

MODERN MARKETING INSTRUMENTS FOR THE COMPANY'S MARKET PROMOTION

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Abstract

Currently, a specific feature of the Russian economy development is its digitalization. Many business entities use digital marketing instruments to conquer markets, strengthen customer loyalty and increase sales. Therefore, the problem of promoting companies in the market with the help of modern marketing instruments is now particularly relevant. In this article, the authors proposed actual classification of BTL-communications suggesting their division into 3 types: sales promotion, public relations and Internet advertising. The classification of sales promotion instruments has been updated; in particular, the authors attributed direct marketing and sponsorship to consumer incentives (promotion actions with image-based communication). Unlike many interpretations, this group includes merchandising and event marketing. The instruments of moral and remunerative incentives for employees were highlighted. The authors emphasized the Internet advertising comprising such marketing promotion instruments as content marketing, e-mail marketing, social media marketing, guerrilla marketing, influencer marketing, etc., and defined Internet advertising as an important component of BLT-communications.

The study focuses on social media marketing (SMM): the number of social networks and instant messengers' users over a three-year period has been analyzed; advantages and disadvantages of social networks for company's market promotion have been highlighted.

Keywords: *ATL- and BTL-communications, email marketing, social media marketing, hidden marketing, influencer marketing, blogging, search engine optimization*

1. Introduction

In the period of fierce competition between business entities, special attention is given to the instruments for the company's market promotion and their modern means, notably marketing communications.

The economic literature identifies various types of marketing communications. According to many domestic and foreign scientists, the main instruments of marketing communications are advertising, sales promotion, public relations (PR), direct marketing [1, 3, 11].

2. The extent of the current study of the problem, objective of the study

Actual issues of the company's market promotion by using modern marketing instruments are investigated in the works of Tarasova E. E. [12, 13], Isaenko E. V. [2], Makrinova E. I., Rozdolskaya I. V. [9, 10], Matuzenko E. V. [4, 7], Kolesnikova E. V. [4], Golubkova E. N., Konovalenko V. A. and other scientists.

In the researches of Marochkina S. S., Dmitrieva L. M., Azarova E. V., Senderov D. V., Romat E. V. on marketing communications much attention is paid to their classification.

However, classification of marketing communications requires detailed clarification and systematization under the conditions of economy digitalization. It can help to identify modern marketing instruments for the company's market promotion, which is the exact subject of this article.

Many domestic and foreign authors divide marketing communications into 2 types: ATL-communications (direct communications) and BTL-communications (indirect communications). Direct communications include traditional types of advertising: radio advertising, TV advertising, cinema advertising, transportation advertising, outdoor advertising, print advertising, point-of-sale advertising [5, 6, 8]. Marketers' approach to indirect communication instruments is somewhat different.

In the context of the economy digitalization and Internet technologies development, various new instruments are used to promote companies on the market, and therefore this issue requires detailed consideration.

The objective of the study is to systematize certain types of marketing communications, in particular, to structure types of the company's Internet promotion.

3. Methods and materials applied

The validity and reliability of the research results are based on the use of general scientific methods (dialectics, analysis, synthesis, consistency, complexity), as well as economic and mathematical research methods.

4. Findings and discussions

Having analyzed various classifications of marketing communications the authors suggest grouping BTL-communications into 3 types: sales promotion, public relations and Internet advertising (Figure 1).

The last group includes modern types of Internet advertising, which affect the target audience, rather than directly, notably SEO promotion, SMM, influencer marketing, native advertising, etc. In addition, the authors grouped instruments for sales promotion in appropriate clusters: consumer promotion, intermedia promotion and employees' promotion. Each of these groups has its own promotional instruments (Figure 2).

