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METHODS AND TOOLS FOR THE ENTERPRISE INTEGRATED MARKETING COMMUNICATIONS RESEARCH

The article considers the essence of the enterprise integrated marketing communications and the factors that influenced their formation. The methods and tools used for the study of enterprise marketing communications are given. It is proved that in the modern developed commodity market it is impossible to do without a wide range of communication means, a component of which, in the enterprise, can be defined as a set of information resources and communication tools used in marketing activities when constructing the behaviour line of the enterprise in relation to its main stakeholders.. A study of the methodology and tools of integrated marketing communications was conducted in the context of their continuous use and consideration of traditional and innovative technologies, which allows the integration of various tools in the development and implementation of a communication campaign. The marketing communications tools were analyzed in details. They enable the company to influence the consumers target groups behavior change and determine the logic of formation and development of the enterprise communication environment. The study makes it possible to conclude that without full information support of the processes occurring in the communication environment of the organization, it is impossible to form a scientific basis in the process of communications marketing research. The economic efficiency of the enterprise communication activities can be assessed by studying the dynamics of the sales funnel, the average bill among the target audience, using correlation-regression analysis of the relationship of budget, structure and volume of communications and sales. Detailed information on target groups of consumers and major stakeholders is required to use these methods. It allows to understand the structural changes in monitoring parameters, assess the real enterprise effectiveness and economic efficiency by changing the dynamics of sales in major consumer segments.

Keywords: integrated marketing communications, questionnaires, interviews, surveys, usability testing.