

## ANALYSIS OF THE COMMUNICATION MIX IN THE SELECTED COMPANY

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The text includes a eloquent analysis of topic with titled Analysis of the communication mix in the selected company. The subject of the text is a brief introduction to the marketing communication, as well as to the actual communication mix, as well as with the various instruments, at the same time it is also a focus on the communication mix in company White night club and to assess its current status and the potential for a possibility of improving or optimization.

Keys words : Marketing mix and communication mix, communication, communication tools, advertising, sales promotion, public relations, the company White night club

### 1 INTRODUCTION

Whereas the current time is crowded by many companies that compete with each other, it is difficult to have a good position in the market. Some company that wants to be beneficial in the market should be to have a good communication system. Very new company in the market is company White night club, which also had to consider what communication tools selected. Selected company very quickly applied on the market and got into the good graces of several people. Selected by the market very quickly applied and got into the good graces of several people. Its communication system is good, what is the basis of a very good communication with the White night club's customers.

### 2 MARKETING COMMUNICATION

Every company in its success have to communicate totally with all and each of whom is in contact. Efforts of the company, and such communication is to get as many customers. There are many similar companies that compete with each other On the market. A za pomoci dobrej marketingovej komunikácie má akákoľvek firma obrovskú výhodu oproti svojim konkurentom.

Marketing communication is one of the oldest and also the most analyzed marketing tools. Its mission is to inform, to acquaint about products and services and their facilities, benefits, use and quality and at the same time to know how to listen and accept the requirements of consumers, which it successfully responds.

Classic marketing talks about the four "p". Marketing mix 4P of company consists of four components:

- ◆ Product
- ◆ Price
- ◆ Place
- ◆ Promotion

4P is a typical form of marketing and it is a method that provides product strategy and product portfolio.

This 4P concept is looking to the market from seller's perspective, not the buyer's perspective. Each of these 4P can be replaced for one of the 4C. In this model 4C to the following components:

- ◆ Customer Value (instead of Product)
- ◆ Cost to the Customer (instead of Price)
- ◆ Convenience (instead of Place)
- ◆ Communication (instead of Promotion)

#### 2.1 Communication

Communication is now essential and integral part of every society. Communication brings new information about products, products and also services, also compares them, which leads to better opportunities for their selection. When communication is only just about any exchange of information. An essential part of communication is a communication process that takes place in every single trade. The communication process is a long term process.

### 3 COMMUNICATION MIX

Every company in this modern society should communicate with everyone with whom it comes into contact at all times. But nevertheless, the problem always remains the choice of which way to take. To help for such a decision may be communication mix, which is part of the marketing mix and its subfolders. The overall communication mix is a mixture of any organization involving advertising, sales promotion, public relations, personal selling and in some literatures and direct marketing. In fact, it is a combination of personal and impersonal tools sales, thanks to which the company uses its instruments to achieve its objectives and with what presents not only itself, its own name, as well as all of its performances.

#### 3.1 Types of communication mix

Communication mix is therefore composed of two forms of communication:

- Personal, which includes personal selling,
- Impersonal, which includes advertising, sales promotion and public relations.

#### Advertising

Advertising belong to the most widely used tool of communication mix. At present, based advertising and governed by the "Law no. 147/2001, Act on advertising and on amendments to certain laws. The primary task of this tool is to get the service, respectively. product awareness to all customers affected a large number of geographically dispersed customers and simultaneously differentiate the product from competitive offerings and the rest of their customers and to take the product and subsequently bought.

If the company is going to choose the right advertising for the right tool of promotion how attract customers, it has to take account of the progress of advertising usually takes place in four stages, which include:

- o mission of advertising,
- o create a budget,
- o preparation and execution of advertising strategy,
- o evaluation of advertising campaign.

The basis of each advertising are the media and the right choice to achieve a predetermined mission. The most common we encounter with the five basic means of advertising. It is a television, radio, print, internet, and outdoor (exterior) advertising.

#### Sales promotion

It has its presence all around us. Sales promotion which marketing activities those that affect the thinking and behavior of consumers when shopping. Its main characteristic is the limitation in time and space. Sales promotion offers extensive variety of forms and means of influencing the market. It covers a wide range of tools, such as discounts, samples, coupons, bonuses, prize packages, contests and more.

