

- Publication cost (VAT and seasonal coefficient).
- Volume of the article/news/press release, number of advertising banners.
- Publication dates.

The primary task of media planning is to develop an effective media strategy that enables a company to achieve its marketing goals.

Various methods are employed for developing effective media planning. Media planning is an integral and critically important component of the marketing communication strategy for any company. In the face of constant changes in the consumer environment and the development of new technologies, effective media planning allows businesses to accurately identify their target audience, interact with them efficiently, and achieve their marketing goals.

By choosing various media planning methods, from geographic and demographic to behavioral and integrated, marketers obtain a toolkit for the most effective utilization of advertising resources. Flexibility in selecting methods enables the adaptation of strategies to specific market conditions and demands. In the modern world, where competition in the media space is unexpectedly high, and the audience is constantly evolving, successful media planning becomes a key factor in ensuring the high efficiency of advertising campaigns.

Well-constructed media planning enables companies not only to achieve maximum impact on their audience but also to use their budget effectively, optimizing the allocation of resources and ensuring maximum advertising results.

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## **BUSINESS COMMUNICATIONS IN THE FIELD OF INTERNATIONAL CONSULTING**

Consulting and business communications in its field in a broad sense, as obtaining expert advice, is a phenomenon familiar to

mankind for a long time. However, consulting as a separate institution and profession emerged only in the 20th century. In most scientific works, consulting is presented as a project activity, the algorithm of its organization is described, and in some cases, the features of consulting in various fields are considered. However, much less has been written about the promotion of consulting services. The traditional approach is not applicable to the promotion of consulting services. Selling consulting services should not be treated as an unavoidable necessity or just a certain set of mandatory tools and actions.

We propose to consider business communications in the field of management consulting in the spirit of an approach to the promotion of services: the client buys something intangible; the seller promises to satisfy the client's need and solve his problem. At the same time, the product of consulting companies is considered from two sides: technical (know-how, experience and competencies of consultants) and social (the ability to build relationships) [1]. Therefore, the authors see one of the main tasks of promoting a consulting company in establishing and maintaining a "client-consultant" relationship and highlighting several aspects in the client-consultant relationship: cooperation when working on a project (collaboration), two-way knowledge exchange (knowledge-based relationship) and relationship of trust [2, 3].

Trust in consulting can be considered in two ways: both at the personal level between the consultant and the client, and at the institutional level, confidence in the consulting firm and consulting in general, which corresponds to the concepts of basic trust and trust in abstract systems. The focus on establishing trust as a marketing approach is ideologically close to the concept of relationship marketing and may well be considered as part of it in relation to consulting companies. It is important to take this into account when planning promotion programs and training consultants.

Interestingly, many solo consultants do a great job of filling their blogs and pages with interesting content on a regular basis. As a result, their social media pages are overtaking large companies in terms of popularity. The success of their work in social networks and blogs is that they build relationships with readers, communicate with them on a daily basis, "live" on the network, and not just broadcast news. This

allows them to be interesting and "theirs" for the Internet audience. Consulting companies are gradually coming to social media promotion. While there are more than half of such companies in the West, there are still much fewer among Ukrainian consulting firms. Despite the fact that online promotion seems cheaper in terms of price, and sometimes even free, it is necessary to allocate forces and resources to ensure high-quality work, which companies are not ready for. Simply broadcasting the news has little effect. The experience of leading Western companies and their Ukrainian representative offices shows that if a company has its own research or analytical department, the company will always be able to find content for its blog, thematic website or pages in social networks. However, the experience of individual consultants shows that to build relationships in social networks, you can get by with fewer resources and at the same time get more popularity, additional points for promotion, strengthening your brand and promoting consulting services.

Approaches to the promotion of consulting have evolved throughout the twentieth century. The latter directions are related to the transition from a focus solely on the market to a focus on the individual customer. This is especially evident in the service sector. The field of management consulting has been actively developing in Ukraine since the beginning of the 1990s. At the same time, little has been written about the promotion and building of the "consultant-client" relationship. In many ways, Ukrainian consulting copied the activities of its Western colleagues, who had more experience. For decades, translated books on business philosophy by McKinsey and the Boston Consulting Group have been key sources of information for domestic practitioners. However, soon the specifics of Ukrainian business and mentality required different approaches to building relationships in this area, so the study of communication management in this industry is of great importance. As the scope of consulting in Ukraine expands, the question of its successful promotion arises. Western experience is useful mainly for metropolitan and large network companies. Small "players" are forced to focus on low-budget business communications and marketing. The study of the organization of effective communications between consulting firms and consumers of their services in the Ukrainian regional market with

limited budgets requires a special study, a survey of both experts and clients.

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## **EVALUATION OF THE EFFECTIVENESS OF EVENT MARKETING**

The increased importance of methodological approaches to assessing the effectiveness of event marketing is due to the need for objective assessments of the results of certain activities for their compliance with the set goals and their achievement. However, at the theoretical level, there is still no generally accepted evaluation methodology, and most practicing event agencies have not developed a clear system for assessing the effectiveness of event programs.

If in order to conduct an objective assessment of the results of event management, it is necessary to determine in advance the criteria for the quality of event management to be evaluated, then event marketing is used to implement strategic or tactical tasks of