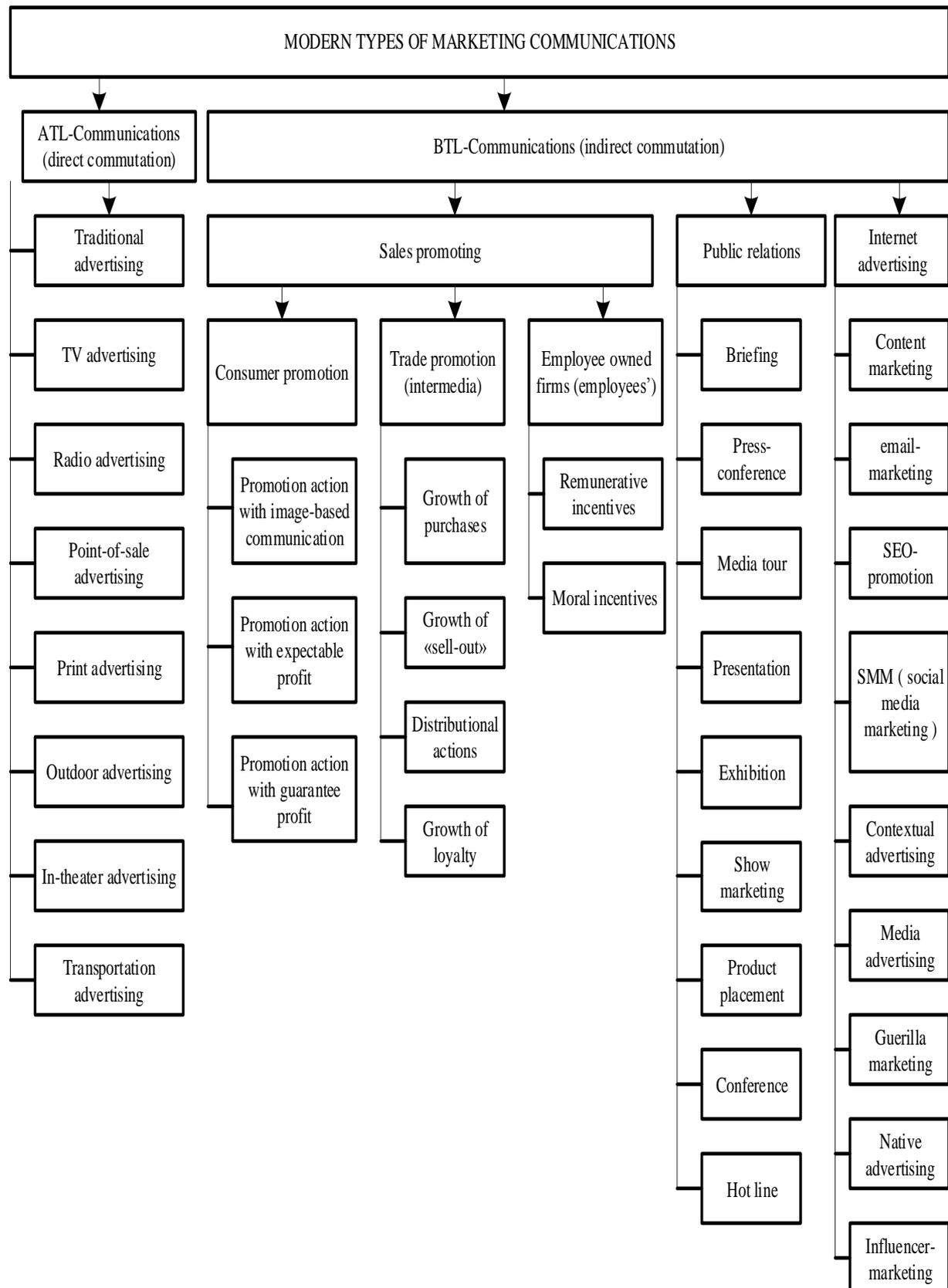


Figure 1. Modern types of marketing communications (author’s narrative)

