Abstract

Modern marketing communication requires more than just making the product target customers. In the modern era, organizations must communicate with their customers by means that are available to them and that search. One of the key tools for integrated marketing communication is the Internet. Creative use of the Internet to disseminate messages of communication contributes to the enhancement of integrated communication for its interactivity, and continuity with globality. In the future it can be expected that interactive marketing communications becomes a crucial form of communication in some areas. Internet marketing is becoming a "superhighway" and therefore is an important medium of integrated marketing communications.

1. Introduction

Similar to today's marketing communications are changing the two main factors. The first is that the marketers following the fragmentation of mass markets move away from mass marketing. The second factor is the fact that huge advances in information technology are accelerating the transition to segmented marketing. The transition from mass marketing to targeted and the related use of a mixture richer communication channels and communication tools is a challenge for most marketers. In the past was a range of communication tools and coordination of the communication mix nobody responsible. Today, however, more and more organizations going through the concept of integrated marketing communications. Under this concept, the organization carefully integrates and coordinates a number of its communication channels to the way it operates and its products bring a clear, consistent and compelling messages. It builds on the strong brand identity of the market consolidation and strengthening of all messages, positioning, image and identity and coordination across all modes of marketing communications. This means that public relations (PR) materials say the same thing as advertising mail and advertising campaigns have the same style as the website. [1,2]

2. The implementation process of integrated marketing communication

The implementation process of integrated marketing communication is its realization. For the implementation of the process of integrated marketing communication in the organization it is important to follow the plan of marketing and communication process. Efficient functioning of the implementation process of integrated marketing communication must respect the objectives,
planning and integrated marketing communication components. Therefore, processes have been proposed integrated marketing communication that shows Figure 1. Diagram of the process helps to avoid common mistakes that occur in practice.[3,4]

2.1. Verbal descriptions process: Integrated Marketing Communication

Integrated marketing communication process based on the process of creating marketing communication strategy and plan further strategies of the organization, from the analysis of customer requirements, whose outputs are suggestions to improve customer satisfaction and loyalty and marketing communication process. Subsequent processes after the process of integrated marketing communication is monitoring customer satisfaction, process of contracts relating to integrated marketing communications, which is preparing the draft Treaty, treaty verification, the double-sided approval, recording and archiving, as well as the results of the communication process and the project of integrated marketing communication.

The actual process of integrated marketing communication consists of the evaluation of the current state of integrated marketing communication in the organization, identification of target groups, through which the organization intends to address integrated marketing communication, communication by setting targets and determining the budget for integrated marketing communications. Another necessary step in the process of integrated marketing communication is the selection of appropriate means of communications to be used in a particular case, whether or not assembled communication information for developing the measurement of efficiency and effectiveness of integrated marketing communication. Currently, it is essential in the process of integrated marketing communications to scrutiny paid to information security, since effective integrated marketing
communication is more fully interactive. An integral part of this process is the management and coordination of integrated marketing communication. [4]

The resources required in the process of integrated marketing communication can be divided into: [5]
- human - they are marketing staff, senior management;
- financial - should be selected according to the decision on how to finance the integrated marketing communication;
- information - these include customer database and internal communication;
- material - consisting of information technology.

During the process of integrated marketing communication occurs by monitoring and measuring the effect of the target group, the opinion survey customers to the questionnaires from customers and information from customers regarding the evaluation outputs statistics IT.

The output of the process of integrated marketing communication ideas as database records, records of observations, minutes of meetings, recording a review of information security, records of inspection and internal audit. These records are used to increase marketing precision objectification marketing recommendations, improving information security, and last but not least to improve the use of modern information and communication technologies. [6]

3. The algorithm integrated marketing communication in social networks

Algorithm design integrated marketing communication on social networks can be divided into three phases:

a. planning phase:
   - defining the objectives we want to achieve;
   - the target groups that we want to reach;
   - timetable;
   - budgeting;
   - choice of communication tools;

b. implementation phase:
   - registration for social networks;
   - selection of classic instruments;
   - API selection tools;
   - plug-ins;

c. phase control:
   - the measurement communication effect.

At the planning stage of the algorithm integrated marketing communication on social networks it is important to properly define the objectives that we want an integrated marketing communication on the social network reach. Social networking can be used to:
- reach new customers and build their community supporters;
- active communication with customers;
- gain new impetus from customers;
- promote products, services or special offers;
- mapping the needs and desires of customers;
- viral dissemination of news;
- help build brand loyalty;
- publishing content;
- advertising campaigns tailored to the specific target group;
- linking profile of a social network with the organization's website.

The implementation phase of the algorithm integrated marketing communication on social networks begins with registration at its own social network. Given the results of the analysis of a questionnaire survey and study of external companies is the most used social network just Facebook. Registration on a social network can be implemented at www.facebook.com. To register for this social network you must have an active e-mail address. Actual signing us through the menu on the page. Further, in the phase of implementation we continued to select, activation and fulfillment of individual tools for integrated marketing communication on social networks.

