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ADVERTISING IN THE MARKETING COMMUNICATIONS SYSTEM: ANALYSIS AND DIRECTIONS OF IMPROVEMENT

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The article explores the essence and significance of marketing communications in ensuring the effective functioning of an enterprise. Particular attention is paid to advertising activities as one of the key tools of communication policy. The study identifies that advertising plays an increasingly important role in shaping a positive company image, stimulating customer loyalty, and maintaining a stable level of sales. The organization of advertising activities within the enterprise is analyzed, and the main problems and shortcomings in its implementation are identified. The article outlines current trends in the development of advertising activities, including the digitalization of communications, widespread use of social media, personalization of advertising messages, application of programmatic advertising, emotional branding, and interactive formats of consumer engagement. Based on the identified trends and current market requirements, the article substantiates ways to improve the enterprise's advertising strategy. The proposed recommendations are aimed at increasing the effectiveness of advertising measures and strengthening the enterprise's competitive position. Theoretical principles and practical approaches to organizing advertising activities in the context of the modern concept of marketing communications have been further developed. In particular, the approach to evaluating the effectiveness of advertising campaigns has been improved, the relationship between advertising activity and the strategic goals of the enterprise has been revealed, and directions for integrating advertising into a unified communication complex have been substantiated. Practical recommendations are provided to enhance the performance of advertising activities, taking into account the specifics of the target audience and market trends.

Keywords: marketing communications, advertising, advertising, promotion strategy, enterprise, advertising effectiveness, communication policy.

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Introduction and problem statement in general and its connection with important scientific or practical tasks

In today's conditions of high competition, rapid digitalization of communications and dynamic changes in consumer preferences, effective advertising becomes an important component of strategic management of the enterprise. Advertising is no longer just a means of drawing attention to a product or service, but performs the functions of reputation, loyalty, supporting

corporate image and realizing the long-term goals of the company. At the same time, the need for a systematic analysis of the organization of advertising, its integration into the general complex of marketing communications, adaptation to changes in the market and features of the target audience is increasing. Insufficient consistency between advertising activity and strategic tasks of the enterprise leads to a decrease in the efficiency of promotion, irrational use of budgets and loss of competitive positions.

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The scientific literature is widely considered theoretical aspects of advertising, but in the practice of domestic enterprises there is often no holistic system of planning and evaluation of advertising activities. It is relevant at the present stage to deepen research aimed at improving the approaches to the organization of advertising as a tool of strategic development of the enterprise, taking into account the specifics of the national market, the dynamics of consumer behavior and innovation in the field of communication.

Thus, this article is devoted to the analysis of the advertising of the enterprise, the identification of problems of its implementation, the definition of ways of integration of advertising into a single communication complex and to formulate practical recommendations for improving its effectiveness.

Analysis of recent studies and publications in which the problem has been addressed and which the author relies

Issues of advertising as a component of marketing communications are considered in the works of both foreign and domestic scientists. Particular attention is paid to the impact of advertising on consumer behavior, the effectiveness of advertising campaigns and their integration into the company's overall strategy. In particular, F. Kotler [1], J.-J. Lamben [2], G.V. Kozlovsky [3], I.I. Litvinenko [4], G.L. Azoev [5] and others.

Despite the significant contribution of these authors, the problem of integrating advertising into the strategic management of the enterprise, assessing its efficiency in the dynamic environment, as well as adaptation to changes in consumer behavior, requires further development.

The selection of previously unresolved parts of the general problem dedicated to the article

Despite the significant development of the theory and practice of advertising, the issue of integrating advertising into a complex of marketing communications remains insufficiently investigated, taking into account modern changes in consumer behavior and market trends. Advertising is significantly transformed, which opens up opportunities for forming a new qualitative level of its organization and management, characteristic of the current stage of development of society.

Formulation of the goals of the article (setting of the task).

The purpose of the article is to analyze the current state of advertising activity of enterprises, to identify the relationship between advertising activity and strategic tasks of business, as well as to develop practical recommendations for the integration of advertising into a single communication complex,

taking into account the specifics of the target audience and market trends to improve the efficiency of advertising.

Presentation of the basic material of the study with full justification of the obtained scientific results

In the modern marketing environment, the conditions and factors that affect the effectiveness of marketing activity of market economy entities are constantly changing. These changes have led to the evolutionary transformation of marketing tools that ensure the relationship between market participants and the transfer of demand, supply, goods, prices and other aspects. The system of economic and social contacts between producers, consumers, intermediaries and other market participants has been subjected to significant modernization.

