationship marketing.

On the communication spectrum, holistic marketing is at the highest levels. It does not limit the content of communications, either to individual details and characteristics of a product or service, or even to any sets of ideas. The entire world in which the business lives, including the personalities of managers and employees, becomes the content of communications.

The use of a systematic approach in the study of basic concepts and their trends has created a variety of directions for the development of marketing communications and means of their promotion. The development of the toolkit of concepts is at the stage of accumulating potential, the achievement of which will create the preconditions for the transition to a qualitatively new, most likely, network level of communications with their own concepts, in which the above will act as subsystems of the basic level. The approach of developing an integrated promotion concept, including the concept of interaction marketing, IMC, the concept of development of communication technologies and media space in the concept of holistic marketing, is relevant, which will ensure the successful growth of an enterprise's position in a highly competitive market.

An expanded concept of IMC is proposed, which is based on the fully integrated advertising and communication environment into the marketing one, as well as the close integration of three interacting factors of the advertising process - the concept of integrated marketing communications, the integrated promotion process directly by participants in the distribution of goods, the formation of an active consumer of the IMC integrated into purchases through promotion, which will ensure the achievement of a synergistic effect and promotion in the advertising campaign.

The IMC development concept is beginning to act as a new paradigm of advertising in the marketing concept. There is an increase in the turnover of TTL funds in the BCI concept. The concept considers the consumer not as a passive object of advertising influence on the part of the manufacturer, but as an active and full-fledged operator of the advertising market with a long-term program of integration into purchases. The “new consumer” profile is becoming more educated, informed, demanding, organized and active in the search for advertising information with deepening feedback to the IMC products.

The subjects of the integrated promotion process are the trade promotion aimed at distributors and the buying promotion aimed at the buyer. The modern

approach to marketing communications is more extensive and is determined by the entire set of marketing mix (Fig. 2).

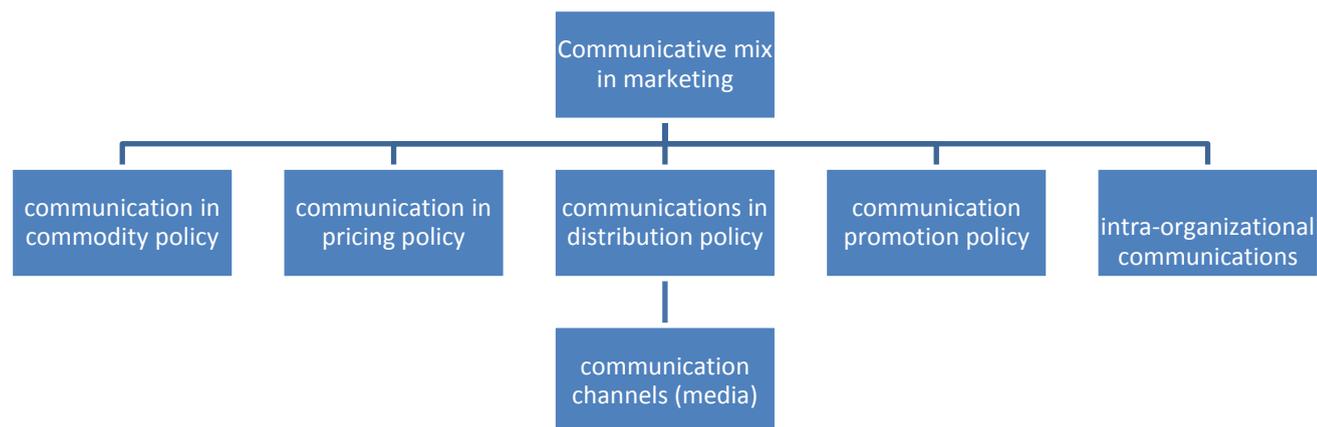


Fig. 2. The structure of the communicative mix in marketing

In this case, there is an initial focus on the expectations and actual needs of the consumer, focus on the competitive environment. As a result, it is much easier to promote a product using IMC technologies, because it has real competitive, not fictional consumer properties.

