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DIGITAL TECHNOLOGIES AS A DRIVER OF MARKETING EFFECTIVENESS IN CONTEMPORARY BUSINESS

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Annotation. This article investigates how integrated marketing communications (IMC) can strengthen a firm's competitive standing in today's rapidly evolving marketplace. By bringing together tools such as advertising, public relations, direct sales, and digital channels into a unified strategic framework, businesses can achieve more consistent and measurable results. The study examines how cutting-edge information technologies — including CRM platforms, Big Data analytics, and AI-driven automation — enhance the precision and reach of marketing efforts. The findings suggest that organizations embracing a comprehensive, technology-enabled communication strategy are better positioned to adapt to the demands of the digital era and sustain long-term business growth.

Keywords: integrated marketing communications, IMC, digital marketing, CRM, Big Data, artificial intelligence, marketing 5.0, competitive advantage, communication strategy, digital transformation, business automation, ATL, BTL, customer engagement.

Introduction. In marketing, communication can be understood as the set of signals sent from a company to various audiences, including customers, sellers, suppliers, shareholders, and regulatory bodies. Marketing communications refer to the technologies (science and tools) that enable communication with specific market segments and interaction circles in order to fulfill the tasks assigned to business entities operating in the market. It is the integration processes of various marketing communications that form the system of integrated marketing communications. This system represents a complete and purposeful activity of economic entities aimed at maximizing economic and social benefits from open current (and future) resources by synthesizing various tools and principles of managing communicative processes. One of the most important functions of communication activities is to ensure more efficient operation of all departments within an organization and to improve its technical and economic indicators in order to implement its marketing strategy. Therefore, to achieve these goals, it is essential for different divisions of the organization to interact in a coherent manner. This, in turn, requires the establishment and support of both internal and external communications using a large set of diverse tools. Being part of the marketing space — or the presence of a marketing communications complex — forms the real value that ensures the organization’s investment attractiveness and development dynamics. Communication policy refers to the set of methods used to promote a product in the market. The main tools of communication include: public relations, advertising, sales promotion, special exhibitions, and personal selling.

Methodology. A comprehensive analysis of the interrelationship between marketing and business processes. Evaluation of the impact of ICT tools at various stages of marketing (customer acquisition, sales, and service). An innovative approach — studying the modern impact of digital technologies on marketing efficiency.

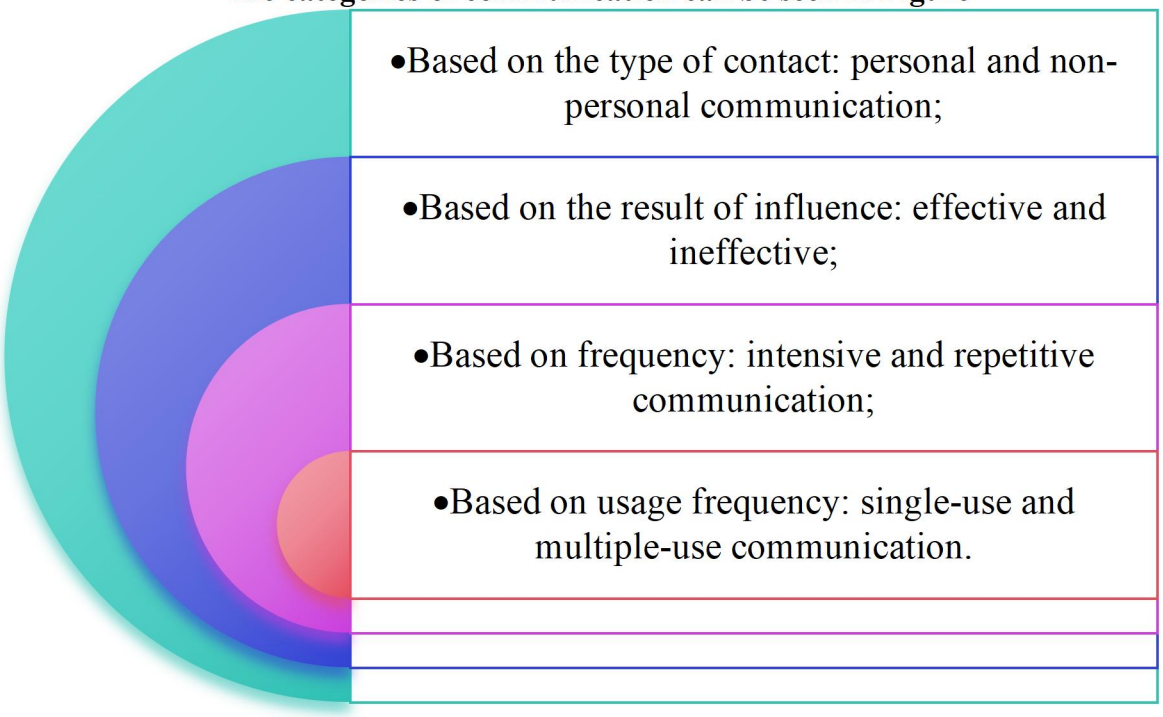
Results. Communication is emphasized as a key success factor in competitive struggle. An organization is compelled to engage in numerous communicative processes to create a positive

image of its brand. Competing not only through the product, the organization becomes involved in communicative competition — striving to gain the attention of the market's most important target segments and customers.

