

EVALUATION OF EFFICIENCY OF ADVERTISING CAMPAIGNS

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Abstract

For companies that spend a lot of money on advertising, it is important to develop a concept of effective management of advertising, taking into account the main stages of the advertising campaign, as well as the use of economic-mathematical models and information technology in decision-making to improve its effectiveness. Today, every company wants to know how much money spent corresponds to the results.

Keywords:

Advertising, effective management, advertising, information technology, effectiveness.

Introduction

The essence of the current role of advertising is that it has become an integral and active part of a comprehensive marketing system, the level of development of which determines the quality and effectiveness of advertising and information activities of the manufacturer and its compliance with new world market requirements. One of the important areas of research that deserves attention is to identify opportunities to improve the effectiveness of advertising campaigns through their optimal conduct, improve the planning and management of the advertising process [1, p . 56] .

The effectiveness of an advertising campaign is an extremely serious problem. Of course, you need a balanced approach to planning advertising, media planning and selection of advertising media and include placing advertising. However, even

perfectly planned and conducted advertising campaign can be completely ineffective. Therefore, we agree with the opinion of I. Reshetnikova that effective advertising is a consequence of a combination of effective creativity and optimal placement, which provides coverage of the largest parts of the target audience [4, p . 401] .

In essence, the study of the effectiveness of advertising campaigns is aimed at identifying, analyzing and taking into account the factors that affect the rational use of funds of the enterprise during the advertising campaign. It is based on a detailed and objective analysis of the economic and communicative effectiveness of advertising media to achieve synergies [3, p . 77] . Under the economic efficiency of advertising understand the result of the advertising campaign of the enterprise, which is expressed in improving the financial and economic performance of the company, including increasing sales of products and services, increasing profits, expanding the market segment [3, p . 80] . Communicative (informational) effectiveness of advertising allows to establish how effectively a particular advertisement conveys the necessary information to the target audience or forms the desired point of view for the advertiser [3, p . 81] . Both of these approaches to evaluating the effectiveness of advertising are important and therefore should not be opposed to each other. We believe that among the indicators that characterize the cost-effectiveness of advertising, the most significant are: rate of return on advertising measure cost effectiveness, cost per thousand rate, index millayn, costs ranked tariff rate publication per 1000 inhabitants, the gross estimated coefficient . We are also inclined to conclude that the conclusion about the communicative effectiveness of advertising should be made on the basis of the following indicators: identification, accessibility , reliability , suggestiveness , positive interest, which can be obtained by preliminary, current and subsequent analysis of advertising.

It is established that the process of evaluating the effectiveness of advertising campaigns consists of six successive stages. In the first phase of ' yasovuyutsya real values of advertising on the time of analysis. The second is the establishment of planned values and standards (goals and norms). Then attention is paid to

measuring the actual results achieved over a period of time, as well as comparing the actual values with the planned and standard. On n 'At this stage, the analysis of the results of the comparison is carried out, which makes it possible to make changes in the planned values and standards or in the course of the advertising campaign. The last stage is characterized by the development of recommendations for changes in the course of the existing advertising campaign and subsequent [2, p . 92] .

The issue of optimal organization of advertising is insufficiently studied both from a practical and theoretical point of view. Thus, in the specialized and scientific literature there are few developed scientific and methodological recommendations for calculating the basic characteristics and parameters of the organization of advertising, its evaluation and management. After analyzing a number of the most common methods, we came to the conclusion that the improvement of work in the process of evaluating the effectiveness of advertising campaigns should be based on systematic knowledge of the concept of advertising management; systematic and timely analysis of the main errors that occur during its creation; imitation of general and effective rules used in advertising practice; as accurate as possible establishing the difference between the planned and actual costs of the advertising campaign, which makes it possible to develop rational recommendations for changes in the course of the advertising campaign.

Thus, improving the process of evaluating the effectiveness of advertising campaigns is of great value, because timely and correctly adjusted advertising activities can optimize the costs of the enterprise and contributes to the acquisition of positive and lasting commitment from consumers.

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