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BANKS' COMMUNICATION POLICY

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The Bank's communication policy is a system of interaction between the bank and potential and actual clients, aimed at additional incentive for them to use the services of this bank.

Communication strategy is developed on the basis of the general marketing strategy adopted by the bank, taking into account relevant strategies in the field of product line, prices and sales systems.

The **aim** of the given study is to analyze the communication policy between banks and their clients in Ukraine.

According to the aim the following **tasks** have been set:

- To specify the main channels of communication between banks and clients in general;
- To outline the characteristic features of advertising strategy of some Ukrainian banks.

In the process of the study observation method and method of comparison have been used.

The process of developing a communication strategy of the bank passes a number of stages. Firstly, the target audiences of the bank are determined. The choice of target audiences determines the respective communication goals, which are aimed at forming the desired reciprocal response of the recipients of the bank's appeals. After setting the goals of communication, the channels of communication are selected. To reach each goal, a certain channel is chosen.

Currently, companies have a wide range of communication channels with consumers. Starting with the most traditional - advertising on television, radio and periodicals, to advertising in social networks and mobile games. And the difference between channels is not only in budgets, coverage or placement, but also in perceptions and trust in advertising messages.

Communication channels include:

- An external advertisement is called any advertisement that is located on the city streets. Here we include billboards, signboards, concealings on the front of the building of the company-advertiser, as well as in the metro and on the transport. The percentage of confidence in such outdoor advertising is only 2%;
- Distribution advertising is one of the methods of rapid and mass advertising. That's why communication is usually carried out at shopping malls or near shops that advertise. Only 1% of the respondents trusted it;
- Advertising in periodicals is newspapers and magazines that in turn can be free or paid, informational or promotional - only 1% of people trust this kind of advertising;
- Radio advertising allows young people to be covered and the secret of the success of such kind of advertising is in its efficiency at relatively low budgets. Only 1% of it trustworthy;
- advertising on television. Today television is a traditional kind of mass media. Advertisers appreciate this communication channel because the vast majority of Ukrainians (85%) are watching TV. It costs not only the production of a video, but also the purchase of airtime. After all, the effectiveness of TB advertising depends on the time it come to the air. This kind of advertising is already trusted by 5% of Ukrainians;
- Internet advertising. Internet advertising can include any kind of advertisement, the main channel of which is the Internet. The percentage of trust in Internet advertising is 3%;
- advertising on social networks. With the popularization of social networks, the information impact on Internet users has shifted towards Facebook and Instagram. The level of trust in such advertising reach only 2%;
- recommendations of consumers have always been highly valued information received from "firsthand". If the company can provide stream of consumer-friendly oral recommendations, consumers will follow these recommendations. This is the secret of the high value for consumers of



information received "firsthand". As a rule, such information is much more important to them than the ever-increasing traditional advertising flow. And as a result, confidence is 46%. Also, 29% of customers trust the responses from buyers on the Internet.

The marketing budgets of banks in 2018 were most often spent on the promotion of specific banking products or promotion of the bank's brand. Banks focused on actively promoting new services and capabilities of digital banking applications, because, to go to the bank easier with your fingers, not legs.

How do banks support communication channels?

For example, Alfa-Bank became the leader in marketing and advertising costs with a big gap - UAH 95.4 million. When building communications in Alfa-Bank, they do not rely on products, but on solving their basic tasks. The key task of the bank is to attract new customers.

The most significant marketing budgets of the bank are the costs of advertising for banking products or promotion of the brand in the media, production of printed advertising products - posters, leaflets, informational materials, and the cost of various quantitative and qualitative market research and consumers, their benefits, perceptions.

For instance, Alfa-Bank is focused on external communication channels as they are much more effective in attracting customers.

In 2018, the bank had two big campaigns. One of them was for deposit products, namely online deposits. There was also a big campaign to start the program for small business "Build Yourself": 24 thousand customers were transferred to the service.

FUIB (UAH 66.85 million) entered the three largest banks in 2019. The main channels of communication with customers are television and social media advertising.

For example, one of the first FUIB has launched a new communication channel with clients in the Viber messenger. Now clients of the bank will be able to receive independently any information on the movement of funds at any time, to find out the amount of the minimum payment on the card and the amount until full repayment, the amount of the last accrued and the next payment on the loan, as well as to issue a credit and debit card.

That is why FUIB is not just a bank, but a personal online guide for its clients. In addition, FUIB is included in the TOP -2 banks in social networks. Customers can choose for themselves a convenient format (Facebook, instagram, youtub, twitter, viber).

As for TV, FUIB launched an advertising campaign with the participation of leading actor Lilia Rebryk. All-Ukrainian campaign is held in support of retail lending products.

The largest bank in the country - PrivatBank - at the expense of advertising occupied only the fifth place (36.5 million USD). The focus of the marketing strategy in 2018 was the program Privat.Share, that presents huge opportunities to use the technology of the bank itself not only for the customers of the bank itself, but also users of various government services, small businesses and entrepreneurs. Under this program, the bank promoted new technologies: electronic tickets, contactless payments and AndroidPay.

The most expensive is advertising in the media, with the most expensive area of television sector.

With the help of television, banks remind customers about themselves, they report that one or another product can appear on the service market. This channel works efficiently to enhance the brand' recognition and increase product knowledge.

The presence of PrivatBank in street advertising attracts customers with high deposit rates.

Privat is aimed at increasing the bank's recognition through television and increasing the amount of customers through outdoor advertising.

Conclusion

Each client independently forms his opinion about the possibility of using banking services, but the advertising itself does not have a small effect on the formation of public opinion. Therefore, if the banks correctly place the advertisement in the necessary place and at the right time, then the increase of the client base and increase in demand for banking products is guaranteed. And it's necessary to take care of their own reputation, because first-hand recommendations play a major role in building confidence with customers.

Key words: advertising strategy, communication channels, advertising of bank services.