

Efficiency of Optimal Integration of Marketing Communications

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ABSTRACT

Marketing Communications helps a vendor to realize product swiftly and efficiently. While communicating with the consumers, a company must not apply only traditional methods, but an integrated mode of communication, which solidifies bilateral relationship. This way, it is possible for the consumer to avoid suspicions on being provided with misinformation. The main goal of communication is to provide business and people with benefit. The use of integrated communications supports improvement of the economic situation across the country. The companies which refuse to consider or apply an intense, active communication policy, will fail to be successful.

Keywords: integrated; communication; advertisement; communication with public; influencer marketing.

I. Introduction

Marketing has never been so important and comprehensive, as it is today. Studies show that on a daily basis, millions of people get involved in various networks of sales and all this underlines the need of marketing awareness. Amidst high competition, it is required to inform consumers on the product that can lead to its effective realization.

Amidst highly competitive conditions, markets are saturated with goods. It became clear that only good product and services are not sufficient for increasing sales and obtaining profit, but it is required to provide the consumers with information on the product or service use. In order to ensure efficient effect on the consumers it was required to coordinate messages provided from various sources. It may assure the consumers that the obtained information is true.

For the efficient realization of goods and services, it is required to seek and establish optimal contacts with the consumers. It confirms the need of elaboration of the scheme of how to use the communication tools in full. In this process, integrated communication is of utmost importance, by means of which companies establish communication with the consumers, providing them with full information and meeting their requirements.

II. Importance of Optimal Integration of Marketing Communications in Georgia

Integrated marketing communication represents a part of all types of business strategy. Target audience must be determined to ensure the successful operation of a company. The same message should be released via various channels, as different messages lead to the consumers' confusion. The use of right channels is also highly important with the use of right messages.

During integrated marketing communications, first we should focus on the consumers' desire. Therefore, while providing customers with information the product quality and consumers' wish should be focused on. The marketing communications represent the conception of the unified communication channels' operation.

Companies try to use marketing communication means as frequently as possible and ensure the maintenance of the company image and obtain the profit as well. Lately, information provision means have been refined and diversified. Marketing specialists launched using new methods. In particular, they started using image webpages, social networks, mobile applications and other means of communication. These new approaches happened to be more efficient, as messages were directly sent to each person individually. New terms were established in the sphere of marketing like Merchandising, Neuro-marketing, Interactive Marketing, Influencer Marketing, using people (influencers) creating an image, having a lot of followers. By doing this, they support the brand intensification, product sales and content creation. About 40% of people declared that they bought the product used by influencers watched on YouTube and Instagram.

It is reasonable to develop special communication programs for each segment of market. Marketing communication must not be one-sided. Success is achieved when relationship with the buyers relies on mutually beneficial collaboration.

As the world changes, people and their views, mood and communication forms change as well. Therefore, organizations and brands use traditional means of relationship with marketing and public less often to influence people.

Due to marketing communication, a company provides consumers with information on the product design, price, form, package, colour and shop, where the product is available. Information given to the consumer must underline the goods quality and profit the consumer can

obtain. Its economical nature should also be underlined. The address content should lead to the reaction that in turn can lead the consumer to purchase the product. If a consumer has a negative influence, it is required to take care of the product improvement and conduct respective communication policy.

Integrated marketing was created in 1993. It represents a conception of using all the marketing communication strategies jointly that gives a possibility to achieve efficiency. Notably, it is difficult while using various marketing communication means individually. Integrated marketing aims to establish bilateral communication with existing audience. Earlier, communication did not include bilateral interest and was one-sided, naturally. A customer was provided with information and it did no longer matter whether the customer could purchase this or that product. Currently, communication is of mutual character, implying the coordination of providing information and assuring the consumer to buy the product.

[Integrated marketing communications include all types of coordination of activities aiming that the consumer should receive a unified, stimulating message.]¹

Communication should be organized in a way that should be comfortable for the consumer. The consumer should not feel that any product is imposed on him violently. As every consumer is different, the company should develop certain communication programs for each market segment, for each niche and every kind of consumer as well.

When the companies fail to integrate various communication channels, consumers are provided with discordant information. In particular, if an advertisement says one thing, but prices say the other and the company officials develop a different opinion and Internet resources offer totally different information, the advertisement is no longer trusted. Therefore, with the traditional communication methods, an enterprise should use integrated communication which ensures the provision of unified and inter-related information. With this, consumers will avoid any suspicions on being provided with misinformation.

The advantages of the integrated marketing communication are as follows:

- Reaching high efficiency with less expenses.
- The use of technological advantages allowing us to carry out individual and targeted communication;
- Provision of coordinated activities;

¹ Todua N. Principles of Marketing, Tbilisi, 2009

- Coordination of internal and external communications.

