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## **MANAGEMENT MECHANISM OF MARKETING COMMUNICATIONS COMPLEX**

*In the article the mechanism of content marketing usage, CRM-technologies and social CRM-technologies in managing of marketing communications complex in organizations is shown. The stages of interaction with customers while using marketing communications are described. The phases of CRM-technologies implementation and the results of social CRM integration are analyzed.*

**Keywords:** CRM-system, company image, content marketing, manager, marketing communications, remarketing, social CRM.

### **Яроцька В. Р. МЕХАНІЗМ УПРАВЛІННЯ КОМПЛЕКСОМ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ ОРГАНІЗАЦІЇ**

*В статті висвітлено механізм застосування контент-маркетингу, CRM-технологій та соціальних CRM-технологій в управлінні комплексом маркетингових комунікацій організації. Досліджено стадії взаємодії зі споживачем при використанні маркетингових комунікацій. Проаналізовано етапи впровадження CRM-технологій та результати інтеграції соціального CRM.*

**Ключові слова:** CRM-система, імідж підприємства, контент-маркетинг, маркетингові комунікації, менеджер, ремаркетинг, соціальний CRM.

The research process of management of marketing communications complex which caused by the availability of tasks summation that are assigned in front of each organization, includes: necessity to define clearly the needs of customers; realization of corrective measures in order to react timely to the market demand; cost optimization on providing the required level of granted services by the organization; constant analysis of requirements for products, services and achieved level in order to identify drawbacks using the content-marketing and CRM-system.

Trends of transition to CRM-technologies, problems, risks and benefits while their implementation have considered and analyzed such foreign and domestic authors as M. Stone, R. Swift, Ch. Turner, O. Pushkar, A. Tolkareva and others.

With regard to content marketing, it is worth to say that in recent years on the CIS territory the monumental works of leading foreign marketing assistants were published including the work of Stelzner M. that is completely dedicated to the problems of content marketing. Ukraine still lacks the fundamental theoretical works in this field – except some brief overviews. Instead, a practical side develops: associations and unions of marketing assistants are created, industry conferences are held regularly.

Setting the tasks.

- to determine the mechanism of content marketing application, CRM-technologies and social CRM-technologies in managing of marketing communications complex in organization;

- to research the stages of interaction with customers using marketing communications;

- to analyze the implementation stages of CRM-technologies and results of social CRM integration.

The usage of marketing communications complex allows the company to identify the target audience, to develop a promotion strategy of products, to provide the

information to consumers in the form of advertising about a product or service, that ultimately, while using properly their results, leads to profit maximization.

Depending on the stage of interaction with the consumer, marketing communications are aimed at achieving certain goals.

At the first stage "Attracting clients" marketing communications follow such goals as informing potential customers through advertising types of communication (Internet, sale places), personal selling (sales staff), direct marketing (telemarketing, mailing) and so on.

The usage of above-mentioned communications complex is also the basis for the formation of a positive company image in the minds of potential customers.

At the stage "Retaining existing clients" marketing communications objectives are the constant reminding about the company and the stimulating of repeat orders. If we talk about Internet shop, it is worth to mention remarketing, namely contextual advertising technology which allows users that have visited the site, but have not made a purchase to show media banners.

Remarketing technology is aimed at warming the demand for the product by advertising it to the target audience and, as a result, the conversion of customer from potential to loyal. It is followed that the benefits of its usage are [7]: repeated contact with the audience; creating an effective channel of communication with the audience; increases in sales; high relevance of ads – is the ability to aim ads based on previous user actions; positive effect for the brand by improving the company identification among the target audience.

At the last stage "Development of the current clients" the stimulating of regular repeat orders and the formation of customer loyalty take place.

While the formation of customer loyalty, organization is primarily guided by the internal loyalty (loyalty of employees to their company). It regards to those categories of employees that work directly with consumers because of their professionalism, personal

qualities and attitudes to customers directly depends positive or negative perception of buyers in general.

With the development of the Internet, new types of communications are coming that are more effective in achieving the goals rather than the traditional classical marketing communications. Modern environmental conditions require modern approaches to the management of organizational activities. One of such approaches is the usage of the effective technologies such as content marketing.

Content marketing is a set of technologies aimed at the creation and the distribution of the content site among the target audience.

Content marketing acts a little differently than the usual internet advertising [4, p. 423], and therefore can further extend the coverage of the target audience during the various campaigns of website promotions in the Internet.

It is an art of communication with the potential customers and target audience, that does not deal with sales. The nature of the strategy is to create a positive emotional connection and to provide people with the interesting and useful information for them.

The process of creating content is the following [8]:

- the lists of interests of target audience and the required information are created;
- content plans and strategies that cover problems of the creation and distribution of content are developed;
- professional authors who are the experts in the certain field, write the articles in the blog or in the relevant chapter of the site;
- published materials are distributed through the variety of channels: social networks, mailing and so on.
- the results and conclusions are analyzed.

