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## **ADVERTISING SUPPORT FOR LOYALTY IMPLEMENTATION**

### **Summary**

The loyalty program is an important element of the marketing communication activities of the enterprise, so its implementation should be based on the concept of integrated marketing communications. Integrated marketing communications is a concept of marketing communications planning, related to the need to assess the strategic role of individual areas and find the optimal combination to ensure clarity, consistency and maximize the impact of communication programs through seamless integration of all individual appeals. That is, the loyalty program must be integrated with other elements of the marketing communications system. Combining a loyalty program with elements of advertising, public relations, sales promotion, direct marketing and synthetic marketing communications allows to combine and enhance the benefits of each marketing tool and maximize the effectiveness of the loyalty program to increase business competitiveness. In addition, it should be noted that in the scientific literature insufficient attention is paid to communication (in particular, advertising) support for loyalty programs, which determines the relevance of the research topic. The advertising campaign within the loyalty program is aimed at attracting new customers, forming an active target audience, increasing profits. Stages of loyalty program advertising support should include determining the purpose of the loyalty program advertising campaign; identification of the target audience; determining the subject of advertising, focus on a specific loyalty program. Decisions on the choice of dissemination means for advertising information in the loyalty program support are made taking into account the characteristics of each of these means as well as a detailed analysis of their advantages and disadvantages. The effectiveness of the loyalty program advertising campaign is determined by its content and components. The introduction of tools for advertising support of the loyalty program by enterprises will maximize its effectiveness, which in the future will bring to a new level of quality management of marketing activities in general, and marketing communications in particular.

*Keywords:* loyalty program, marketing communications, loyalty program advertising support.

Number of sources - 10.

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