As known social networks offer a number of tools that can be used in integrated marketing communications. These tools can include: [7,8]

a. classical instruments - such fan sites; group; profiles; PPC advertising; events;

b. API tools - which include: application; Facebook API; Facebook Connect; Share with a friend; Open graph; add your logo to your profile photo; Add to wall; Become a fan;

c. plugin:
   - Activity Feed - presents users with individual sites;
• Comments - allows users to express their opinions;
• Facepile - see profile photos of users who have marked the page by clicking the "Like me";
• Like button - click the "Like";
• Live Stream - of the activity to share and comment on it in real time;
• Login button - displays user's profile photos of friends who are currently logged into the site;
• Recommendations - allows users indicate appropriate recommendations to other users.

Phase control algorithm integrated marketing communication on social networks is the latest in algorithms of integrated marketing communication on the social network, which in itself reflects the appreciation of the entire course of integrated marketing communication and also assess the achievement of the objectives set. Depending on the selected communication tools in the implementation phase can be measured, for instance: [9]

• time statistics (daily, weekly, monthly);
• number of users;
• respond to user input from the organization;
• number of clicks or impressions;
• the number of clicks on "like me";
• efficient use of the various tabs;
• interaction;
• traffic statistics;
• attitudes to advertising and others.

When using the Facebook social network in integrated marketing communication it is necessary to follow certain rules:

• The organization must not use a personal account - it must be a Facebook page.
• The definition of the rules of Facebook pages as Facebook page "special profiles that serve to promote business, commercial, political or charitable organizations and efforts. Including non-profit organizations, campaign groups and celebrities. "It is therefore important to use the right type of site.
• To organize a contest, raffle and giving away gifts consistent rules for the implementation of these activities, which are constantly updated and they can be found at: http://www.facebook.com/promotions_guidelines.php.

4. Stages of implementation of the process of integrated marketing communication

The implementation process of integrated marketing communication is characterized by various stages [10,11]:

• **The stage design** - provides the basis for proper and successful implementation of the process of integrated marketing communication. Draft documentation and documentation of the process must be carried out by workers in an organization created in the conceptual phase, which were defined in the rules of operation and was created in order to implement the process. At this stage, it creates a description of the process as the process of implementation and management of the organization. It is a document that will be presented to senior management, other employees and will provide a link between the vision and its actual implementation. An integral part of this phase of the training / retraining of employees directly involved in the process of integrated marketing communications to meet the requirements of the organization. For workers who are in the process carried out various activities. Therefore, it is necessary to have the process involved employees who are competent in terms of their education, training, ability to use their knowledge and skills. Training / re-training of staff involved in the process of integrated marketing communication must have data-knowledge, procedural knowledge, communication skills, skills to work with modern communication and information technologies, skills in information security and not least the skills of coping with difficult and problematic situations. After documenting the process of integrated marketing communication leads to its commenting and approval. Workers performing the activity process, together with the senior management team of workers and drawing up the process, submit their comments, which were then incorporates into the process while the process of removing any gaps. Impetus to the implementation stage of the process is agreed and approved documentation process and its top management.

• **Stage of implementation** - is the phase during which there is a process of introducing into practice. At this stage, all personnel involved process of performing a specific process activities in accordance with the approved documentation process. There is additional documentation and process changes according to the needs resulting from the introduction into practice. As part of this phase is the re-training of internal auditors, whose task is to prepare and evaluate the audit process and the audit of the process.

• **Verification stage** - at this stage will prepare for the audit process, and carried out the actual audit process and its evaluation. To the assessment and evaluation of the completeness of the established process, verification of compliance with the requirements of the organization. The output of this stage is the audit report that provides an accurate record of the audit and the findings, conclusions and recommendations for improvement.

• **Stage improvements** - at that stage is a process for improving the results of the audit process, integrated marketing communication. The proposed implementation process of integrated marketing communication is prepared in general and its application should be possible in any organization. If nature does not allow organizations to apply any of the actions proposed
implementation process of integrated marketing communication, it is assessed modification, respectively. accumulation of steps, depending on the organization's own terms.

5. Conclusion

The issue of quality of activities, providing integrated communication in the organization is currently up to date. It is related to several factors, of which mention should be made inter alia, the development of information and communication technologies, internationalization of sales space and inter-cultural market segmentation. Today it is difficult for many organizations time and managers of organizations face stiff challenges of the market. The main prerequisite for success is not only to identify signals of customers and integrate them into the process of value creation, but also to build an effective system of internal communication, as well as external communication with customers, thanks to the ongoing globalization at the international level. In evaluating the effect of the communication quality in the current communication policy strategy and organization can generally show many drawbacks related to the lack of orientation of the system in that area.

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