Among all marketing tools, marketing communications are of particular importance. They play a key role in the transmission of products on products and their characteristics of the target audience and provide communication with the enterprise with both consumers and other interested parties.

Marketing communication is an interaction between the enterprise and its audience, which covers a two-sided process. On the one hand, it involves the impact on target and other audiences, and on the other - obtaining feedback on the reaction of the audience to this impact. Both components are important, and their interaction forms marketing communication as a system that is considered successful when it achieves the goals and objectives.

Marketing communications include signals sent to various audiences, such as intermediaries, competitors, consumers, suppliers, shareholders, public authorities and their own personnel. Their goal is to inform, belief, remind us to consumers and the market as a whole about the products and activities of the enterprise. There are different approaches to the interpretation of the concept of "marketing communication" by various scientists. So, Garkavenko S.S. considers marketing communications equally important "with the promotion of goods" concepts whose unity gives grounds to speak about marketing communications as a system. Kotler F. notes that marketing communications are a comprehensive program that combines means of incentives, sales, advertising, personal sale, public relations to achieve marketing and advertising goals.

So, marketing communications ("communication" – latin "sommunicatio", from "communico" – contact, communicate) should be considered as managing the process of promoting goods at all stages – before sale, at the time of sale, after consumption, after consumption. For the highest

efficiency, communication programs should be designed specifically for each market segment and even an individual client. At the same time, the direct and feedback between the enterprise and its addressees is very important.

Marketing communications are an integral part of any market activity aimed at meeting the needs of society. Their main purpose is to achieve success in this process by efficient use of information for consumers. This includes the transmission of the necessary information about the products at different stages of their life cycle: from the market to the market to after-sales. Marketing communication covers all measures aimed at convincing, informing and reminding consumers about the products and activities of the enterprise. Effective marketing communications policy aims to solve a variety of problems, including:

- creation of a prestigious image of the manufacturer and its products, which allows to position the brand as a reliable and recognizable;
- informing potential consumers about the assortment, prices, peculiarities of use of goods, the benefits of products offered over competitors, etc., to ensure conscious choice by the consumer;
- supply of new goods, services or ideas on behalf of the manufacturer in order to expand the range and meet the growing needs of the market;
- maintaining the popularity of products that are already present on the market by conducting advertising campaigns, stocks and measures aimed at maintaining consumer interest;
- providing information on the conditions of stimulation of sales of goods to consumers or intermediaries, which allows to attract more customers in purchase;
- development of marketing communication strategies aimed at convincing consumers in the benefits of purchasing products of this manufacturer;
- providing feedback with the consumer to evaluate the attitude towards the manufacturer and its products, as well as to identify the needs and supply of further improvement of products.

Each economic system forms its own marketing communications system in accordance with its features and capabilities. This system is constantly developing, interacting with the economic and political structures of society. However, there is a direct link between the level of economic development of society and the degree of development of the marketing communications system. This connection is determined by both the technical level of information transmission and the ideological principles of a particular economic system.

In countries with high levels of economic development and a developed marketing communications system, technically provided communication channels and information technologies are used to effectively involve consumers and promote goods and services. On the other hand, in countries with less advanced economic state and limited resources, there may be fewer opportunities for the development and use of modern methods of marketing communications.

In addition, the ideology of a particular economic system also influences the formation of a marketing communications system. For example, high-level competition systems may focus on advertising and public relations, while state promotion programs and other methods of influence may prevail in systems with significant state intervention.

The main tools of marketing communications include advertising, direct marketing, sales promotion, public relations and personal sale.

Direct marketing includes direct interaction with potential customers to stimulate sales through personalized proposals and direct interaction.

Sales promotion is focused on stimulating a quick purchase decision using a variety of offers and promotions.

Public relations are aimed at maintaining a positive image of the company through interaction with the media and other public groups. Personal sale includes direct interaction of the seller with the buyer to solve specific issues and establish mutually beneficial relationships.

Advertising is one of the most effective and widely used tools in this group. It is a paid form of non-personalized communication aimed at attracting consumers' attention to a product or service and stimulating them to purchase.