To understand the mechanism of content marketing should be considered such means of implementation as Similar Web, Serpstat and PayWithaPost.

Similar Web allows to determine the volume of audience and the quality of content resources that are used by the organization. The quality of resources can be measured while using three indicators: refusal, depth of review and time that is spent on the site.

Serpstat is the analysis tool that investigates consumer requests through the arranged function – searching tips. Thus, the organization can analyze and react to the changing of customer demand.

Pay With a Post is a tool that allows to close the content by the time when the user does not share it, that means a user can receive an access to a certain information resource only through the distributing of reference to this item. The usage of this tool will help to enhance social attraction and will increase the number of social signals on the organization's website.

It is worth to consider also a variety of content information that can be presented in different forms:

- interviews with experts that help to be aware of the latest innovative ideas, it can be video clips, audio recordings or articles;
- books, products and websites reviews – content will be very productive if it if it presents a variety of news, reviews and analysis of the current products, new resources;

- applied and real stories about the success of some enterprises that are valuable to readers as they help to act optimally in a particular situation and therefore encourage to visit a content;

- news, by which a content can be constantly visited;
- refutation of false beliefs is the original analysis of the statements that are generally accepted in society [6, p. 32].

For a faster acquirement of popularity and for attracting readers is required a content, which should be used only with a carefully planned strategic operation [6, p. 33]. Its range is as follows:

- sociological poll – a survey about the company activity is conducted and its results are presented in a report;
- ten of the best – the declaration of nominations, polls and voting will determine the best companies, blogs, books and other goods and services in its category, putting up such an interesting content will attract the attention of powerful business and, perhaps, will initiate copious cooperation;
- white books is a document issued to acquaint people with relevant business ideas, goods and services, pages 6-10 show the current trends, highlight the problems and propose solutions.

The information that is presented in the content promotes business development. But the speed of such development is determined with the number of physical and legal entities that are attached to the content of the company [6, p. 36]. It includes:

- customer base, which includes regular blog readers, customers of products, visitors, etc, namely through the interests of site visitors may be set up the efficient and functional content;
- outside experts (authors of specialized books and articles, specialists);
- prominent people in the society.

To create a customer base, is needed to fill a content in accordance with the interests of above mentioned persons. Once the company has organized the desired content and has generated a customer base, then it is necessary to reduce significantly efforts in advertising and sales.

From the above considered follows that it is advisable to centralize marketing communications through the usage of modern technologies that supports customer loyalty from a single center and to accumulate reports and statistics in each direction.

The frequency of manager contacts with the customers is the interaction of employees with customers. This process is the basis for customer relationship management (CRM).

A bright example of a customer relationship management is a module 1C:CRM about the receivable arrears management [5, p.73], which is an automated system that initially helps to select accurately a target group of customers and to get personal customer data.

To fill up a customer data a variety of different sources can be used, such as certain analytical systems or common Excel files with the information about customers. For telemarketing, mentioned above, a marketing tool is used for such tasks as segmenting

customers and carrying out marketing campaigns for the initial stage of CRM-technology [3].

Segmentation allows to select groups of customers that are based on specific attributes. It can be used both for selecting customers with further initial appeals and for interacting with customers at intermediate stages. After selecting customer segments, marketing campaigns are formed, during which the various types of communications such as e-mails or SMS are conducted.

CRM-systems can also provide tools in the form of specialized applications for operators. These applications enable operators to perform quickly all the necessary actions with a single software application without switching over multiple systems.

The application provides the acceleration of dialing while the implementation of outgoing calls. The increasing of the speed of the operator work reduces the average call time, the queue and the usage of one program reduces the costs on specialists training [3].

The second stage involves the selection of a group of consumers (a segment), and the reception from a relevant financial module the data about pre-selected groups, its arrears and terms.

To inform contractors about the arrears, mailing or SMS can be used. The mechanism works as follows: employees have a separate personal site page with the assigned appeals and the signals of a new message come to the mail. An employee opens appeals directly from a mail with hyperlink, writes the answer in the appropriate field and sends it to the client or redirects to the colleague if the request requires comments from various units [1].

As a result, the client receives an answer to his or her request as quickly as possible, can control the process of its handling and always knows at which stage the request is. And the organization is able to increase customer loyalty by providing operative responses and by accumulating systematic history of customer requests for carrying out analytics [1].

At the same time, marketing assistants can use fully the information about the benefits of the client, which is accumulated in the system, even information about what offers have been interesting for him or her is stored. For example, by reports in the CRM-system can be analyzed the information about how many times has a customer revised an information on a product for a specific period of time.

Frequent reviews may signal that the product is a subject of interest, but the client is not ready to buy it. With this knowledge, special offers, bonuses can be prepared that could stimulate the purchase in the future.

The final stage is characterized by the formation of statements about the working with debtors, preparation and sending a notification about the arrears.