A company makes a schedule of every single means and duration of its action.

[Marketing communication mix (MC) represents a combination of advertising, public relations, personal sales, sales promotion and direct sales used by a company for achieving its advertising and marketing objectives.]²

First advertising agencies occurred in England, but the US is still considered to be the origin of advertisement. In Georgia, first TV advertisement was seen in the end of 1950, while the first printed advertisement was observed in 1861.

Everyone understands that marketing has an important business function, in particular: simple global coverage. Through Internet advertising, it is possible to present any production to billions of people and cover the entire world. Internet advertisement is available in any budget framework. The studies showed that the price of providing the 2000-people audience with an advertisement is three times less than that of traditional media outlets (magazine, billboard, radio and others).

An advertisement has commercial goals and it serves to kindness as well. The main goal of communication aims to provide business and people with various benefits. If we focus on Georgia's example, we will see the inquiry results: an advertisement influences the consumers' conduct at certain extent. A total of 88,5% of the inquired often use Internet; 11,5% - TV, 3% - Radio, Press -1,2% (see the chart N1). In September 2023, the use of social media in urban areas totalled 95,4%, while this rate equalled 95,2% in rural areas. Internet audio/video communication equalled 95,6% in urban areas, while it was 93,1% in rural areas.

Advertising market is related with the economic condition of the country. Hard work is required for creating more important and interesting advertisements to establish proper communication with one's own consumers that will lead to increasing its share on the market. Influencers and bloggers become more and more popular. The trust factor is not high, but people still watch influencers' promotion with high interest. The most popular blogs are as follows: 53,2% - on traveling; 45,5% - on literature; 42,9% - culinary blogs. See chart N2.

