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PR-TECHNOLOGIES IN MARKETING COMMUNICATIONS

Under the present conditions, consumers are quite skeptical of many experts on marketing initiatives as to draw, and most importantly, retain an interest in purchasing any kind of goods is difficult. Even the recognized leaders in the market can not be absolutely sure of their positions. Companies are forced to sell their goods to accompany their original, informative and attractive references that would convince those goods in accordance with the needs and desires of consumers. The main factor in marketing products are marketing communications.

Marketing communications – a process of transmitting information about the product to the target audience. It should be understood that no undertaking to act immediately in all markets, while meeting the needs of all consumers. Instead, the company will reach success only if it is targeted to a market whose clients with the most likely to be interested in its marketing program.

The aim of marketing is to identify clients and determine their needs, processing products that meet its needs, and supply products to their customers interested. According to a statement of P.Dryuker, "one of the objectives is to prevent marketing to sales not become unprofitable. Target Marketing - a thorough study of the client, ensuring a perfect match of product or service needs of the client so that the latter will be easy to sell".

PR as a tool of marketing communication has several advantages:

1) relations with society aimed at participants who are interested in the enterprise and manage these relationships;

2) PR affects those who react negatively to advertising and sales promotion, PR- often as information is disseminated through the news, it is possible to bring it to the above-mentioned persons;

3) PR specialists as professionals able to apply the company in a favorable light because of literate behavior management, reputation monitoring company, its positive corporate image;

4) successful PR action may involve a mass scale much more fans enterprise than any other marketing communications together;

5) PR is relatively inexpensive type of communication as a successful implementation of this activity makes it possible to have more time in the air, more space in the press or to enjoy certain benefits when placing materials company in the media [2, p. 45].

The primary purpose of PR (public relations) was the company's reputation, as well as implementation of its communication policy, both inside and out. Marketing theorists have always recognized that public relations should be support for marketing, primarily as an instrument of publicity and advertising support, as well as presentations on the spot trade. A prominent theorist of marketing P. Kotler claimed that PR - an important marketing tool. In his opinion, public relations - a «foster child marketing», a kind of addition to the more important promotional activities. Employees of marketing and public relations, he thinks differently perceive their role in business: "The first of the above two paying more attention to the main strategy of the firm, while the PR department employees feel that their work is to develop information and distributing ".

Under the present conditions of tough competition public relations are becoming increasingly important for any business. More and more companies see the main task of communication in establishing friendly relations between the producer of goods or services and its customer (buyer). Therefore, the term of the PR should gain wider definition than just public relations.

Modern marketing prefer to use integrated marketing program that combines PR-strategy, traditional and non-traditional advertising techniques. Spending huge

budgets just advertising (including ever-increasing prices for placing ad units) or only PR - not effective. You must act together. And thus it becomes necessary to clearly understand the difference between PR advertising. S. Black fundamentally rejects even the hint of such a convergence, arguing that in the case of PR it is only the truth to inform [1, p. 103].

Although the purpose of the modern firm is to increase sales, this does not preclude the need for a PR tool to integrate the interests of consumers and their behavior. Consumer behavior is studied together marketers and PR-specialists.

Thus, an effective public relations – it is a marketing communication tool that aims at efficient organization of public opinion for the most successful operation of the business , thanks to a positive "corporate image" and refute or prevent unwanted rumors, gossip and events, location and collaboration between the company and the public [3, p. 245].

PR phenomenon causes market participants to revise their attitude to business as PR helps create the image of the company and increase its efficiency. So, PR is now one of the major components of marketing communications.

References:

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