

MARKETING COMMUNICATIONS AS A TOOL FOR STRENGTHENING THE BRAND'S MARKET POSITION

Bebko Svitlana,
Doctor of Economics, Associate Professor
Paziuk Tetiana
Master student
Kyiv National University of
Technologies and Design
Kyiv, Ukraine

Introductions. In today's highly competitive and dynamic market environment, effective marketing communications are becoming a key tool for building and maintaining strong brand positions. The growing role of digital channels, changes in consumer behavioral patterns, and the increasing importance of emotional interaction with consumers necessitate improving approaches to communication activities of enterprises. Marketing communications not only inform the target audience about the properties of a product or service, but also create added value for the brand, shape its uniqueness and increase consumer confidence.

The successful use of integrated marketing communications allows companies to strengthen their market positions by creating a holistic brand image and building long-term relationships with consumers. At the same time, an important task is to adapt communication strategies to the conditions of digitalization, personalization and activation of social platforms. That is why the study of the role of marketing communications as a tool for strengthening the brand is relevant and has important scientific and practical significance.

Aim. The aim of the study is to substantiate and identify effective approaches to improving the marketing communications of an enterprise in order to strengthen the brand's market position.

Materials and methods. The study used a set of scientific methods that provided a comprehensive analysis of marketing communications of and their impact on the formation and strengthening of the brand's market position. The theoretical

basis of the work is modern scientific publications on brand management, marketing communications tools, consumer behavior, as well as analytical reports of international marketing agencies and specialized organizations.

To achieve this goal, the following methods were used: analysis and synthesis-to study theoretical approaches to the essence of marketing communications, to determine their functions and role in the process of brand building; comparative analysis – to compare the effectiveness of various communication tools in the context of brand promotion in competitive markets; systematic approach – to study marketing communications as an integrated system that includes advertising, PR, digital and social tools; content analysis – to study communication strategies of the successful brands, their messages, and their interactions with consumers in online and offline environments.

The research was based on information sources, official reports, marketing cases of well-known companies, as well as secondary market research data on trends in the development of communications in the digital environment.

Results and discussion. Marketing communications are a key factor in the formation of sustainable market positions of a brand and provide it with competitive advantages in a saturated market environment. An analysis of theoretical approaches and practical cases of successful companies has shown that the effectiveness of communication activities largely depends on the level of integration of tools, consistency of communication messages and the brand's ability to adapt to dynamic changes in consumer behavior [1].

The comparative analysis demonstrated that brands that actively use digital channels, such as social media, targeted advertising, content marketing, and influencer communications, achieve higher levels of awareness, audience engagement, and customer loyalty. In particular, the use of personalized messages and interactive formats communication helps to increase conversion and improve the quality of interaction with target segments [2; 3].

Consistency and integrity of the communication policy are crucial for building a positive brand image. Having a unified style, a clearly defined identity and

consistent messaging help to increase trust and ensure long-term relationships with consumers. At the same time, brands that demonstrate fragmented communications face a decrease in promotion efficiency and lower consumer loyalty [2].

Innovative communication approaches, including the use of artificial intelligence to personalize content, automate customer interaction, and use visual and video formats that provide deeper emotional engagement, play a special role in strengthening a brand's market position. Such tools allow for a unique consumer experience and increase brand competitiveness in saturated markets [4].

Integrated marketing communications help not only to strengthen market positions, but also to create added value for the brand, expand its audience, and increase customer satisfaction. Thus, modern communication tools are a strategically important element of brand development and sustainable growth.

Conclusions. To conclude, marketing communications is one of the key strategic tools for strengthening the brand's market position in the face of growing competition and dynamic changes in the market environment. The generalization of theoretical approaches and analysis of practical cases have made it possible to establish that the effectiveness of communication activities is determined by the level of integration, consistency and integrity of communication messages, as well as the brand's ability to adapt to modern digital marketing trends.

It is determined that the use of innovative tools – personalized content, social networks, video communications, influencer marketing and artificial intelligence-increases the awareness of brand, improves interaction with consumers and builds long-term loyalty. The use of integrated marketing communications contributes to the creation of a holistic brand image, improves its competitive position and ensures sustainable growth in the market.

The final results of the study indicate the need for comprehensive management of the enterprise's communication policy, taking into account the characteristics of the target audience, the intensive development of digital technologies and the growing role of the emotional value of the brand. This opens up prospects for further research aimed at studying the effectiveness of individual communication channels,

analyzing consumer behavioral reactions, and developing improved models of brand communications in the digital environment.

REFERENCES

1. Шапайко Р. Б. Сучасні тренди та роль управління цифровими технологіями у розвитку бренду компаній. *Наукові записки Національного університету «Острозька академія». Серія «Економіка»: науковий журнал.* Острог: Вид-во НаУОА, вересень 2025. No 38(66). С. 113–122.
2. Kurniawan, M. A., Panjaitan, D., & Nisa, K. (2025). Analyzing The Role of Content in Building Brand Image The Digital Era: a Systematic Literature Review. *Journal of Business and Behavioural Entrepreneurship*, 9(1), 47-68.
3. Laurensia, Marcellina. THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS: A SYSTEMATIC REVIEW OF STRATEGIES FOR THE SOMETHINC BRAND IN E-COMMERCE. *JUMDER: Jurnal Bisnis Digital dan Ekonomi Kreatif*, 2025, 1.4: 81-94.
4. Wijaya, Vamika Nadika Taruna, et al. Impact of digital marketing strategies on business growth through websites and social media. In: *2025 4th International Conference on Creative Communication and Innovative Technology (ICCIT)*. IEEE, 2025. p. 1-6.