Social CRM is an extension of the traditional CRM, namely the integration of traditional CRM and social networks [2]. Social networks are channels for communication with customers (both existing and potential). It is a channel that links the possibilities and characteristics of all other traditional channels – public and private text messages, online chats and video chats, placing a media content (graphics, video, music), the ability to collect the personal information without direct appeals to the client.

Social CRM, that are integrated with social networks like Facebook, Vkontakte, Odnoklassniki, Twitter, LinkedIn, YouTube, etc. allows to direct all the requests (comments, discussions) of social network users to the employee or the group of employees depending on the subject of the appeal or keywords in the message, to control the processing of requests, to produce customer feedback.

The system operates in one window. The client card contains all the social kinds of activity on several channels, he or she receives answers directly from the same window in the same social network, from which the appeal, question or complaint was received. It accelerates significantly a customer service process. On the one hand, it automates the work of an employee or a contact center of an organization, on the other hand, it allows to send a response to the client much faster [2].

Management gets a tool to monitor the current state of key indicators through making reports and monitoring panels that enables to respond to changes and to make decisions.

According to discussions, reviews of social networks and other Internet resources, an analytical report on changes in the perception of the brand, products and services is formed. On every negative mention of the product or brand a system responds by identifying the responsible managers. It also allows to inform automatically the responsible employees about new appointments, to monitor time and status of tasks implementation.

To collect marketing information the system allows to carry out polls and surveys through the social networks.

Thus, the rational usage of marketing communications is the basis for the formation of stable company image. The application of content marketing, CRM technologies and social CRM-technologies should help marketing assistants, who do not specialize in programming, statistics and mathematics, to conduct a qualitative analysis of marketing information, using their market knowledge and personal experience.

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### **ОСОБЛИВОСТІ УПРАВЛІННЯ КОРПОРАТИВНОЮ КУЛЬТУРОЮ В ДІЯЛЬНОСТІ СУЧАСНИХ ОРГАНІЗАЦІЙ**

*У науковій статті досліджено теоретичні та практичні основи особливостей управління корпоративною культурою в діяльності сучасних організацій. Було досліджено ефективне управління корпоративною культурою, виокремлені головні завдання менеджерів компанії, проаналізована міра збігу поглядів на культуру в організації. Були розглянуті основні ролі організаційної культури в діяльності сучасних організацій. Проведено аналіз впливу персоналу, керівників та факторів зовнішнього середовища на роль організаційної культури сучасної організації, розроблені рекомендації щодо вдосконалення організаційної культури.*

**Ключові слова:** корпоративна культура, організація, організаційна культура, персонал, удосконалення, управління.

### **Yanchenko A. FEATURES OF MANAGEMENT OF CORPORATE CULTURE IN MODERN ORGANIZATIONS**

*In the scientific article it was explored the theoretical and practical bases of features of management of corporate culture in modern organizations. It was investigated the effective management of corporate culture, isolated the main task managers, analyzed the degree of convergence of views on culture in the organization. There was considered the main role of organizational culture in modern organizations. There was made the analysis of the impact of personnel management and environmental factors on the role of organizational culture of a modern organization, developed recommendations for improving organizational culture.*

**Key words:** corporate culture, organization, organizational culture, staff, improvement of management.

Для менеджерів сучасного ділового світу питання, пов'язані з корпоративною культурою підприємства (виробництва) є дуже актуальними. Ті трансформації, які відбулися в економіці України (розвиток ринку та ринкових відносин) фактично й привели до зміни типів організаційної культури. Багато компаній, незалежно від того, чи працюють вони в державному, змішаному або ринковому секторі, розглядають задачу формування культури виробництва як одне з найважливіших питань, що визначають напрям і успіх розвитку бізнесу компанії. Багато західних і вітчизняні підприємств прийшли до висновку, що процвітає та фірма, в якій створено згуртований колектив, де відсутні ієрархічні перегородки, де кожен працівник зацікавлений у загальному успіху, адже від цього залежить його матеріальне благополуччя.

Таким чином, тема культури управління фірмою викликає все більший інтерес дослідників не тільки в силу особливого, міждисциплінарного положення, а й у силу високої практичної та

економічної значимості для життєдіяльності компаній, фірм, інших організацій.

Значний вклад до формування поняття організаційної культури внесли дослідження зарубіжних авторів, таких, як Л. Герстнера, А. Гулімової, А. Лісовської, А. Муратова, Д. Равасі, Е. Шейна, М. Шульца та ін. Серед вітчизняних науковців можна виділити праці О. Бала, Т. Башука, С. Ковалевського, М. Овчаренко, Е. Яшиної. Не зважаючи на значний перелік праць з цього питання в науковій літературі, дослідження в цьому напрямку продовжуються. Пошуки вирішення питання, щодо особливостей управління корпоративною культурою на сучасних організаціях як в теоретичному, так і в практичному планах ведуть до необхідності розглянути його у цьому дослідженні.

Розглянути теоретичний і практичний аспект управління корпоративною культурою на сучасному підприємстві.

Сьогодні роль організаційної культури в економічних процесах значно зростає, вона стає