

## DEVELOPMENT THE MARKETING COMMUNICATIVE ACTIVITY FOR BUILDING ENTERPRISES

**Plotnytska S.I.**

Doctor of Econ. Science,  
Professor of Management and Administration Department,  
O.M. Beketov National University of Urban Economy in Kharkiv

**Bilousov M.**

Student of Management Department,  
O.M. Beketov National University of Urban Economy in Kharkiv

Development new forms of marketing communications and non-standard approaches to product promotion as well as sustainable increasing their number are the new trends of the communication market development. However, the Ukrainian construction industry is focusing mainly on sales and traditional marketing tools. But nowadays it is highly important to involve new promotion approaches to the enterprise marketing activity. Ukrainian construction industry is an important part of the national economy and a peculiar indicator of a social and economic development. At the same time construction products as a commodity have specific features, so they need special marketing tools development. So it is a challenge for marketers to develop the marketing communication activity of construction enterprises.

Thus, the purpose of this study is to determine the peculiarities of management of the marketing communications at the construction companies and to identify the marketing communications tools, which should be

perfectly fit the promoting of the construction enterprises products.

In our research we explored basic and synthetic tools of marketing communication and possibility to applicate of non-traditional tools of marketing communications for promoting the construction products.

As a result, we determined a set of marketing communications taking into account the features of the construction enterprises activity that include the main tools of marketing communications such as direct sales as the main tool of communication policy; sales promotion, advertising, public relations and elements of direct marketing as well as synthetic instruments: exhibitions, fairs, event-marketing, and branding.

As a result of basic and synthetic marketing tools combination, we have got a new synthesized tool for marketing communications of a construction company.

So, application an integrated system of marketing communications would create opportunities for increasing the communicative policy efficiency of the construction company.