

Other means of Marketing Communication

Plan:

1. Internet marketing
2. Internet communication in the context of globalization
3. Merchandising

1. Internet marketing.

The Internet is considered an active tool not only for education and business, but also for public administration. Recently, the concept of e-government - "electronic government" has been widely used. This term also refers to a new interactive form of relations between society and the state. Along with e-business and e-customer, e-citizen "electronic citizen" also appeared.

The vocabulary of popular abbreviations has also expanded: terms such as g2c, g2b and g2g ("government-consumer", "government-business", "government-government bodies") have been added to the terms b2b and b2c ("business-to-business", "business-to-customer").

Internet marketing is a philosophical complex, strategy and tool of information marketing activities, which is to study the market, create a competitive information environment, promote, sell and purchase goods, ideas and services. At the same time, Internet marketing is not an independent area of marketing, but rather a tool for marketing analysis and influence, one of the components of the company's overall marketing strategy.

Internet advertising (or online advertising) - informing, persuading or keeping the consumer in a motivated state by distributing information about the product and the conditions and opportunities for its purchase to the target audience on the network.

E-commerce - a set of processes that ensure the final purchase of products online.

2. Internet communication in the context of globalization.

One of the modern tools for obtaining business information at a global level is the Trade Map, created by scientists at the International Trade Center¹². Trade Map, an interactive trade and analytical portal, provides access to the world's largest database and marketing analysis tools on the Internet. Users of Trade Map can obtain information on any type of product in any country. This information includes information on national imports and exports, as well as on sales volumes in alternative markets and the position of competitors. This portal can be useful as a market analysis tool for both government representatives (for example, a trade attaché of a particular country) and business representatives.

For organizations involved in trade promotion, there is a special version of Trade Map (TSI Trade Map), which is located on a password-protected website and has the option of subscription, and allows multiple connections for large user groups. Individual users can use the portal directly by subscription (ITC Trade Map).

Trade Map covers 90% of world trade flows and trade relations in 180 countries and regions of the world and provides users with information on 5,000 types of products of any type expressed at levels 2 and 6 of the harmonized system (TIF TR - Commodity List of Foreign Economic Activity). Using Trade Map, the following analytical operations can be performed:

- Analysis of existing export markets: Trade Map allows the user to analyze the state and dynamics of export markets by the type of product of any type. Trade Map determines the size and volume of export markets,

the concentration of exported goods, and also highlights countries with increasing ¹market share. The portal displays data in the form of graphs and tables on the following indicators: total value of imports and exports, volume of imports and exports, trends in their change, price per unit of product and market share.

-Selecting priority markets: the portal provides information on the volume and total value of imports by major importing countries, their unit price, and their role in the world market for a particular product type. Trade Map shows the level of concentration of imports in world markets and identifies countries with high demand for their products over a certain period of time.

-Image of competitors in the world market: competing countries exporting a single product are divided into levels by showing the total value and volume of their exports, as well as their share in the world market and growth trends. This approach creates an idea of the country's place in the world export market and the state of competing countries.

-Assessment of competition in individual export markets: Trade Map provides the user with a list of competitors in individual countries in the target market of their choice. It also shows the export volume of these competitors, product value indicators, market share and trends in their changes. In addition, it allows you to determine the number of countries supplying products to the target market and the intensity of their trade.

-Imaging the possibilities of product diversification in certain export markets: Trade Map provides a comparative assessment of the demand for imports of related goods in the studied market. This information determines

¹ 12 www.intrasen.org

whether such products are imported or exported to the target market and whether it is possible to successfully cooperate with this country.

-Analyze current and potential bilateral trade with a partner country. Users can analyze the potential of bilateral trade by comparing actual bilateral trade, demand in the overall import market of the partner country, and the volume of their country's export shipments.

- Information on tariff and non-tariff barriers: This analytical function is based on the TRAINS database of the United Nations Conference on Trade and Development (UNCTAD) and provides information on the level of tariffs, key financial controls, including tariffs, anti-dumping duties, standards, and inspections in different countries' markets. Product Map plays an important role in accessing global business information. Product Market Analysis Portals (portal system for market analysis) or

P-Maps (ITC MAS) is a new Web-based tool developed by the Market Analysis Department of the International Trade Center. The P-Maps system consists of 72 portals, each of which contains information on a specific industry sector, a specific type of product, for example, automotive spare parts, fruit juices, coffee and shoes. Each portal of the P-Maps system provides the user with a large amount of information on a number of tools for analyzing international trade. This information is intended for organizations that are actively engaged in international trade.

The P-Maps system provides the ability to analyze world markets for more than 5,000 products sold in 180 countries and regions of the world. The analysis is carried out from a qualitative and quantitative point of view and provides the user with relevant information for effective research of international markets, collected on one central website.

Market positioning tools, which are one of the tools for market positioning, are also of great importance. Each component of the P-Maps system provides the user with three tools for market positioning. These tools allow for quantitative analysis of international trade flows for all product types covered by the system portals. Products are categorized according to the 6-digit level of the Harmonized System (HS 6) (Commodity List of Foreign Economic Activity - TIF TR). For example, the Fruit @ Vegetables P-Map portal covers 120 types of products. The Trade Maps, Product Performance Index and Product Championship sections provide a wide range of information in an interactive format for the user to view by selected product type. Users can identify which countries export the most products, which products are in high demand in the global market, and compare the macroeconomic indicators of selected countries in different markets.