The peculiarities of the modern stage of development of advertising activity, based on the powerful and well-integrated technology of the IMC, are globalization, intellectualization, as well as the growth of the informatization of society. Globalization determines priorities in advertising technologies and, accordingly, advertising strategies.

The growing volume and quality of information consumption by society stimulates the development of IMC technologies towards the globalization of the market based on unified technologies capable of integrating into the global advertising space.

The creation of the global advertising space was consistent with the formation of a single market, especially in Western Europe. Within the framework of global marketing, this event defined the technological stage of advertising activities, but not a new conceptual model. International advertising activity is based on the general concepts of global marketing and national advertising, partially clarifying and complementing them. Advertising activity in the concept of global marketing is determined by the new geographic and demographic structure of the market, that is, the target advertising market is determined within the global framework.

The modern direction of the concept of integrated marketing communications consists mainly in the globality of the presentation of advertising through its media channels and in the individual ability of the subject to consume the target segment of the advertising message he needs. This statement is determined by the trend of changing mass (segment) marketing to customized.

The concept of advertising space is revealed in the analysis of the evolution of previous concepts. In fig. 3, a conceptual model of creating a global advertising space is proposed in the form of a dialectical spiral of the development of advertising activities, where by the radius vector of the spiral we mean the level of intensification of advertising efforts, and the angle of the spiral turn will determine the duration of the basic concepts of marketing (advertising). Each turn of the evolutionary spiral represents the targeting of advertising in time and depending on the level of world development of advertising concepts, as well as the growth of the global advertising market through compatible media channels.

The initial marketing development cycle began with a production concept of targeting large community groups or segments. We are now in the transition phase between the social and ethical concept of marketing and the concept of relationship marketing. Mass advertising that is not targeted at a specific consumer has become less effective. With the development of targeted marketing, further segmentation began to occur (the marketing concept of fragmentation or demassification), which gave rise to a new stage (round of the development spiral)

in positioning fragmented consumers towards the brand, which adopts the same concepts, but at a new qualitative level. At a new level, the BCI concepts can be refined and supplemented, but their general essence remains unchanged.