#### Public relations

It has found its application until after 1989 in Slovakia, therefore it often merging into one discipline together with advertising. Its primary mission and primary activity is mainly to provide timely and factual information about the products, their use, enhance reputation and brand value, increase mutual relations. It is actually planned and often long-term effort of mutual understanding of the company and the public. In different publications, we find a number of tools. Most occurred the company's presentation and its symbolism, publications, social and cultural events, grand opening, annual events and field trips, counseling, exhibitions, lobbying, sponsorship and more.

#### Personal selling

The basis of personal selling is an oral presentation which mission is to generate maximum interest in customer influence his purchase decision and also the sale. Personal selling is of all tools can be considered the most effective, namely thanks personal contact between seller and customer.

Personal selling, which runs as a process is implemented in 7 steps:

- Identify potential customers
- Schedule contact
- Establishing direct contact
- Analysis of customer
- Presentation and demonstration

- Closing the deal
- Follow-up activity

### **Direct marketing**

It is linked to simplicity offer when it own comes to customers. Customer may not go on the market. Tools used direct marketing can be divided into three groups, which include in particular the following areas - messages sent by mail or courier, news and information provided and sold by telephone and the last area used for their purposes internet.

## **4 COMPANY WHITE NIGHT CLUB**

WNC is a prestigious music and dance club. Its located is in the village Jaklovce. Its first visitors welcomed on the big club's opening at 27th July 2012.

The success of this company lies in its product portfolio, which form the basis of just these services:

- Dance event
- Light and music show,
- Accommodation,
- Restaurant
- Pump not only for tanking, but for any food,
- A guarded parking lot.

All services provided by the company are suitable for a reasonable price. They aren't often comparable with the competition

The proposal to establish the company incurred due to lack of opportunities for young people, mostly in eastern Slovakia, where they could spend their time. At the same time the idea to bring all services under one operating company was fantastic, when in fact many people see a huge advantage in saving time.

There are many competitors to the company White night club. But there is no one direct competitor, which provides all the services at the same time as it is in this company. The main and the biggest competitor for the company White night club is ZIO company, located in Spišská Nová Ves, which offering dancing and restaurants. It also provides parking spaces, but the only difference from White night club that is not guarded.

## **4.1 Communication system in company**

Because advertising is just the most visible and the most widely used tool of communication mix all companies, no doubt, that even a White night club puts this tool to the forefront and to the maximum range using its capabilities. Of all the tools has therefore advertising firm leadership in White night club. For it is no less promotion, where the most, especially regularly and the company uses a form of discounts and competitions. Public relations is also used by company, but it has not to such strong representation as the two previous ones.

### **4.1.1 Advertising**

#### **Radio advertising**

Advertising tool with good use of the potential of company is the radio. Regarding this form of promotion, the company uses a very familiar medium, and this is radio. Cooperation is ensured with the most famous Slovak radios Europa2, Fun Radio, Radio Express and also on radio-known within certain regions, namely Radio Kosice, Radio Kiss.

This is a promotional campaign in the period to file the most accurate and detailed information about upcoming events, and simultaneously for their invitation to a particular event, organized by the company. Usually they tend to be short, concise and longer-term up to two weeks.

#### **Outdoor advertising**

There aren't marketing centre and graphic studio in company. The firm is obliged under this form of advertising cooperate together with advertising agencies. The greatest cooperation in this way is the agency Celebration.

The most widely used form of advertising is a classic poster, which is updated every week. The company also uses aggregate poster, which is always printed in the last week of the month and shall enter into force immediately on the first day of the new moon. If he more famous personality have gig in the company, so then the more the number of posters and usually cities too is larger, and then there is billboard form too.

### **On-line advertising**

The most active tool for the company is ninternet, which is nowadays the most popular. White night club for almost all of its purposes uses your website [www.wnc.sk](http://www.wnc.sk), where are the basic information about the company, details of the procedure upcoming event, ticket for the event, information on accommodation, such as its description and price. On the website we can also find photos from all the events and clear treatment of all possible transport links. Since the establishment of the present site [www.wnc.sk](http://www.wnc.sk) this page was visited 34 212 visitors.

The on-line advertising includes also created "profile" at the prestigious social network called Facebook. For now, this site created by White night club just 6,643 fans on-line.