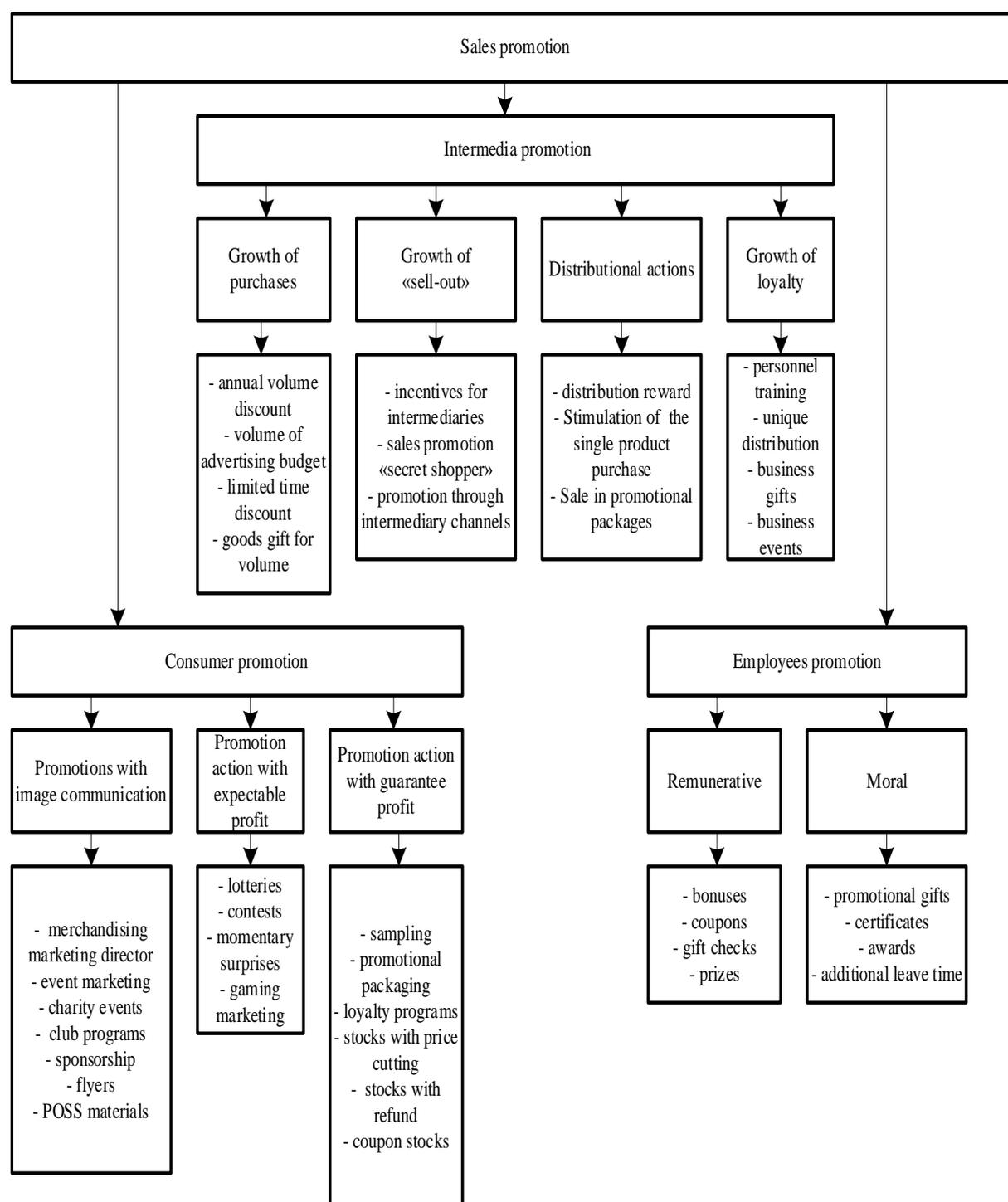


Figure 2. Classification of sales promotion instruments (author's narrative)

The authors attributed direct marketing and sponsorship – the instruments of BTL-communications – to consumer's promotion, in particular, to promotions with image communication. In contrast to many interpretations, this group includes merchandising and event marketing. Employees' promotion is divided into 2 groups – remunerative and moral, and each of them presents a corresponding instrument.

