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## **BASIC TOOLS OF ADVERTISING**

For transmission of advertising messages to selected potential buyers marketing experts have different tools.

The first of them is purchased time (or space) in the information media sources to appeal to the same group of people, with which it will be necessary to establish contact. It requires to show maximum attention in order the selected time and place entirely confirm advertising needs, and use the least money and human resources.

The second tool, which is considered as the most effective of all is a personal sale. In this case, an employee of the company visits the client's office and in details shows and tells how the product can meet their requirements. The efforts of personal selling agent cannot always be completed successfully, but still his immediate presence and the process of communication with the consumer is beneficial to advertising. Personal sales will be considered in details in the chapter devoted to realization of product.

The third tool is publicity and public relations. Essentially it is a free advertisement of the company, some events or activities conducted by it and represented public interest. It does not even require the costs, because the media includes reports references of such events in the news.

Publicity and public relations have a special place in the communication link with the public, because in this case the consumer takes advertising as an objective, and not as paid by company information. But we don't have to forget that negative information can have a negative impact on the image of the company.

The fourth tool is promotion of goods or sales promotion. It is used as part of the overall advertising and implementation activities for a specific purpose - reducing the stock of goods and wealth, capture of additional market share, etc.

Fifth tool is oral advertising. This refers to positive reviews of those who bought the product and are satisfied with it (advertising on the everyday basis). It is known that if some people receive positive response about the product or service from someone they trust, they tend to buy it (get the service). Unfortunately, such contacts between people are difficult to control. The only thing you can do is to sell a good quality product at reasonable price and provide a wonderful customer service.