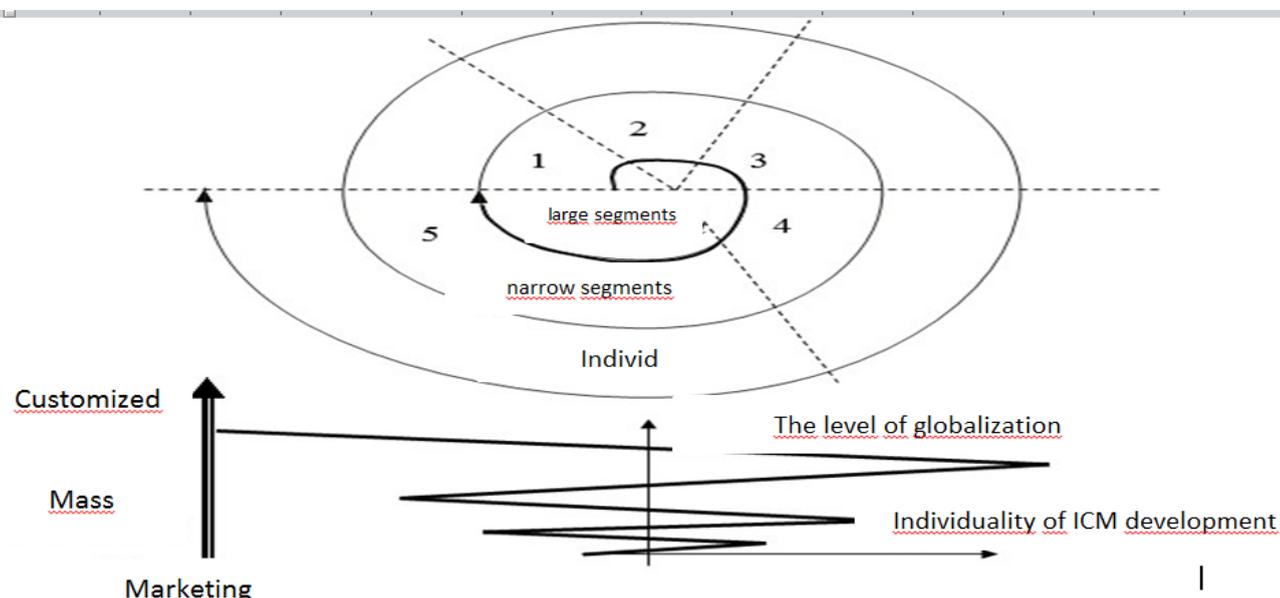


Fig. 3. Model of the concept of formation of the advertising space of the IMC (1, 2, 3, 4, 5 - stages of development of classical marketing concepts)

Developed countries, which were the first to decide on marketing strategies, are already entering the third round of the concept of personalized communication, which makes it possible to satisfy the needs of the individual most fully through the BCI. An individual perceives marketing not as an annoying BCI, but as a compass in the information sea of goods (services). Advertising begins to use new forms of personal communication with a manufacturer or seller. Countries that later embarked on the path of consumer-orientation strategies go through the strategic stages at a faster rate using mature technologies, but according to a pattern determined by a spiral.

Thus, the regularity of the development of advertising activities in the field of IMC goes to ensuring the individuality of consumption of IMC with the general trend of globalization of the advertising market. The considered concepts are applicable to both national and foreign markets.

The considered approaches to the evolution of marketing communications concepts, the emergence of new communication technologies and means, allow us to highlight some trends in improving existing concepts, the further development of which may cause the emergence of new promotion concepts for new marketing models. These include:

- development of integrated promotion concepts as a promotion system depending on targeted marketing, in which the involvement of consumers in interaction with the company is a strategic guideline for the development of a system of personified communications;
- combining tools, methods, technologies in integrated marketing communications, which in turn will lead to the emergence of their new conceptual models, expanding the possibilities of communications in marketing and at the same time complicating their management;
- streamlining the basic concepts of promotion will provide an opportunity to talk about their system, in which companies begin to actively use the information collected about potential customers, trying to adjust communications to their current needs, that is, to prepare communications to order;
- the development of individualized media technologies in the communication Internet space, the deepening of the buyer's market and the growth of customization of offers leads to the development of interactive communications, which implies a qualitatively new paradigm for organizing marketing communications in the direction of their integration in the virtual space with targeting activities;
- unification of communications of interaction between business structures, the formation of a communication field with a consumer, depending on target marketing in the concept of a global information space on the basis of unified media space means, predetermines the formation of network approaches in communication marketing interaction;
- the development of customization using integrated knowledge about the consumer (client) acts as a benchmark for the evolution of the system

marketing communications, where the structure of messages and the degree of their saturation with certain data will increasingly be determined by the consumer himself;

- the concept of marketing communications will be improved and changed depending on the development of concepts in commercial activities and the specifics of retail technologies;

- development of standard concepts for organizing the communication process of promotion in the marketing of an enterprise, aimed at the formation of an intangible asset of the enterprise;

- the intensification of processes in business markets (B2B), the transition of markets from a competitive phase to a hypercompetitive one, from communications of transaction marketing to communications of stable relationships with customers gives rise to new conceptual approaches in the development of both marketing communications tools and the concept of their integration;

- an increase in the number of directed-response, "two-way" communications, carried out in the form of communication, in which the possibilities of intermediaries in communication are activated, for example, in the person of representatives of a manufacturer, wholesaler and retailer, expert, consultant, seller);

- development of geotargeting as a method of providing the consumer with advertising information corresponding to his geographic location.

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