

Yurii Chaplinskyi, Candidate of Economic Sciences,
Associate Professor,
<https://orcid.org/0000-0002-1912-4447>

Olena Bozulenko, Candidate of Economic Sciences,
Associate Professor,
<https://orcid.org/0000-0002-1825-4936>

Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi

PR TOOLS IN THE IMPLEMENTATION OF A COMPANY BRAND LOYALTY PROGRAM

Summary

Formation of an effective enterprise management system requires emphasis on the use of modern marketing tools. One of the priority elements of achieving the strategic and tactical goals of marketing activities of enterprises is the active use of marketing communications and their implementation in practical activities, including with the aim of creating a powerful brand. Among the main tools for achieving the company's marketing goals regarding branding, the formation and maintenance of the company's consumer loyalty to its brand should be considered. The effectiveness of the implementation of the brand loyalty program is based on the concept of integrated marketing communications, which involves the simultaneous application of individual elements of the marketing communication mix. Such integration is aimed at the use of basic and synthetic tools of marketing communications in the process of developing and implementing the company's brand loyalty program in the target market. Some of such tools of marketing communications, which are actively used in the practical activities of the enterprise in order to support the brand loyalty program, are means of public relations (Public relations, PR), the use of which allows to improve both the positive image of the enterprise in general, and the perception of individual programs brand loyalty. The main stages of PR support in the process of implementing a brand loyalty program are: research and definition of the basic elements of the PR strategy of information and communication support; development of a complete program of PR support for the brand loyalty program; practical implementation of the information and communication support program and evaluation of the effectiveness of the tools used in the implementation of the PR program. At the same time, both traditional and innovative tools and means of PR support of the brand loyalty program can be used. The implementation of the brand loyalty program will allow enterprises to improve their own image, which in the future will provide an opportunity to bring the management of marketing activities to a new high-quality level.

Keywords: loyalty program, marketing communications, public relations, PR, brand.

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