

IMPRESSION MARKETING

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Резюме – в этой статье рассматривается понятие маркетинга впечатлений, который помогает компаниям в продвижении своего продукта. Что он из себя представляет, его особенности, влияние на отношение потребителей к бренду, примеры применения его в бизнесе.

Resume – this article deals with the concept of impression marketing, which helps companies promote their product. Also its features, impact on the attitude of consumers to the brand, the examples of its application in business are considered.

Introduction. In our time of digital marketing, the consumer is affected by a huge amount of information and which flow of information will have the greatest impact depends on the seller. It has become more difficult for the manufacturer to attract attention and stand out from the competition. Traditional advertising is no longer so effective, i.e. on TV and radio, in newspapers and on billboards. Every day, manufacturers are looking for new ways to attract the attention of the buyer.

Main part. All the ways to purchase any product are available to the modern consumer. And it becomes "boring" just to buy. Simple advertising on TV is not enough to make a potential consumer want to buy a product. In our time, the decision to buy will be influenced not only by the price, the desire to buy, opportunities, and so on, but also by the buyer's impression of the product or brand. Today, consumers judge products, brands, and organizations based on their own feelings. Therefore, the main goal of the business is to form the right impression on the potential consumer. Today, the consumer wants to be involved in the process, interact with the company, get new sensations when buying a product and consuming it, and then share it on social networks. All this was the reason for the creation of such a direction in marketing as impression marketing [4].

So what is impression marketing? Impression marketing is a marketing strategy that enables the consumer to interact with the business in real life, for example, within the framework of an event organized by the company. "They (consumers) do not want to be bullied or bombarded with advertising messages; they want experiences that are fascinating, that take them to another world" [3]. A business can show its customers not only its product, but also its values. This gives the consumer the opportunity to "feel" the brand, to see the company "from the inside", to touch its content. This strategy allows you to create and strengthen the connection between the consumer and the brand. How does impression marketing work? The company, wanting to attract more customers, turns to experience marketing for help. In turn, the marketing of impressions

should not just attract the attention of the consumer, but fully involve them in the process of interaction with the company. To do this, you need to understand consumer psychology, how to influence a person's emotions.

When a company causes certain emotions, a person has a certain impression of the product or brand against their background. Thanks to the sense of involvement with the company, the product seems better to the consumer. There is an opinion that this company has a special product. The level of loyalty to the product or brand increases. An emotional attachment is to establish between the consumer and the company / brand / product. And already on the basis of their feelings, the consumer buys the product being completely confident in their decision [1]. In turn, certain associations with a product or brand are formed in the public thinking.

An example of such marketing is Apple, Adidas, IKEA, Heineken, BMW and many others. With these brands, consumers around the world have long formed associations, a certain opinion. And these companies provide customers not only with goods and services, but also with the desired experiences [2].

Conclusion. Thus, impression marketing has become an integral part of modern marketing. With its help marketers can influence the emotions and feelings of consumers and create impressions and companies are now targeting the consumer, not the product.

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