Advertising acts as a special form of communication that solves specific tasks. It not only informs about the events and facts of social life, but also creates given images, convinces the consumer of the need and ability to buy a product, forms the desire to buy the advertised product unobtrusively but effectively. Audience of advertising communication is the object of communicative influence, but is always represented by specific active entities - consumers.

The main characteristics of advertising include its impersonal nature, difficulties in determining the effect of advertising, the possible absence or late reaction of the recipient to a promotional message, public nature and lack of claim for impartiality.

The goals of advertising are to create demand for goods and stimulate its sale. To achieve these

goals, advertising informs consumers, convinces them of the benefits of a product, reminds it of it and forms its image.

Advertising has its advantages and disadvantages. The advantages include the possibility of attracting a large audience, a large number of different media to choose the most suitable for target segments, the low cost of one advertising contact, the high probability of reaching the target audience, the ability to control the content and design of advertising, and the ability to change the message depending on the reaction of the audience. The disadvantages of advertising are the limited ability to focus on the client's personal needs, the standard and the inflexibility of the advertising message, its shortness, large investments on some types of advertising, as well as the need for a long waiting for the advertising material.

Thus, advertising is an important communication tool that allows companies to bring messages to potential consumers with which it is difficult to make direct contact. It is an integral part of marketing because it helps to inform consumers about goods and services, stimulates their demand and encourages purchase.

Summarizing, marketing communications constitute an integral part of modern market activity aimed at meeting the needs of society and increasing the profit of enterprises. They are used as an effective marketing tool at all stages of commodity, from the product to the market to the completion of the consumption process. Marketing communications play a key role in shaping the stable image of the enterprise and strengthen its position in the market. Modern technologies supplement traditional marketing communications tools, which allows businesses to function effectively on the market and attract new customers.

Advertising is an integral part of modern life that provides information about goods, services and events. It is constantly changing and adapting under the influence of new technologies and socio-cultural trends. The development of advertising is determined by the needs of society, the form of power, religious and political goals, as well as economic and financial factors.

The term «advertising» comes from the Latin word «reclame», which means «recovering cry» or «call». This indicates the primary advertising function - to attract attention and to arouse interest in a particular product or service. Thus, advertising is not only a means of communication, but also a complex system that reflects the cultural, social and economic aspects of modern life.

The study of advertising includes different aspects, as it is a complex phenomenon that interacts with

different spheres of society. Some of the main aspects of advertising study include:

- economic (marketing) aspect: research of advertising as a means of stimulating demand for goods and services, increasing their value and positioning in the market;

- sociological aspect: study of the influence of advertising on society, its values and norms, as well as the role of advertising in the formation of public opinion;

- psychological aspect: analysis of the impact of advertising on the psyche and behavior of people, including consumer motivation and emotional reactions;

- linguistic aspect: study of language tools and strategies used in advertising to achieve their goals;

- philosophical aspect: consideration of advertising as an important element of culture and its impact on people's outlook;

- information aspect: analysis of advertising as a source of information for consumers and reflecting reality;

- cultural aspect: consideration of advertising as a reflection of cultural values and tendencies of society;

- legal aspect: study of legal aspects of advertising, including requirements for truthfulness and compliance with the legislation;

- ethical aspect: analysis of moral principles and standards governing advertising;

- communication aspect: research of communication processes in advertising, including interaction between advertisers, agencies and audiences.

These aspects help to understand the different parties and the impact of advertising on society, which is important for the development of effective advertising strategy.

Kotler F. considers advertising as a non-personal form of communication, which is carried out by paid means of disseminating information with a clearly specified source of funding. J.-J. Lamben noted that advertising was paid for non -personalized communication, which is carried out by the identified sponsor and uses the media to incline or influence the audience. The American Marketing Association believes that advertising is any form of non-personal presentation and promotion of ideas, goods or services paid by the customer established by the customer. The Law of Ukraine «On Advertising» stipulates that advertising is information about a person or product, distributed in any form and in any way and is intended to form or support the awareness of consumers of advertising and their interest in such persons or goods.

Advertising is defined as a set of tools aimed at managing advertising tools to meet market positions

and meet the needs of clients of the enterprise. It is one of the components of marketing communications that takes into account economic and competitive aspects of sale of products or services.

