

Features of marketing communications on the example of it sphere

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The world is moving away from the crisis caused by the coronavirus pandemic, economies and businesses have entered an unusual stage of development and faced modern challenges. New businesses are formed in the market and compete with long-standing players and public relations is one of the key tools in the fierce struggle. It can be noted that in modern conditions it is impossible to imagine the work of any enterprise without a well-established network of marketing communications. In addition, one of the most significant marketing features of recent years is the trend towards effective planning of integrated marketing communications, i.e. planning the sharing of advertising, public relations, sales promotion, direct sales in conjunction with other elements of the marketing mix [1].

Strengthening the company's position in the market is one of the main tasks of marketing. However, it is designed not only to research and study consumer groups and adapt products and services to them, but also to generate demand for new products and services, stimulate sales, increase sales and increase profitability of the company, increasing its market share. This is what the complex of marketing communications is aimed at [2,3].

The IT company operates in a complex system of communications: its components are customers who can be both individuals and corporate clients, employees who can often work remotely, freelancers, contractors, investors, accelerators and mentors. The difficulty is that these communications are different. The task of the IT company is to form and maintain a positive image of the company as a whole, the products offered in the eyes of the public and its existing and potential customers.

In summary, we can say that a set of marketing communications-is a system of measures aimed at establishing and maintaining certain relationships of the IT company with the recipients of communications. The most important target audiences (recipients) of marketing communications of the IT enterprise are the following: employees of the company; actual and potential consumers; marketing intermediaries; contact audiences; software manufacturers.

Marketing communications occupy a special place in the activities of IT enterprises, because they are the most active part of the marketing complex. The complex of communications includes four main elements: advertising, sales promotion, personal selling and public relations.

The main aspect of public relations in IT marketing-the activities of IT companies to attract customers and investors. There are now many large and small IT companies on the market that offer their services. It should be noted that a large number of these

companies offer a similar set of services in each area. Therefore, it is very difficult for the client and the user to understand a large number of companies. Most choose a company that is higher on the browser's search page, either through personal recommendations, or seeing ads on a social network, or just accidentally surfing the Internet. That is why the study of marketing communications for IT companies is crucial.

Ключові слова: marketing; marketing communications.

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