When working with business information, the Networking tools section uses the capabilities of the Networking tools section. This section helps to identify potential business partners and find new customers in the international market. With the help of the Storefront section, users can post information about themselves on the network. This information contains information about their companies and business offers for P-Maps users. The Business Contacts section contains references to Web resources of agencies operating online and supporting trade, exchanges and trade directories, information about companies developing selected product types, wholesalers or importers, exporters of selected product types in different countries of the world. Market intelligence tools section contains qualitative information for market research. In particular, Market Studies

contains publications on market research; Smart Links contains references to Web resources of institutions engaged in standardizing various products and processes, and promoting products to the world market with similar studies. In addition, for some types of products listed in the P-Maps system, there is also a MNS Price News section, based on which users of the system can conduct an in-depth analysis of trends in the world market and design marketing strategies that are applicable at the international level. With the help of the Trade Enquiry section, users of the P-Maps system can receive support from the ITC (International Trade Center) on many issues related to international trade.

In some cases, it allows customers to receive and participate in the management process remotely, which integrates the customer into the development process and establishes a more reliable relationship between them. As a result, DW reduces the time to search for information, simplifies information processing, forms report at different levels, and reduces the risk of information corruption. DW is a concept that maintains a subject-oriented, integrated, immutable, chronologically organized set of data, designed to support decision-making. In this concept, two different functions are interconnected:

1. Collecting, organizing and preparing data for analysis in the form of a constantly expanding data base.

2. Providing specific analysis as an element of decision-making.

The main principle of DW technology is that information entered into DW once can be retrieved from it many times and used for analysis.

From the point of view of direct marketing, OLAP technologies significantly expand the possibilities of working with customers. All

available information about a specific customer of the company can be collected in a single data repository to enhance the positive effect.

As a result of accurate segmentation, the following opportunities arise:

- identification and analysis of effective communication channels;
- attraction of new customers based on a cross-sectional analysis of the profitability of the customer base and customer groups;
- identification of the probability of purchase by a specific customer and forecasting of sales volumes;
- increase in the percentage of repeat and cross-purchases.

OLAP and Data Mining complement each other in their functionality.

The need to study information systems to provide real-time information on shipments, warehouse status, production availability, demand status, financial status, and more to enable enterprise management to make management decisions has led to the need for real-time information systems.

The main trends of modern business are the integration of the efforts of all participants in the production and consumption process in order to increase the efficiency of work in competitive market conditions. The effective functioning of the producer-intermediary-consumer chain provides a powerful competitive advantage. One of the important conditions for obtaining this advantage is the accurate and reliable exchange of information between all links of the chain. Therefore, the integration of all information environments of the process participants is necessary.

3.Merchandising.

Merchandising includes a focus on providing customers with a wide range of information, conducting a pricing policy adapted to changing demand, in-store advertising, increasing additional services, and stimulating demand. Merchandising tools and activities involve the full use of store sales areas and achieving high profitability. The success of sales activities in supermarkets depends on what goods are included in their assortment, where and how they are placed, the location of the goods department, the organization of customer traffic flows in the sales area, and knowledge of consumer psychology. As a result, every meter of sales area is used effectively and efficiency is achieved. A marketing specialist (merchandiser) in sales is required to have good knowledge of the market, goods, profitability issues, profit and management, product development technology and changes in it. The merchandiser must always ensure that the goods benefit not only from the difference in price, but also from their high turnover and the uninterrupted presence of goods on the trading floor.

One of the complex independent processes in retail enterprises is merchandising. If the supermarket is networked, it is necessary to create a separate merchandising department, and vice versa, in individual stores, merchandising specialists are included in the commercial department.

In networked supermarkets, where there is an independent merchandising department, the functions of this department are as follows:

- monitoring the external environment
- study of sanitary and fire safety
- monitoring and benchmarking of competitors

- determining the location of groups of goods in the trading floor
 - compilation and coordination of planograms
 - compilation of planograms
 - coordination of planograms with logistics.
 - organization of the process of internal store merchandising
 - formation of a schedule for the implementation of events on goods in stores
- conduction of events on a graphic basis
 - control of merchandising.

In order to perform the above functions qualitatively and systematically, it is necessary to have the necessary standards and regulations. When developing standards, it is appropriate to base the following theories and principles on the following:

1. The principle of compliance with sanitary norms and rules (requirements of state organizations for the safe operation of retail outlets);
2. The theory of consumer flows (the theory reflecting the direction of consumer movement within the store);
3. Principles of management categories;
4. The principle of compliance with commodity proximity (requirements of state organizations and consumer logic for purchasing);
5. The principle of optimal stock levels (Every centimeter of the trading floor should be profitable. Slow turnover of goods leads to significant financial losses for the store);

6. The theory of visual merchandising (the placement of goods on the shelves in the store should be not only quantitatively correct, but also visually attractive);

7. The principle of Fair Share (the principle of fair distribution of trade space)

Evaluation of merchandising measures by consumers allows us to determine the following:

- the importance of certain components of the trade service for the buyer;

- the level of familiarity with the total services and individual component services;

- the need to harmonize individual component services;

- the effectiveness of measures to harmonize individual services.