Since advertising performs many functions in public life, its definition is constantly changing and modernizing. It is a multifaceted and multifunctional phenomenon that can be interpreted from various scientific approaches, such as economic, marketing, sociological, ethical, political, psychological and others. Each scientist tries to take into account various aspects of advertising to create a broader understanding of its essence.

There are four versatile features that any advertisement performs.

First. The economic function of advertising: advertising stimulates market relations, increasing the demand for goods and services through the provision of information to consumers. It regulates supply and demand by helping to reach the balance between sellers and buyers in the market.

Second. The social function of advertising: advertising forms and consolidates in the minds of people certain consumer models, values and norms of society. It influences mass consciousness and social relations, contributing to the formation of certain stereotypes and cultural ideas.

Third. The marketing function of advertising: advertising creates demand for goods and services, facilitating their marketing. It is used as a marketing tool for demand and product sales promotion.

Fourth. Communication function of advertising: Advertising informs consumers about goods and services, providing them with information on characteristics, advantages and prices. It acts as a communication tool that promotes interaction between advertisers and a target audience.

The main purpose of advertising is to convince people that they need a particular product or service. It serves as a source of information and influences consumers psychologically, encouraging them to acquire. The main idea is to create interest and desire from consumers to buy the product or service being advertised. Thus, advertising acts as a tool that affects demand and can direct it.

Advertising is marked by the following features.

Firstly, obtaining consumer experience: Advertising can be considered not only an element of business but also as an art of trade. It gives consumers the opportunity to gain experience in the use of goods and services, making them more accessible and attractive through advertising campaigns.

Secondly, a comprehensive impact on the company: advertising encourages companies to

introduce the latest technologies, expand the range of products and services, as well as improve the methods of production management and quality control. This helps to increase the efficiency and competitiveness of the enterprise.

Thirdly, stimulating competitiveness: the desire to be competitive makes entrepreneurs study and introduce advertising into their activities. Proper use of advertising can lead to expansion and improvement of production, which in turn will increase the profit of the enterprise.

Fourthly, in today's market competition, the advertising activity of the enterprise is of strategic importance, since it directly affects the achievement of its long-term goals. Advertising ceases to be only a means of promoting a product and becomes a tool for implementing a general marketing strategy. In particular, advertising campaigns, focused on increasing brand awareness, support a strategic task of expanding market share. The active use of advertising communications to create a positive image of the enterprise helps to strengthen confidence by consumers and partners, which is critical to ensure stable development. In addition, advertising acts as a platform for the implementation of the company's mission, because through advertising messages to the target audience, the values, visions and strategic orientations of the enterprise are broadcast. Thus, the high consistency between advertising and strategic priorities ensures the integrity of communication policy, strengthens the competitive positions of the company and creates the basis for sustainable development.

Therefore, advertising plays an important role in providing the enterprise with means of promoting their goods or services and in competition in the market. This activity is a key means of creating a connection between the consumer and the manufacturer, as it performs a communicative function, facilitating effective control over the promotion of products or services in the market. Advertising helps businesses to achieve their goals in the field of sales and maintain their competitiveness, creating the necessary preconditions for successful functioning in the market stage.

Advertising is a directional information influence on consumers in order to promote goods and services in the market. It includes open messages from the firm to its potential buyers to tell about the quality, benefits and merits of goods or services. When developing an enterprise advertising strategy, it is important to make decisions on goals, budgets, communication channels and evaluation of programs. Advertising is a set of measures aimed at informing consumers about various aspects, such as products,

services or events represented by the enterprise.

Proper organization of advertising includes two main aspects: long-term goals and tactical tasks. Long-term goals determine the general directions of enterprise development in the field of advertising. These goals may include a strong brand, enlargement of the audience, increasing consciousness about a product or service, increasing company information, and more.

On the other hand, tactical tasks determine the specific steps that need to be taken to achieve these long-term goals. These tasks may include the development of a specific advertising campaign, the choice of advertising channels, budgeting, results analysis, etc.

It is important that long-term goals and tactical tasks are interrelated and aimed at achieving the overall purpose of the enterprise in the field of advertising. It is only in this way that you can ensure the effectiveness of advertising and achieve the desired results.

It should also have features of a holistic logical process with a number of stages:

- marketing research;
- allocation of advertising goals;
- advertising research;
- choice of advertising means;
- testing for compliance with international requirements;
- deciding on advertising appeal;
- development of the advertising budget;
- evaluation of advertising effectiveness.