However, according to the authors, a fundamentally new type of BTL-communications is Internet advertising, which they classify as an innovative marketing activity. Pioneering marketing instruments for the company's Internet promotion are systematized in Figure 3.

However, according to the authors, a fundamentally new type of BTL-communications is Internet advertising, which they classify as innovations in marketing activities. Innovative marketing instruments for Internet promotion of the company are systematized in Figure 3.

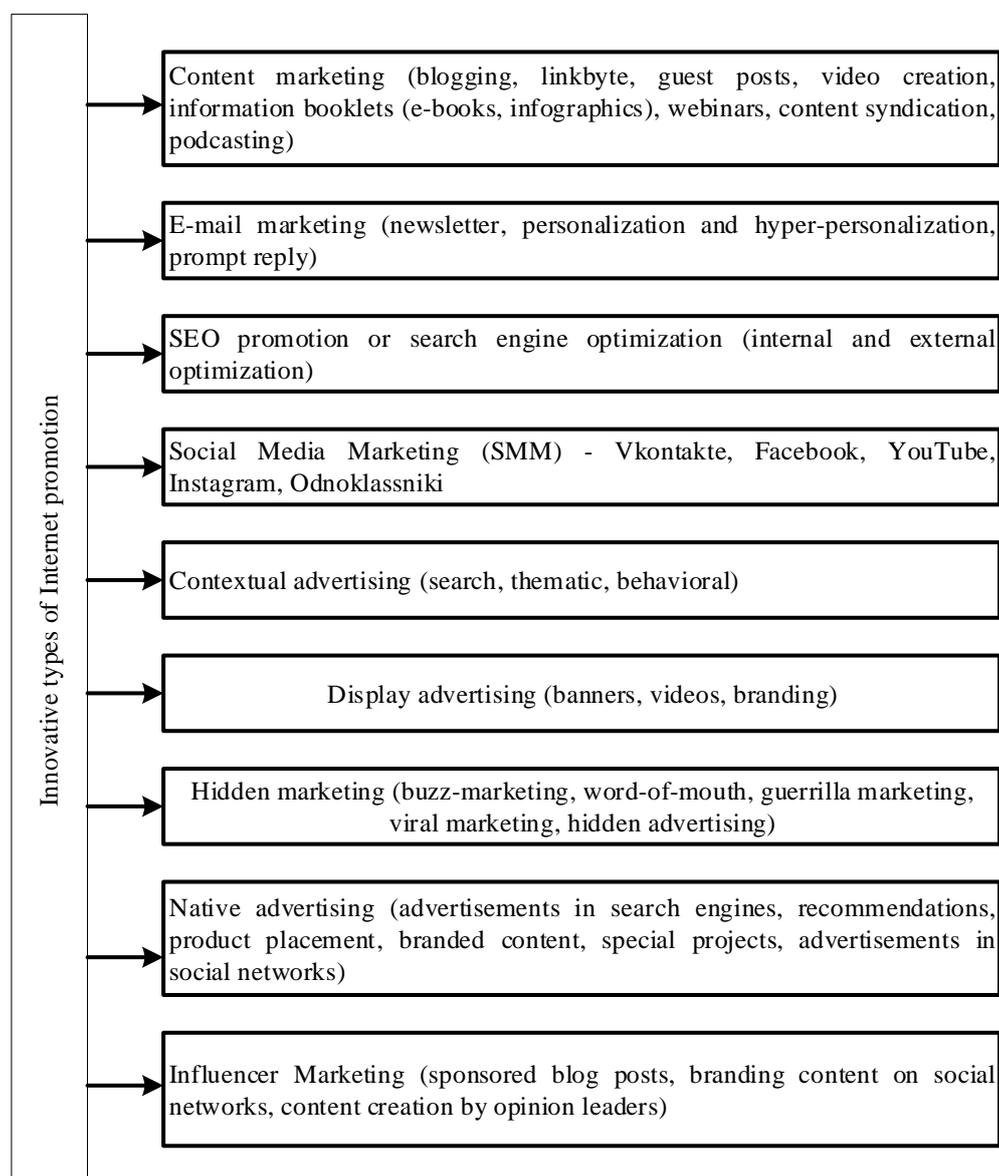


Figure 3. Innovative marketing instruments for Internet promotion of the company

Let us consider these instruments in more detail.