In addition, there are distributed video invitations to some of the events taking place on the internet. Their number is different every month. From greeting the first visitors to the present period, it is for 9 months was recorded and broadcast 15 promotional videos on the Internet.

### **4.1.2 Sales promotion**

White night club prefers the following-discounts, occasional gifts in this area. his is the second tool of communication mix, which has a very high success.

#### **❖ Free transportation**

White night club provides free transportation options 150 customers every Friday, or purely in the restaurant space, or a visit to the dance. On this occasion, the company has ordered two buses and two minibuses. Point of departure of buses and minibuses are - Poprad, Kosice and Presov Nálepkovo. The advantage for the company is that this type of promotion is causing for over 150 customers every Friday. The disadvantage of the financial costs associated with the acquisition of vehicles and payment of all drivers.

#### **❖ Restaurants discount**

The company is trying to adapt its offer so that it is something interesting, especially given some discount on food. Most often, a company is

trying to lure customers into their restaurant spaces on the basis of "two for one". In addition, often this type of discount is substituting with offer when the customer can buy two, either the same or different kinds of food, when the second food get from company at half price At the same time some days there is simultaneously a 5 or 10% discount of the original price for the entire lunch menu, and often separately a 5% discount on some pizza. At last there is provided to customers free drink to meal, often of their own choosing.

#### **❖ Discount music and dance area**

To attract as many customers White night club often uses a form called "drinking". This simply means that every customer who uses this kind of discount, although the access to performance pay, but in the full amount what he paid, it will be provided him a snack of his choice. Company also provides quite often discount only for women where this sex have completely free ticket. Another preferred discount, which is provided, is also free ticket and it is called. thematic action when a customer dressed according to the chosen theme of the company, and that company uses some of the festivals and events. In addition to those mentioned, usually White night club surprised customers and some trifle as a variety drinks, sweets within which simultaneously helps to promote another brand.

#### **❖ Competitions**

In competitions operated by White night club, there mostly can win some material prizes, usually T-shirts, keychains and logo company logo and eventually acting personalities' logo, and also gift wrapping where the content is different each time. Also, the company is able to win tickets for such as individual such as their friends for free, form of radio competitions or on-line directly on the Internet, where the lucky winner is the person who shared on-line poster in his profile on the social network Facebook.

### **4.1.3 Public relation**

Public relations is used in the form of an internal company. It is also based on two-way communication between all employees and

managers to assess the current situation. At the same time this can be consulted ideas for improvement. Communication also occurs with other managers celebrities, whereupon the manager of White night club can ensure their participation in their company. He is trying to contact the managers of the best and most famous people on the basis of the requirements of its customers.

Each company presents some slogan that best describes its. The slogan of the company White night club is in full version - Do not hesitate and overcome distance, you will see that you can get more. But there's another, shorter and more frequently used version that reads - "Overcome the distance." This form has been known about for everyone.

### 5 RECOMMENDATIONS FOR IMPROVING THE COMMUNICATION MIX OF WHITE NIGHT CLUB

The company has a high level of service to which are most satisfied for lot of people. So the communication mix, which uses the company is for it very rewarding and above all very satisfactory, from both parties, either the company itself or its customers.

Recommendation would be little change in the field of advertising, where not all services are as well advertised. E.g. accommodation sector has the least percentage of promotion. Therefore I suggested that just such a service has been advertised separately.

After evaluation of sales promotion, it was found that the provision of accommodation there are be offer to customers no action or discounts for booking rooms. This should be modify especially during the week when the company has the freedom of some rooms. Because the weekend's state rooms is almost always crowded condition, then it should be the full price for all, but during the week to use the room, I would recommend to attract customers mainly use the following discounts:

- when booking the entire room or apartment offer one extra space for free,

- when booking a minimum 5-way places in the room to use a group discount of at least 5%,
- when booking room or apartment to couples so female would be given 50% discount on the full amount.

In addition to these direct recommendations to strengthen communication mix company could modify the logo of the company. Although it is significant and unmistakable, nevertheless a similar symbol already exists in the world.

### 6 CONCLUSION

Marketing concrete communication mix is now a very prestigious event. Success of any company is based just on how it can be tackled with its right introduction. Otherwise, it's not even in the White night club, thanks to a well-established communication system that addressed the huge number of people who visit the company regularly.

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