² Armstrong, Kotler, Principles of Marketing, Tbilisi, 2014

chart N1

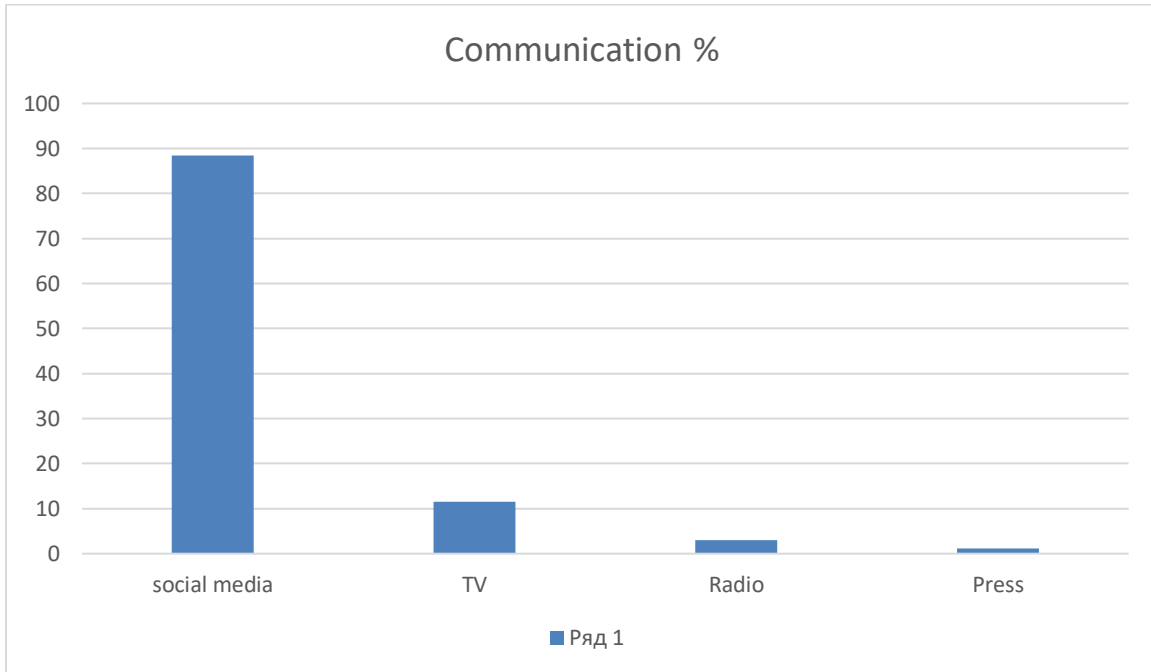
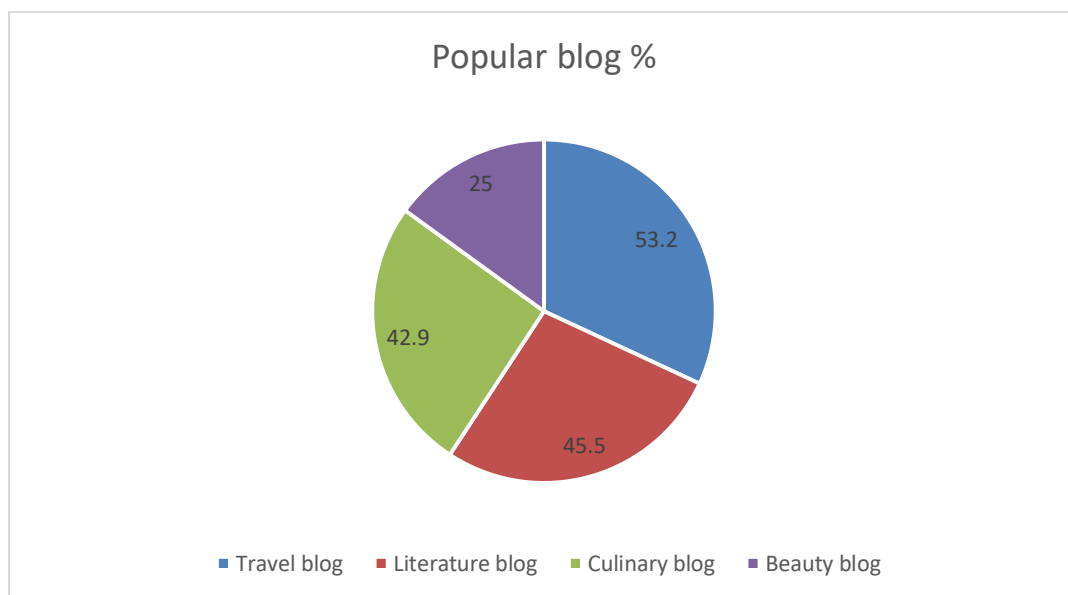
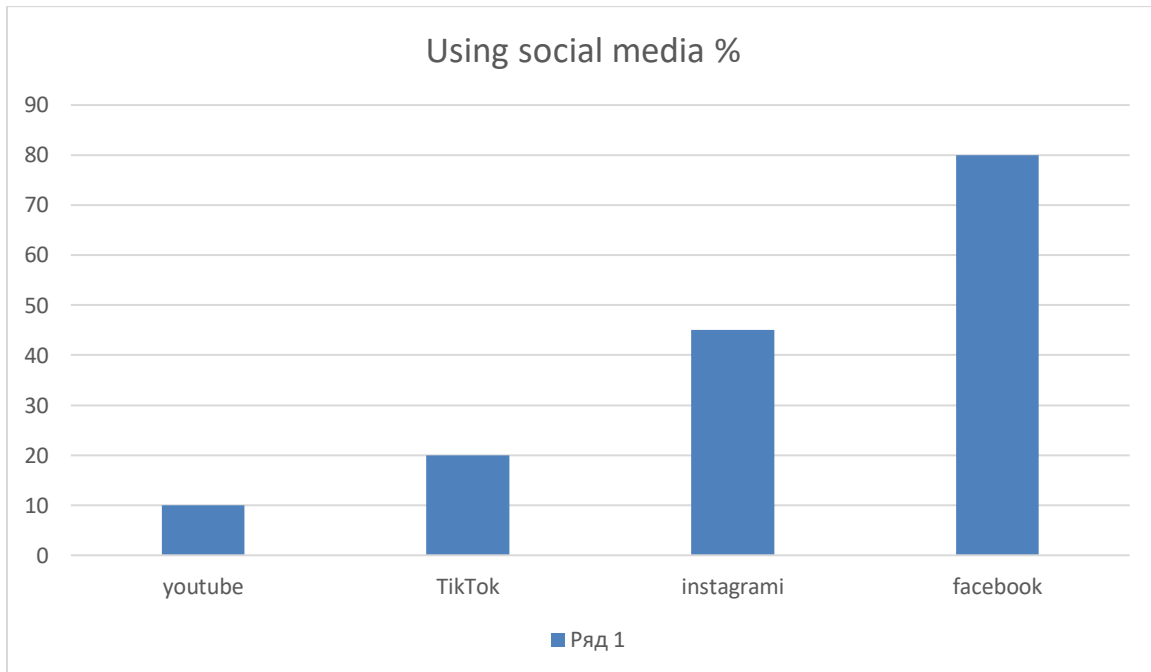


chart N2



Facebook, Instagram and TikTok are the most popular platforms in Georgia (See chart N3). Diversity of choice, simple payment method and home delivery service led to the high popularity of internet shops.

chart N3



III. Conclusion

In conclusion, we can say that it is required to be more active while carrying out integrated marketing communication mode. All companies should follow the marketing communication means in a complex way. Constant variation of the consumers' behavioural approaches shows that the companies that operate across the competitive market and reject these factors and intense communication policy will never succeed.

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