Content marketing is a form of marketing that focuses on creation and exchange of online materials (videos, blogs, and posts in social media) that do not promote the brand openly but draw attention to it and increase the interest for its products or services.

The following forms of content marketing are applied in practice:

- blogging – existence of a blog (weblog) or an information channel;
- linkbyte – content that is written specifically to enhance the link mass;
- guest posts – materials or articles posted on third-party resources in order to get back links to the owner's website or blog;
- video creation – if a company can produce useful content for video creation then it will be able to attract more users;
- information booklets, e-books and infographics – creation of any of these content forms helps the company strengthen its credibility in an expert capacity;
- conducting webinars – one of the few Internet marketing instruments that allows company specialists to communicate with their audience in real time;
- syndication of content – full or partial distribution of publications to other sites or pages;
- podcasting – an online audio file that is currently very popular all over the world.

Email marketing is a document that describes:

- goals that should be achieved by means of email marketing;
- specific actions necessary to achieve these goals.

The most common forms of email marketing are: newsletters; personalization, prompt replies; lead magnets; segmentation; split testing of letters (or A / B testing); automation.

Search engine optimization (SEO) is the process of maximizing the number of web visitors by advancing resource's position in the search engine results. For company promotion it is advisable to monitor the website optimization.

Social Media Marketing (SMM) is advertising on social networks and instant messengers.

Let us consider the most popular social networks and instant messengers in Russia (tables 1, 2).

As seen in Table 1, during the considered period the most popular social networks in Russia were: VKontakte (1st place), Instagram (2nd place), Odnoklassniki (3rd place), Facebook (4th place).

Table 1. The number of users of popular social networks in Russia for 2016-2018

Types of Social Networks	Number of monthly Russian audience by types of social networks, thousand people			Growth rate, %	
	2016	2017	2018	2017/2016	2018/2017
VKontakte	13278	25722	36453	193,7	141,7
Instagram	4645,7	7143	23740,6	153,8	332,4
Odnoklassniki	13350	14200	15800	106,4	111,3
Facebook	1021,7	1953	2250,5	186,0	118,5
Twitter	669,5	1170,7	818,3	174,9	69,9
Moy Mir	165,5	169,9	99,1	102,7	58,3
LiveJournal	196,2	81,4	55,9	41,5	68,7

Source: [13]

In 2016-2018, the most rapidly growing social networks were Instagram and VKontakte. So, over a three-year period, the number of Instagram platform users increased by more than 5 times, and Vkontakte – by 2.7 times. The number of Facebook social network users has increased by 2.2 times, and the total growth of Twitter’s visitors amounted to 148.8 million only. As for such social networks as Moy Mir and LiveJournal the number of users has significantly decreased over the analyzed period.

In addition to social networks, Russian customers actively use instant messengers (Table 2).

Table 2. The share of popular instant messengers’ users in Russia for 2016-2018

Types of instant messengers	The share of users by type of messengers, %			Growth rate, %	
	2016	2017	2018	2017/2016	2018/2017
WhatsApp	24	30	38	125,0	126,7
Viber	23	27	33	117,4	122,2
Skype	30	14	10	46,7	71,4
Telegram	3	11	14	366,7	127,3
Others	20	18	5	90,0	27,8
Total:	100	100	100	-	-

Source: [13]

At present WhatsApp is the most popular messenger in Russia, Viber is running second, and Telegram is in the third place. During the period under review, the Telegram channel developed at the fastest pace. So, in 2018, 14% of the population used it, which is 4.7 times more than in 2016. WhatsApp audience increased by 14% and Viber became popular by 10%. At the same time, over a three-year period users began to communicate less via Skype.