In future communication policy, only a comprehensive approach — which includes both strategic and tactical measures — can be effective. To achieve this, the organization is required to develop and enhance an integrated communicative concept of entrepreneurship.

A distinctive feature of the integrated communication process is the diversity of communication tools, channels, carriers, and formats.

The categories of communication can be seen in Figure



1.

Integrated marketing communications (IMC) are traditionally considered a comprehensive system that harmonizes BTL (Below The Line), ATL (Above The Line), and direct marketing technologies, as well as interpersonal communication tools for establishing relationships with key stakeholders. The origin story of the term "BTL" is quite well-known. During the planning of a new advertising campaign, a marketing group outlined the campaign budget and later realized they had forgotten to include sales promotion activities. These additions were written below the line on the budget sheet — hence, the term "Below The Line." It is important to note that literature on this topic reveals inconsistencies in the classification of these tools. Above The Line (ATL) includes mass media and outdoor advertising — direct advertisements distributed through public information channels.

Advertising materials primarily serve to shape brand image, create awareness, recognition, and inform the public. While advertising is considered "direct," the communication channel with the potential customer is actually indirect and lacks a feedback mechanism. In contrast, BTL involves more nuanced mechanisms such as sales promotion, customer incentives, and direct interaction. Here, the emphasis is not on showcasing the product itself or the act of transaction, but on the interactive channel between customer and seller, as well as the opportunity to conduct secondary market research. What matters most is not just the product or service, but its integration into the

consumer system. The relationships established with customers, along with the well-structured distribution and consumption system, play a decisive role in business success. Integrated marketing communications can be seen as a new, holistic approach that brings together elements such as advertising, public relations, sales promotion, logistics, and employee engagement. These components, when unified, form a comprehensive strategy essential for competitive and sustainable business development. In his 2022 work, Chaffey emphasizes that the automation of business processes and the implementation of personalized marketing through digital technologies significantly increase marketing effectiveness. He supports this with modern examples, highlighting the role of CRM, big data analytics, artificial intelligence (AI), and automated marketing campaigns in enhancing a company's competitiveness.

Kotler, Kartajaya, and Setiawan (2021), in their book "Marketing 5.0: Technology for Humanity", present the latest evolution in marketing — the concept of Marketing 5.0. The authors assert that the integration of physical and digital experiences through modern technologies such as AI, machine learning, and the Internet of Things (IoT) yields the highest impact in marketing. The Marketing 5.0 concept is specifically focused on improving efficiency in business processes through the use of ICT tools.

Analysis. Integrated marketing communication methods can be classified into four main groups:

1.Organizational and Economic Methods.The entire business structure must be aligned with communicative actions. For instance, if the sales velocity of a product has not been properly assessed and the product is not available in stock, all advertising efforts become ineffective. Similarly, if a company is attempting to obtain construction permits but cannot begin construction due to lack of funding, even a well-established communication channel will ultimately fail. Economic benefits provided to customers in the form of discount systems can become a source of competitive advantage.

2.Informational and Advertising Methods. This group includes commercial offers and presentations aimed at both end consumers and corporate buyers, as well as activities designed to build the company's image and reputation among the broader public.

3.Interpersonal Communication Methods. These methods involve establishing relationships both within the organization and with the external environment in order to implement the marketing strategy. They reflect the importance of communication with “supporting” individuals and adherence to the ethics of business relations — which requires a high level of discipline and sensitive communication techniques.

4.Legal Methods. The increasing activity of mergers and acquisitions highlights the need to include legal tools in the arsenal of integrated marketing communications. These methods often accompany and complement informational, organizational, and economic processes.

Conclusion. The results of the conducted analysis show that communication holds a central role in both the internal and external activities of a company. By ensuring effective information exchange between the organization and its target audience, a company is able to build a strong market image, attract customer attention, and increase its competitive advantage. Integrated Marketing Communications (IMC) provide a unified system that combines various communication tools and technologies, enabling the comprehensive implementation of a company's marketing strategy. Through IMC, companies can integrate advertising, public relations, sales promotion, personal selling, and digital marketing tools to establish a strong position in the market. Digital technologies such as CRM, Big Data, and artificial intelligence (AI) allow marketing communications to become more efficient and personalized. Notably, the concept of Marketing 5.0

brings marketing effectiveness to a new level by combining advanced technologies with a human-centered approach. Moreover, in shaping communication policy, a holistic approach — combining organizational-economic, informational-advertising, interpersonal, and legal methods — is essential for establishing successful business processes.

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