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FORMATION OF AN EFFECTIVE COMPLEX OF MARKETING COMMUNICATION'S OF THE ENTERPRISE

Scientific and technical progress assisted considerable development of marketing's communications. Humanity all more wide uses newspapers, radios, television, computer technologies, telephone connection and other for passing to information.

Optimum combination of constituents of complex of marketing's communications (advertisings, sales, propaganda, personal sale and public connections promotions) is instrumental in adjusting of more strong connections with the subjects of external and internal environment of enterprise. A marketing policy of communications is science, which examines the system of general options, criteria and orientiriv of sphere of mutual relations between enterprises and organizations, from one side, and by their clients, from other, with the purpose of achieving marketing's aims.

Marketing's communications are a communicative process between the subjects of markets with application of marketing mechanism in relation to their rational forming.

Planning marketing's communications, it is necessary to learn a having a special purpose audience with which it is necessary it will be to work, those buyers and users which a commodity is expected on, from point of their ethnic belonging, positions in society, physical and emotional descriptions of individuals, that from them there is a concrete having a special purpose audience.

Efficiency of marketing's communications, from one side, closely associated with economic efficiency on the whole, and from other - has the specific.

A basic task control after efficiency of marketing's communications is verification of accordance them to conception of marketing and strategy of advancement of commodity.

The modern terms of production and consumption in the economic developed countries are instrumental in growth of performance specifications marketing's communications: to their operative ness, scope of markets of targets in a country and after its scopes, expansion of aims of communication policy, methods of

evaluation of efficiency of complex of marketing's communications and others like that.

At the analysis of efficiency of application of complex of marketing's communications a necessary condition is determination of efficiency of marketing-communication appeal.

Determinations of efficiency of marketing's communications divide into the calculation efficiency of marketing-communication activity and efficiency of marketing-communication campaign.

Control above communicative efficiency complex of marketing's communications is carried out with the help of certain indexes (methods).

In many methods determination of economic efficiency of marketing's communications criteria is growth of volume of sale and multiplying the particle of products at the market of sale depending on the inlaid charges in marketing's communications.

In the process of control of application of complex of marketing's communications expect absolute and relative indexes. Absolute efficiency is determined, comparing the results of testing of communication handling operating norms or standards of effective marketing's communications.

Relative efficiency of application of marketing-communications measures can be calculated, at first, through correlation of volumes of sale or income to and after there is realization of campaign and facilities expended in her, and secondly - through the change of percent of being informed of the set having a special purpose audience about marketing communicator, his commodity sign, products and services. Relative efficiency of application of marketing-communications measures can be calculated, at first, through correlation of volumes of sale or income to and after there is realization of campaign and facilities expended in her, and secondly – through the change of percent of being informed of the set having a special purpose audience about marketing communicator, his commodity sign, products and services.

For the evaluation of efficiency of marketing's communications it costs to apply complex approach, that simultaneously to use the methods of both communicative and economic evaluation of efficiency.