Having studied the characteristics of the most popular social networks in Russia (VKontakte, Instagram, Odnoklassniki, Facebook), the authors systematized their advantages, disadvantages and application features for marketing promotion. The results are presented in Table 3.

Table 3. Comparative analysis of popular social networks in Russia

Social network	Main formats	Benefits	Disadvantages
1	2	3	4
VKontakte	<ul style="list-style-type: none"> – advertising tape record (carousel, universal record, record button); – banner advertisements (for communities, applications and external websites); – advertising in overlapping content communities 	broader reach, a large number of targeting settings, effective organic reach, possibility of inviting users to a group	high competitiveness, users’ blockage to invitations to groups and meetings, strict moderation

1	2	3	4
Instagram	<ul style="list-style-type: none"> – images; – video; – ring gallery; – selection 	broader reach, easy advertising set up, easy promotion through mass liking and massfollowing	inability to publish links in posts and posts visibility dependence on the participation level, which makes it difficult to start something from scratch
Odnoklassniki	<ul style="list-style-type: none"> – carousel; – mobile video advertising; – audio advertising; – video posts; – notes with an active button; – notes with lead ads; – video banners 	<ul style="list-style-type: none"> – reach of solvent customers, interesting content virality; – when a user appreciates a video with the mark “Klass”, all user’s friends and subscribers see it 	complicated advertising settings, lack of a solvent youth audience and the network’s unsuitability for doing business
Facebook	<ul style="list-style-type: none"> – photo; – video; – stories download; – Messenger download; – ring gallery; – slide show; – selection of goods; – interactives 	a huge number of advertising settings, wide promotion functionality, broad coverage of foreign target audience	truncated organic reach and sophisticated interface

The authors singled out the peculiarities of marketing promotion within the following social networks: advertising in VKontakte, advertising in Facebook, advertising in Instagram, advertising in Odnoklassniki.

Advertising in VKontakte. VKontakte is the most popular social network in Russia. This platform enables active promotion of both internal and external resources. MyTarget, a special service of Mail.ru, allows posting advertisements in VKontakte providing more options than the internal platform does.

Advertising in Facebook. Facebook is one of the largest social networks of the world with over 2 billion users. Advertising on this platform’s basis is known for its wide functionality and high efficiency. Flexible adjustments are available in AdsManager profile.

Advertising in Facebook is mainly aimed at promoting the posted information (each post is provided with the button underneath) and personal accounts; attracting visitors to the website; acquiring a great number of leads; receiving responses to invitations; advancing proposals.

Advertising in Instagram. Instagram is growing exponentially and has already numbered more than one billion users. In Russia 23 million people use this social network.

Advertising in Instagram is used variously: advertisement placement in the feed; advertising in stories; advertising in bloggers' websites (agreed personally or through external instruments).

Advertising in Odnoklassniki. Odnoklassniki is the third most popular social network in Russia, providing options both to media and target advertisements. There is also a possibility to reach an agreement with network's owners directly.

Advertising through social networks is preferable for both large corporations and small businesses. Social networks place advertisements on reasonable prices and suggest many options for testing. It is necessary to choose the right platform and adjust targeting properly.

Contextual advertising. This type of advertising can be seen on search engines websites and in advertising blocks of various sites. There is a 100% possibility for such advertising to be seen by potential customers as it addresses precisely users' queries (key words or triggers).

The following types of contextual advertising are practically applied: *searching, thematic and behavioral.*

The advantages of contextual advertising include precise targeting the group of users defined by the advertiser (searching, thematic, geographical targeting, etc.); prompt results; payment for the obtained results only.

The authors singled out the following peculiarities of contextual advertising application used for business promotion:

- unstable effectiveness when advertisements are not shown if funding has ended;
- the price of a click can be changed several times during the payment period as systems use the auctioned model of placement advertisements in their blocks;
- for some categories of businesses the price of a click may be more expensive than the unit price of the sold items during the high sales season.

