

## СЕКЦІЯ «МАРКЕТИНГ У ТУРИЗМІ: ОСОБЛИВОСТІ, КОМУНІКАЦІЇ, ТРЕНДИ ТА ПЕРСПЕКТИВИ»

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### CONTENT MARKETING IN TOURISM

Content marketing is no longer a whim a necessity, especially in the field of travel. If a travel company wants to attract with enviable regularity relevant target audience, then you need to build high-quality communication with potential customers, to recognize and understand their tasks, needs, meet expectations, give them benefits that correspond to their values.

Content marketing works to the advantage of companies that use it wisely. This technology makes it possible to increase number of sales, enhance customer loyalty if unique selling proposition (product or service quality) falls into the values of customers and correlates with the values of the company.

Content marketing helps build long-term relationships with your target audience. It helps to attract potential customers and retain existing ones. To achieve their goals, marketers create and distribute relevant content. Content allows you to create a connection between you and the traveler, build trust and give value and meaning to the very process of preparing for the trip. Content marketing in the tourism industry is not just about pretty pictures and fabulous travel stories. Today, competition in the tourism market is so high that advertising alone is indispensable - you need to use marketing promotion tools to the maximum. One of these tools is content. Moreover, in the tourism sector, this tool can become one of the most powerful in terms of business promotion.

Let's start with the obvious - content marketing, needed and important now more than ever. And the tourism industry one of the fastest growing industries around the world (not counting the pandemic period), is no exception. Slowly but surely, this industry in our country is gaining experienced momentum.

Content marketing can be seen in brochures, articles, promotional materials and on the Internet. It entertains, intrigues, persuades and inspires. Content - because it's what we're talking about - is now a key factor in capturing customers' attention, building relationships with them and ultimately leading to a purchase.

This is especially true in the travel industry, where consumers often make decisions influenced by content found online. Their quality and adaptation to the recipient's preferences is often a factor that determines the attractiveness of the offer and makes some companies in the tourism sector achieve impressive results, while others have problems staying in the market. Content marketing in the travel industry is an important tool for driving traffic as well as increasing the ranking of an Internet page. An indispensable element of every online marketing strategy is the advertisement of tourist routes, travel companies or tourism business events.

Content marketing tools should be used in if a travel company needs a stable and efficient lead generation channel. This is one of the surest ways to maintain audience loyalty, easily remind you of yourself and stimulate sales of a tourist product.

The main channels for implementing the content marketing strategy in the tourism business include the following:

- YouTube;
- email newsletter;
- SMM - aimed at generating traffic using social platforms);
- event (event);
- webinars;
- social networks (management of own groups and official pages and the use of other groups as channels for disseminating information);
- blogosphere” (maintaining your own corporate blogs and attracting top bloggers to the distribution information).

Any of these channels allows you to broadcast additional value for customers in the tourism product market and helps to receive an additional number of responses and positive applications

In the end, we would like to note once again that content marketing is an integral part and one of the key tools that should be included in the marketing strategy for promoting the tourism business. Experiment with the types of content delivery, use different formats, and do not forget to broadcast content through all channels available to you: company website, partner sites, social media pages and email newsletters.

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## MARKETING COMMUNICATION TOOLS

Marketing communications is one of the major elements of the organization's marketing complex. It can be called messages and means of information aimed at transmitting information about the product and establishing communication with the target audience and the market. Marketing communication tools are a set of diversified programs designed to be in touch with your audience effectively.

Also, there are different tasks of marketing communication tools. Some of them are: 1) increasing loyalty to a specific brand; 2) informing purchasers about the product, prices, or actions; 3) creating long-term relationships with the target audience; 4) providing feedback to buyers to determine the attitude towards the manufacturer and his product; 5) consumer awareness of a specific brand.

So, let's look at specific marketing communication tools. Types of marketing tools include advertising, direct marketing, branding, PR (public relations), social media, catalogs, interactive marketing, etcetera.

Advertising. It has always been an effective way to be in touch with large audiences quickly. Usually, this is implemented through various forms of paid media- TV, radio, print advertising, billboards, and, more recently, hidden advertising in films, music videos, and books.

Direct marketing is a type of integrated marketing communication that focuses on presenting brand information to only those with similar interests. Nowadays, we consider online marketing as direct marketing. Direct mail to attract potential customers has more advantages than conventional marketing. Personalization tools make it easy for consumers to process direct mail and catalogs. In addition, direct online marketing generates a high level of reviews compared to traditional marketing. The commercials don't get much attention, but giving consumers access to receive messages could be a turning point.

Branding is the activity of developing long-term attachment by creating an image of a product or service that in the minds of people would be associated with the logo, slogan, or design of the company that owns this image or idea. Branding is the creation of a wide network of communication with the consumer, thanks to which the brand will be increasingly recognized and purchased, despite the similar product of competitors. However, the purpose of branding is not only to increase brand recognition but also to create a good reputation and a set of standards that the company must adhere to, strive to maintain, or surpass, because the corporate image, depending on the consumer association, will be associated first of all.

The public relations. With this tool, you can improve your brand name and position in the market. PR is a powerful tool for people in the industry to grow your business. Using the right tool at the right time and with the right people can help you significantly increase your sales. One of the biggest advantages of advertising is that you don't need to spend a lot on a PR campaign because advertising is the main thing in PR. A great example in our present days of PR is the American brewery company, Anheuser-Busch. Whilst manufacturing their branded products, they also use some of their resources to produce hand sanitizers. They then actively distribute and donate in public places and at polling places across the United States. The brand image and community relations PR campaign also earned them free advertising on the news network.

Social media is a great tool to promote products and companies through communication with an audience through video, photos, and ads. For example, Instagram has become a magnificent platform for brands to reach consumers using photos and videos.

Catalogs. The major use of catalogs is to inform about the launch of a new product. Nonetheless, the main purpose of a successful catalog lies in holding a true value proposition. Catalogs combined with email marketing convey information to your potential and actual buyers very well.

Interactive marketing. This event-based marketing leads to increased conversion, which in turn leads to an increase in the number of sales. Other than that, interactive marketing tends to bring a large amount of audience engagement and feedback. Also, it can make your product viral on the internet.

Let's summarize, all types of marketing communications tools are not mutually exclusive and closely interrelated. Complex use of all marketing communications will ensure the effective promotion of a product or service to the market. Communicating with your audience will help you build a successful business in the future. Therefore, different marketing communication campaigns and solutions can improve your sales and brand image.