Each of the stages of the organization of advertising has its own peculiarities and requires a separate analysis, taking into account that advertising activity is continuously developed, is constantly enriched with experience and is creative.

The preparatory stage of advertising organization is very important for the effectiveness of the whole process. At this stage, the company conducts advertising research that helps to collect information about the target audience, market trends, competitive environment and other factors that can affect the success of the advertising campaign. These studies are part of the overall marketing strategy and help the enterprise understand their goals and objectives.

The next stage establishes specific goals of advertising that meet the overall marketing strategy and communication strategy of the enterprise. These goals can be aimed at increasing brand awareness, raising sales, attracting new customers or any other task that meets the needs of the enterprise. It is important that these goals are specific, measured and achievable so that the company can evaluate the effectiveness of its advertising efforts.

In the third stage, the company is engaged in the selection of sources of information and conducting direct advertising research. This includes collecting and analyzing information about the target audience, competitors, market trends and other factors that can affect the advertising strategy of the enterprise. The research takes into account the necessary efforts to collect data, as well as the possibility of aimless searches of information where it cannot be obtained.

In the fourth stage, the company develops the most effective advertising strategies and evaluates available alternatives. This includes identifying the most effective ways of achieving your advertising goals and developing an advertising campaign plan. The company also considers different strategies and selects those that best meet its needs and opportunities.

In the fifth stage, the advertisement that was created is tested and adjusted in accordance with the requirements of international advertising practice. This includes tests, surveys or focus groups to evaluate the effectiveness and perception of advertising material with a target audience. On the basis of test results, appropriate adjustments are made to achieve maximum advertising efficiency.

The choice of advertising information is made at the sixth stage. The company identifies the most effective ways of delivery of advertising messages to the target audience. This may include the use of various media platforms such as television, radio, Internet, social networks, press, outdoor advertising and other communication channels. Particular attention is paid to the choice of the channels that best reach the target audience and provide the optimal level of interaction with it.

The choice of the audience segment will depend on the choice of advertising channel. Consider the most popular communication channels.

Advertising in the press. The press is already an outdated channel for the dissemination of advertising messages. This communication channel allows an audience of 60+ and has a relatively low cost. Advertising in online publications can be successful to attract a younger audience.

Radio advertising. This communication channel is rarely used. Usually to attract an audience of motorists or people aged 60+. The disadvantage of such advertising is the ability to influence the consumer only with the help of sound.

Advertising on television. This communication channel is usually used to attract 30+ audience. The cost of advertising on television is high enough, and you need to develop a quality video. Such a channel is more suitable for large brands.

Exhibitions and fairs. Advertising at exhibitions and fairs is carried out by demonstrating goods among potential consumers. Its advantage is that the buyer immediately sees the product in real life and is easy to convince the need for purchase.

Advertising souvenirs. Advertising souvenirs are one way to remind the consumer about the activity of the enterprise. They can be used to promote orders and use in loyalty programs.

Outdoor advertising. Outdoor advertising is any advertising located on the streets of the city - billboards, signboards on buildings, as well as in the subway, and transport. The advantage of this channel is the low cost and the ability to cover a large number of people on a geographical basis.

E-mail Marketing. E-mail mailing is used as a tool for communication and keeping the audience, as well as a means of generating re-sales. The advantage of e-mail mailing is the ability to create personalized messages.

Advertising on the Internet. Internet advertising allows you to post promotional messages on the Internet to present goods and services of the enterprise. The main advantages of such communication channel include its moderate cost, the ability to show only the target audience, as well as the ability to create different formats of advertising.

POS advertising. POS advertising is an advertisement that is placed at points of sale. It includes postcards, stands, plasma and displays of monitors that show commercials. The task of such advertising is to attract the attention and belief of the consumer to decide on the purchase. Placing POS of materials is required by every enterprise that sells its goods or services in offline margins.

Event marketing. This means of marketing communications involves the creation and implementation of measures to promote the goods and services of the enterprise. Event marketing is more suitable for large brands to increase loyalty. The disadvantages are the high cost and inability to carry out during the pandemic.

At the seventh stage of advertising organization, the management of the enterprise makes decisions on financing, developing and implementing the advertising budget. This includes determining the amount of funds that will be allocated for the advertising campaign, as well as the planning of resources for the development and implementation of advertising activities. This stage helps to clarify the goals of advertising and choose the best measures to achieve these goals.

