
Development Trends in Marketing Communications in 2020-2022

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Abstract: The problem of changing marketing communications in 2020 towards greater use of Internet communications and digital technologies is formulated. The purpose of the study is to provide an overview of the development trends of marketing communications in 2020-2022. The study presented an overview of the trends in the development of marketing communications in modern marketing practice. The transformation of marketing communications gives grounds to draw a conclusion about their complex dynamic development, about the need to develop evaluation methods for new tools, which creates a platform for future research. Among the limitations, one can single out a dynamic change in marketing communications, which makes it difficult to track current trends and makes it difficult to integrate them into the marketing activities of companies. Moreover, the narrowness of the development of trends does not allow finding personnel, ways to quickly adapt to changes. Promising areas of research will be the creation of a base for evaluating new marketing communications.

Keywords: marketing communications, digital communications, Internet communications, external marketing communications, marketing communications system.

Marketing communications in 2019-2020 are increasingly digitalized, and the proportions of the use of communications in the marketing communications system are changing in favour of Internet communications and digital technologies. This is due to the fact that the modern communication space is being virtualized following the transition of the consumption structure to online, the growth of consumer demand in digital. In turn, the corona virus pandemic acted as a catalyst for the transition to new ways of interacting with potential customers and ways to implement their activities. During the quarantine period, ways to interact with potential consumers were limited, which accelerated the process of integrating digital marketing communications into business. These processes modernized business practice and determined new vectors of development for the second half of 2020 and until 2022. The article discusses the key changes in marketing communications, provides an overview of the latest marketing methods and technologies that marketers and business practitioners can use in their further research.

Optimization of company promotion, focus on the online sale of their goods and services, digitalization of marketing communications continues to gain momentum in various areas. In 2019-2020 we can single out the dynamic development of the following areas in the structure of the company's marketing communications: marketing in social networks (SMM - social media marketing), the active introduction of AR technologies, the growth of digitalization in the evaluation of marketing communications, the transfer of company communications with

the client to third-party services or the users themselves, the development of influence - marketing, shifting emphasis to involving mechanics. Moreover, a number of researchers, such as A. Y. Kovalenko and Y. G. Kuzmenko, note that there are problems of integrating Internet marketing into the structure of classical marketing as an element of the digital economy.

Let us present an overview of the main trends and trends in the development of marketing communications in 2020-2022. The corona virus pandemic has had a significant impact on media consumption, which, in turn, affects the choice of marketing communications media and tools among marketers and the redistribution of budgets between marketing communications media. Let's pay attention to the statistics of the changed media consumption, prepared by K. Achkasova. Thus, during the period of self-isolation, there was an increase in TV viewing in all age groups, which, in turn, increased the demand for advertising during online film screenings. Moreover, the disloyal audience remained committed to TV viewing. Marketers and promotion specialists based on the formed commitment to such a communication tool as television should keep in mind that audience coverage will be higher than before the period of self-isolation. If you choose this communication tool, advertising messages should be placed near the following genres: TV series, entertainment programs and movies. Reasons to advertise next to these genres:

- the largest share of consumption of this type of content, therefore, the largest audience coverage;
- a significant increase in views of these genres;
- high degree of adherence to these formats;
- Large coverage of new users "did not watch TV", "light viewers". These categories did not have a "rollback" effect, which indicates the degree of habit.

In turn, the experts identified the top 5 topics on the Internet in terms of the increase in daily coverage. It should be noted that post-quarantine consumer behaviour has grown in social networks. Companies should take this into account when allocating their budgets.

However, it should be noted that marketing communications have changed not only during the pandemic. Changes were dynamic in 2016-2020. So, during this period, SMM received dynamic development. According to Y. Kurnosova, in WebIndex materials for February 2019 among an audience aged 12-64:

- ✓ desktop audience (use of the computer version of social networks) 30.2 million people, which is 56.7% of the population;
- ✓ Mobile (use of the mobile version of social networks) 36.2 million people, which is 68% of the population.

Social media marketing is becoming the main communication channel for brands, as it has more points of contact with the consumer and is aimed at involving the consumer in the process, and also contributes to the formation of consumer loyalty. So, S. V. Shilovski notes that the high involvement of the consumer in relations with the brand leads to an increase in satisfaction and loyalty to the brand. Moreover, the main task in 2020 is to establish trust with consumers: through reporting in Stories (life-format on Instagram), showing the "behind the scenes" of the company, production processes and the experience of using the product by other users. Another trend in social networks has been the transfer of advertising budgets to influencers (influence - influence), or "opinion leaders". So, A. V. Lebedev, Y. A. Sherbakov note that with the development of social networks, the value of the company's loyal customers has increased.

For a long time, it was believed that social media marketing only works for the youth audience, and it was perceived as low-paying. Some researchers, such as M.R. Dushkina, focus on the fact that communications in social networks are aimed only at the youth audience. However, the Media scope study refutes this, presenting the results of an analytical study on the "top social networks" in different age groups, which shows that the number of social network users aged 25-34 years is slightly inferior to the number of users 12-24 years old. This indicates that there is a solvent audience in social networks. Moreover, the audience of social networks, depending on the type of platform used, "grows up" in time and becomes solvent.

It should be noted that regardless of age among the audience, loyalty is now traced not to the brand, but to the influencer. An "opinion leader" or influencer is an expert in his niche who has influence on a group of people, his audience trusts him and is loyal to him and, on his recommendation, is ready to purchase any goods or services that he has used and will recommend. Summing up, I would like to note that the transformation of marketing communications gives reason to conclude that they are complex, complex dynamic development. That is why at this stage it is necessary to pay special attention to these changes in order to develop the right marketing communication strategies, effective evaluation methods for new tools that appear in connection with new trends and trends in the development of marketing communications. Among the limitations of the study, it should be noted that marketing communications are dynamically changing, and in this regard, it is difficult to assess current trends and trends. Moreover, it complicates the operational integration of marketing communications into the practical activities of companies. In turn, marketing communications are changing in certain areas, which often require different competencies from specialists. This also determines that it is very difficult to find qualified personnel at the time of the development of trends. However, the identified difficulties make it possible for further research by specialists. Thus, the emergence of new methods allows us to improve the platform of marketing communications, as well as to look for new methods for their evaluation.

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