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STRATEGIC MARKETING COMMUNICATION TOOLS FOR RESTAURANT BUSINESS ENTERPRISES

Summary

The modern marketing environment is characterized by high levels of competition in the restaurant industry, which requires companies to develop and implement effective marketing strategies and use marketing communications to attract and retain consumers. At the same time, the growing influence of digital technologies and social networks in advertising, public relations, sales promotion, and branding requires restaurant businesses to actively use the latest marketing communication tools to operate successfully in the market. Changes in consumer preferences and the emergence of new trends in the restaurant business require constant analysis and adaptation of marketing strategies. Therefore, the study of strategic tools for marketing communications in the restaurant business is of great importance for understanding current market trends and improving practical approaches to managing companies in this industry. The study concludes that the implementation of management measures aimed at the creation of strategic marketing communications will allow restaurant business enterprises to maintain and improve their position in the competitive struggle in the long term. The main ones are: active influence on the target audience using the maximum number of communication channels, development and maintenance of a strong brand, maximum use of online channels for transmitting communication messages, implementation of sales promotion measures, ensuring feedback from consumers, establishing communication with current and potential partners, strategic analysis of the effectiveness of marketing communication. The implementation of these tools in practice will allow restaurant business enterprises to increase the efficiency of long-term management in the field of marketing communication, which in the future will make it possible to bring the management of the company in general and marketing activities in particular to a new qualitative level.

Keywords: strategy, strategic marketing, marketing communications, target audience, brand, strategic analysis.

Number of sources – 16.

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