The last stage assesses the economic efficiency of the advertising activity of the enterprise. This is usually determined by measuring the impact of

advertising on sales volume or other performance indicators. This analysis helps to determine how successfully the advertising campaign was implemented and whether the goals were achieved.

Efficiency assessment is a key stage in the advertising campaign, and this uses a variety of KPIs (key performance). It is important for each individual campaign and advertising channel to develop your own KPI system. Some of the main KPI include ROI, CAC, audience coverage, average check, ARPC, SOM, LTV.

Analysts use a variety of tools, including Google Analytics, Carrot Quest, Smartis, Engagio and others. These services help to collect and analyze data on the effectiveness of the advertising campaign, as well as allow you to improve marketing strategy and improve interaction with clients.

The effectiveness of advertising depends on the objective and reliable evaluation of its results. The assessment of advertising efficiency covers financial, marketing and communication indicators. The main metrics are the cost of attracting customer (CAC), the level of conversion, the return on investment (ROI), the number of interactions with the content, the brand and more. In this regard, there is a need to introduce new approaches that combine quantitative and qualitative methods of analysis.

The practice of evaluating advertising effectiveness in Ukraine covers:

- A/B testing of advertisements, which showed improvement of conversion by 22% due to content optimization;
- crossing analytics: integration with ERP for complete tracking of the client's path;
- after a campaign survey that allows you to measure the impact of emotional advertising on buyers' behavior;
- behavioral metrics: activity analysis in the mobile application;
- attribution with a time decline, which makes it possible to distribute advertising budgets more precisely.

Directions for improving the evaluation of advertising efficiency are the introduction of automated data collection and analysis systems, the use of attribution models adapted to multi-channel campaigns, attracting feedback from consumers, construction of Dashboards for real-time KPI.

Improving approaches to assessing advertising effectiveness is a prerequisite for strategic marketing resources. It is promising to further expand the use of a comprehensive analysis, which takes into account not only quantitative but also qualitative aspects of interaction with the audience.

Thus, the organization of advertising is a complex and long process that requires significant financial, material and intellectual resources. Advertising plays an important role in business, facilitating the promotion of goods and services in the market, improving the brand's consciousness and attracting new customers. Given the intensity of competition and rapid changes in the market, an effective advertising strategy becomes an important element of successful activity of the enterprise.

Conclusions

Modern economic conditions necessitate a rethinking of the role of advertising activities in the context of achieving the strategic goals of the enterprise. Advertising is no longer an isolated element of product promotion, but is transformed into an important tool for implementing a general marketing strategy, forming a brand image and providing sustainable competitive advantages.

Advertising activity should be closely integrated into the overall system of marketing communications of the enterprise. This involves coordinating advertising events with other elements of the promotion complex such as PR, personal sales, sales promotion and digital marketing. This approach contributes to the creation of a single information space for the target audience, which increases the level of brand awareness and forms a stable consumer commitment.

The integration of advertising into the general system of marketing communications involves the coordinated and holistic use of various communication channels in order to achieve the strategic goals of the enterprise. Modern practice shows that only a systematic combination of advertising with other communications tools allows to provide an effective impact on the target audience and to form a stable brand positioning.

Among the main areas of advertising integration are:

1. Unification of brand communication messages and stylistics - ensuring the consistency of content, visual design and tone of advertising materials with corporate enterprise.

2. A combination of advertising with other forms of promotion - advertising should be maintained by public connections, promotions, digital marketing, direct sales and other tools to achieve the effect of synergy.

3. Integration of online and offline channels- the use of digital platforms in combination with traditional means of communication (TV, radio, press) to enhance audience coverage and increase its involvement.

4. Adaptation of advertising strategies to target segments - personalization of advertising messages,

taking into account the demographic, psychographic and behavioral characteristics of different consumer groups.

5. Coordination of advertising with corporate strategy and values - advertising should reflect the strategic guidelines, mission and social responsibility of the enterprise, forming long-term confidence by stakeholders.

6. The use of cross-performing efficiency analytics - the integration of advertising is accompanied by the introduction of a unified system for evaluating the effectiveness of communications based on key indicators (KPI, ROI, etc.).