Media advertising is a graphic message placed in advertising blocks of a website, in ICQ client windows, on pages of searching systems, etc. It resembles the newspaper advertisement but possesses the advantageous interactive form and has the possibility to measure the result. The main characteristics of the most widely spread types of media advertising are presented in Table 4.

Table 4. Characteristics of the most widely spread types of media advertising

Types of media advertising	Characteristics
1	2
Banners	It is one of the first types of media advertising. A banner can cover all the site contents for some seconds and after clicking, a promo page opens automatically. This type of banner is called rich media. Currently, animated banners are of great popularity.
Video	Users watch video advertisement at information and entertainment portals or via video hosting. A commercial is shown in the beginning (pre-roll), in the middle (mid-roll) and in the end (post-roll). There is a specific format for each type of commercials depending on its aim described in the rules of the video platform, for example, in YouTube instruction.

1	2
Branding	Advertisement is posted within popular news and entertaining platforms. It is possible to brand the main page (e.g. at Kinopoisk website while promoting movies) or the only page. Branded advertisement is considered to be one of the most expensive media formats due to certain complications while posting and some specifics of platforms with a great number of users.

The advantages of media advertising include the effect of memory, which implies a rapid memorization of a brand or a company name; immediate start of work and acquiring fast results; creation of a brand or a company sustainable image; possibility to adjust flexibly to target audience.

In authors' opinion, when promoting companies it is necessary to take into account some particular traits of media advertising: high price in comparison with other Internet promotion instruments; necessity to apply new methods of visitors' attraction; use of a new format for special projects, which brand thematic websites and a banner turn into an independent game application so that its price rises significantly.

Guerilla marketing. A company is promoted by latent influence upon target customers through forums, blogs, social networks, feedback services, etc. This type of advertising is incredibly simple and efficient. Some agents are embedded in the masses, starting a thematic discussion. If it is done competently, users are not even aware that somebody is trying to manage and direct their preferences and do not perceive information as an advertisement.

Guerilla marketing includes the following types of promotion: buzz-marketing, marketing, rumor marketing, marketing of talks, WOM marketing, oral marketing, viral marketing, and hidden advertisement.

The advantages of guerilla marketing include the following:

- low-pressure advertising of goods implying the possibility to describe all their qualities and differences from the ones offered by competitors;
- a real customer considers that he or she has come to the conclusions independently without any influence on their opinion;
- possibility to participate in a discussion, which can lower the quality of a product/company and change the situation in their favor;
- long-term results implying thematic discussions at forums, posts in networks and communication in blogs, which remains in Internet for a long period.

Nevertheless, the use of guerilla marketing comprises some specifics:

- possibility of disclosure and negative feedback from visitors and administration of a website;
- some technical complications, namely, some resources demand to carry out certain additional activities as to change IP, re-register, etc.
- efficiency of an advertisement can be evaluated by only measuring the audience size and the degree of users' involvement into a discussion, but it is almost impossible to measure the number of visits on a company's website.

Native advertising is considered to be a natural one. It is organically included into the contents so that it causes no irritation and is more credible among potential customers. The following types of native advertising are applied currently: advertising in searching systems; recommendations; product placement; branded contents; special projects; advertising in social networks.

Influencer marketing is a form of marketing, which primarily considers the opinion leaders, but not the target market as a whole. It defines the range of people who can influence upon potential customers and concentrate its marketing activities around them. Not only a certain person, but also any group, brand, company or even place (for example, a hobby club) which, for some reasons, is trusted by users can turn to be the “influencer”.

There are the following types of influencer marketing: sponsored posts in blogs; placement of branded contents in social networks; creation of contents by leaders of opinions.

According to authors' judgement, the main peculiarity of influencer marketing usage is the high price of advertisement: the more subscribers the opinion leader possesses, the higher is the price of his or her advertising.

