

COMMUNICATION POLICY AS A COMPONENT OF THE ENTERPRISE BRAND ON THE INTERNATIONAL MARKET

The formation of a communication policy in economic activity is a key to success. After all, the focus on the consumer and his needs, and not on production and sales, is the main requirement of today. The full formation of a communicative policy and its integration with other functions of economic relations – this is the main task for those companies who want to achieve the goal. It is the complete formation of a communication policy that will provide the desired effectiveness.

The connection of such subjects of commodity relations as a producer and consumer is mainly done through marketing communications. This is happening at all levels of market relations, but especially at the stage of customer reporting on the characteristics of products that can meet the needs of potential buyers.

The company's image is created with the help of the information that the target audience receives. The main objective of branding is creating a clear image of the brand and shaping the company's communication policy. Communication explains to the society the understanding of its goals, expectations, areas of focus, inform about corporate development and culture, and allows the feedbacks at all levels of marketing communication.

Successful activities of economic entities in the conditions of markets globalization require not only a deep understanding of the essence of modern international economic relations, trends and dynamics of the processes of external markets, but also the laws of the development of business management system and the creation of effective mechanisms of marketing influence on the market situation.

At present, a lot of attention is focused on the international marketing activities of Ukrainian economic actors in the context of intensifying their foreign economic activity.

Such domestic and foreign scientists as R. Josenin, F. Kotler, P. Rose, S. Garkavenko, L. Balabanova, P. Matskevich made a significant contribution to the research of communicative politics, and, in particular, problems in managing the communicative policy of the enterprise in modern conditions. , O. Gromov, V. Shepel, M. Kovalev and others, but the question of effective methods of communicative policy management needs further in-depth study.

In our opinion, the most well-aimed definition of the communicative policy is created by S. Moriarty. It is sufficiently complete, essential and at the same time concise, but requires the concretization of the ultimate goal. Consequently, the communicative policy is the

development of a set of incentive measures to ensure the effective interaction of business partners, the organization of advertising, methods of stimulating sales, communication with the public and personal sales in order to effectively create demand and promote the supply of goods and services to markets in order to meet the needs of buyers and receiving profits [1, p. 60].

International marketing communications are conditioned by the need to move products to foreign markets. The result of their implementation is the creation of an attractive image of the product and the company in order to encourage potential buyers to make purchases.

The main tools for promoting goods in foreign markets include international advertising; sales promotion; public relations; communication in direct marketing; communication in the process of personal sales.

Each of the instruments for promoting the product in a separate foreign market has its degree of significance and has a different effect on the effectiveness of the implementation of such a policy. This is due to a number of factors, the main of which are: the goals of the enterprise in this country in general and the implementation of international marketing in particular; availability of resources and opportunities for their use; the state of the target market; kind of offered product; stage of the product life cycle; the degree of participation of intermediaries in promoting the product to the target market [2, pp. 29 – 30].

Marketing communication of brands with consumers is the element that primarily affects the ability to conduct international business and which is constantly lacking in most of the Ukrainian enterprises. Establishing an effective communication policy is the most important direction of development for any Ukrainian brand. This is due to the fact that consumers do not acquire it without familiarization with the product and proper information, even if this product is very high quality.

Ukrainian companies, which aspire to achieve specific parameters of success in foreign markets, must reasonably relate to the formation of an internationalized system of integrated marketing communications, based on the comprehensive consideration of various factors of international marketing behavior and factors of intensive promotion and marketing.

However, the insufficient experience of international activity pushes domestic exporters to use passive and non-creative methods of information and

stimulation support. Preferably, low-cost measures are not sufficiently effective in a competitive, tight international market environment [3, p.7]. This creates problems at all stages of the expansion of foreign markets: in the process of output, expansion, and intensification of operations, the implementation of competitive strategies and strengthening market positions, the emergence of new products, etc.

Formation of the marketing communications system at the enterprise has certain stages: the definition of the goal of communication policy; target audience definition; determination of the reciprocal reaction; selection of components of the communication and distribution channels; formation of treatment and specific sources; formation of the implementation schedule and the budget of communications; performance evaluation.

In the foreign market when forming a marketing policy communications should take into account the existence of TNCs and major international advertising agencies that form the global communications market. Existing communication techniques are constantly changing and transforming, new non-traditional methods of marketing communications are becoming increasingly popular in the world.

Based on the study of literary sources, the following recommendations for Ukrainian brands can be given, which will help when entering the global arena for international business:

Use integrated marketing communications. They create a coordinate system for aggregate impact on the target audience, combining different schemes of interaction and reporting of information. Integrated marketing communication is the type of communication that is currently the most popular in western countries, but this trend has not yet fully translated to Ukraine.

Use digital marketing and configure the SMM system. Internet in a modern society is the easiest way to establish trustful contact with the consumer.

To create collaborations with well-known personalities and ambassadors. Among the Ukrainian companies, this way of communication has not been worked out at all. Even in countries near Ukraine, some of the world's leading brands are already influencing consumers through collaboration with artists and athletes. This is a really effective way – help of a role model as an intermediary between a company and consumer people adds a positive image to the overall brand image.

When entering the foreign market, it is imperative to take into account linguistic colloquialism and provide solutions for language barriers. If a company entering the global market for products do not have an English-language site or an official page, then it limits its audience as much as possible. At the same time, access to foreign markets should include the processing of subtleties and details of the markets of individual countries, because linguistically words may be bad associations, even if they do not carry them in the Ukrainian language. This must be taken into account.

Use only high-quality visual materials for promotion. Use only highly professional photographers

and videographers. Visualization and text are integral parts of the brand's image.

Distribute creative advertising ideas, which at the same time do not exactly offend any population. "Black PR" can only sometimes be a good way to familiarize consumers with the brand. Therefore, we must try to avoid any conflicts with potential consumers. At the stage of advertising as well.

A combination of the latest technology with classical communication channels to expand the target audience. The combination of digital technology with communication through magazines, television, radio, billboards and even direct sales will help to connect with different segments of the population, which increases the likelihood of increased sales. But for foreign communication, the internet still remains the simplest communication channel.

Marketing communication is a universal means of communicating information to the consumer in the most advantageous way for the company-manufacturer. Ukrainian companies in any industry can adopt recommendations for the initial withdrawal of brands on the world market, to increase their audience from abroad if they have already entered the world market or even to spread influence on local territories. Setting up communication policies and choosing strategies using digital technologies can show performance at quick intervals.

List of references

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