A comprehensive approach to the organization of advertising, based on the principles of integration, helps to increase the effectiveness of marketing communications, strengthen the brand and achieve stable competitive advantages in the market.

In order to improve the efficiency of advertising activity of the enterprise, a number of practical recommendations, formed taking into account the analysis of the characteristics of the target audience and current trends in the development of the advertising market. First of all, it is important to focus advertising messages on the specific needs and preferences of the target audience, taking into account its socio-demographic and behavioral characteristics.

In addition, current trends in marketing communications require the transition to the use of digital promotion channels-social networks, contextual advertising, personalized e-mail campaigns, marketing influencer. It is also advisable to introduce interactive elements into advertising messages that provide consumer involvement and increase the level of interest.

The proposed measures are aimed at improving the relevance of advertising campaigns, improving the level of awareness of target consumers about the products or services of the enterprise, as well as the formation of a positive brand image in the competitive environment.

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РЕКЛАМНА ДІЯЛЬНІСТЬ У СИСТЕМІ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ: АНАЛІЗ ТА НАПРЯМИ ВДОСКОНАЛЕННЯ

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У статті досліджено сутність та значення маркетингових комунікацій у забезпеченні ефективного функціонування підприємства. Особливу увагу приділено рекламній діяльності як одному з ключових інструментів комунікаційної політики. У процесі дослідження визначено, що рекламна діяльність відіграє все більш вагомий роль у формуванні позитивного іміджу компанії, стимулюванні лояльності клієнтів та підтриманні стабільного рівня продажів. Виконано аналіз організації рекламної діяльності на підприємстві, визначено основні проблеми та недоліки в її реалізації. У статті охарактеризовано сучасні тенденції розвитку рекламної діяльності, серед яких – цифровізація комунікацій, широке впровадження соціальних медіа, персоналізація рекламних повідомлень, використання програмованої реклами, емоційного брендингу та інтерактивних форматів взаємодії зі споживачем. На основі виявлених тенденцій і сучасних вимог ринку обґрунтовано шляхи удосконалення рекламної стратегії підприємства. Запропоновані рекомендації спрямовані на підвищення ефективності рекламних заходів і зміцнення конкурентних позицій підприємства. Дістали подальшого розвитку теоретичні положення та практичні підходи до організації рекламної діяльності підприємства в контексті сучасної концепції маркетингових комунікацій. Зокрема, удосконалено підхід до оцінювання ефективності рекламних заходів, розкрито взаємозв'язок між рекламною активністю та стратегічними завданнями підприємства, а також обґрунтовано напрями інтеграції реклами в єдиний комунікаційний комплекс. Запропоновано практичні рекомендації щодо підвищення результативності рекламної діяльності з урахуванням специфіки цільової аудиторії та тенденцій ринку.

Ключові слова: маркетингові комунікації, рекламна діяльність, реклама, стратегія просування, підприємство, ефективність реклами, комунікаційна політика.

ADVERTISING IN THE MARKETING COMMUNICATIONS SYSTEM: ANALYSIS AND DIRECTIONS OF IMPROVEMENT

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The article explores the essence and significance of marketing communications in ensuring the effective functioning of an enterprise. Particular attention is paid to advertising activities as one of the key tools of communication policy. The study identifies that advertising plays an increasingly important role in shaping a positive company image, stimulating customer loyalty, and maintaining a stable level of sales. The organization of advertising activities within the enterprise is analyzed, and the main problems and shortcomings in its implementation are identified. The article outlines current trends in the development of advertising activities, including the digitalization of communications, widespread use of social media, personalization of advertising messages, application of programmatic advertising, emotional branding, and interactive formats of consumer engagement. Based on the identified trends and current market requirements, the article substantiates ways to improve the enterprise's advertising strategy. The proposed recommendations are aimed at increasing the effectiveness of advertising measures and strengthening the enterprise's competitive position. Theoretical principles and practical approaches to organizing advertising activities in the context of the modern concept of marketing communications have been further developed. In particular, the approach to evaluating the effectiveness of advertising campaigns has been improved, the relationship between advertising activity and the strategic goals of the enterprise has been revealed, and directions for integrating advertising into a unified communication complex have been substantiated. Practical recommendations are provided to enhance the performance of advertising activities, taking into account the specifics of the target audience and market trends.

Keywords: marketing communications, advertising, advertising, promotion strategy, enterprise, advertising effectiveness, communication policy.

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