5. Conclusions

Thus, the following results have been obtained during the study:

- it has been suggested to classify BTL-communications into 3 types: sales promotion, public relations and Internet advertisement;
- in authors' opinion, Internet advertising is a fundamentally new form of BTL-communications implying such business promotion instruments as content marketing, e-mail marketing, marketing in social media, guerrilla marketing, influencer marketing, etc.;
- classification of sales promotion has been specified. In particular, direct marketing and sponsorship have been categorized by authors as activities aimed at encouraging customers (promo actions with branding communication);
- the important role of social media in promotion of goods and services to the market has been exposed (social networks and instant messengers' users over a three-year period has been analyzed); advantages and drawbacks of social networks in business promotion have been revealed.

Modern innovative business promotion marketing instruments include SEO-promotion, SMM, Influencer marketing, native advertising, e-mail marketing, contextual marketing, guerilla marketing, contextual and media advertisement. It is indispensable to comprehensively apply all the above-mentioned innovative business promotion marketing instruments to succeed in business.

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Rezumat

Actualmente, o caracteristică specifică a dezvoltării economiei Federației Ruse reprezintă digitalizarea acesteia. Multe entități economice folosesc instrumentele marketingului digital pentru ocuparea piețelor, sporirea fidelității clienților și creșterea vânzărilor. Prin urmare, o importanță deosebită capătă astăzi problema promovării companiilor pe piață cu ajutorul instrumentelor moderne de marketing. În articol, autorii au propus o clasificare a comunicațiilor BTL, cu divizarea lor în 3 tipuri: promovarea vânzărilor, relațiile cu publicul și publicitatea online. Clasificarea instrumentelor de promovare a vânzărilor a fost precizată. Marketingul direct și sponsorizarea au fost trecute de către autori la categoria stimulării consumatorilor (acțiuni promoționale cu comunicare de imagine). Spre deosebire de multe interpretări existente, acest grup include merchandisingul și marketingul de evenimente. Au fost relevate instrumentele de stimulare morală și materială a angajaților. Publicitatea pe internet, cu instrumentele de promovare a unei companii pe piață precum content marketing, email marketing, marketingul media social, marketingul ascuns, influencer marketing etc., este evidențiată de autori ca o componentă importantă a comunicațiilor BTL.

Studiul s-a concentrat pe marketingul media social (SMM): a fost analizat numărul de utilizatori din rețelele de socializare și mesageria instantanee pe o perioadă de 3 ani, au fost identificate avantajele și dezavantajele utilizării rețelelor de socializare pentru promovarea unei companii pe piață.

Cuvinte-cheie: comunicări ATL și BTL, email marketing, marketing media social, marketing ascuns, influencer marketing, blogging, optimizarea căutării

Аннотация

В настоящее время особенностью развития российской экономики является ее цифровизация. Многие хозяйствующие субъекты рынка с целью завоевания рынков, повышения лояльности потребителей и увеличения продаж используют цифровые маркетинговые инструменты. Поэтому проблема продвижения компаний на рынке с помощью современных маркетинговых инструментов является в настоящее время особенно актуальной. В статье авторами предложена классификация BTL-коммуникаций, предполагающая их разделение на 3 вида: стимулирование сбыта, связи с общественностью и интернет-рекламу. Уточнена классификация инструментов стимулирования

сбыта, в частности директ маркетинг и спонсорство отнесены авторами к стимулированию потребителей (к промо-акциям с имиджевой коммуникацией). В отличие от многих трактовок, в данную группу включены мерчандайзинг и событийный маркетинг. Выделены инструменты морального и материального стимулирования сотрудников. Интернет-реклама, представляющая собой такие инструменты продвижения компании на рынке, как контент-маркетинг, email-маркетинг, маркетинг в социальных медиа, скрытый маркетинг, influencer marketing и др., выделена авторами как важная составляющая BTL-коммуникаций.

В исследовании особое внимание уделено маркетингу в социальных медиа (SMM): проанализировано количество пользователей в социальных сетях и мессенджерах за 3 года, выделены преимущества и недостатки использования социальных сетей для продвижения компании на рынке.

Ключевые слова: ATL- и BTL-коммуникации, email-маркетинг, маркетинг в социальных медиа, скрытый маркетинг, influencer marketing, блоггинг, поисковая оптимизация