

## Low-budget advertising campaigns: CONCEPT AND TECHNOLOGY.

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**Abstract:** In the world we just need to do the concept of advertising and advertising strategy correctly, in other words, to plan the marketing campaign. Well-planned advertising campaign is not always expensive. The analog of the big-budget advertising campaign is a low-budget. There are several types of effective low-budget campaign. They will be described in this article.

**Keywords:** Low-budget advertising, low budget advertising campaign, the competitive environment, the effectiveness of advertising, marketing and promotional philosophy of XIX century, the peculiarities of noble and democratic style of life and thinking and their influence upon intellectual constructions.

The society has already accepted the fact that advertising is the engine of progress and they can not imagine modern life without advertising. Also in business the advertising sometimes plays a key role. However, many managers believe that the advertising is very expensive and does not work in today's oversaturated media. In this regard, they don't invest into the advertising, because of the fear that their invested funds will not materialize.

This is the truth. The modern information environment is replete with monotonous advertisements, which causes desire effects of the consumer, thus decreasing the effectiveness of advertising. But this does not mean that advertising has absolutely don't work. We just need to do the concept of advertising and advertising strategy correctly, in other words, to plan the marketing campaign. Well-planned advertising campaign is not always expensive. The analog of the big-budget advertising campaign is a low-budget.

There are many definitions of "low-budget advertising campaign." For example, Alexander Slastenka, manager of advertising and public relations of Dzerzhinsky meat things that a low-budget campaign can be called only when the amount of money spent on it is less than calculated using one of the methods for determining the advertising budget.

In an article of the magazine "Food Promotion. Prod & Prod »Victoria Mezentseva told the definition of a low-budget advertising campaign. A low-budget advertising campaign is the most sophisticated form of justification aspirations in hard real zeros and units of profit the company's expectations. But it's just like a full-scale advertising, it's painful, emotional, sensual or aggressive, depending on the audience and time.

Tsar Alexander, director of development agencies Ace Target (Moscow) calls the low-budget commercials the one that stands for small businesses money, not comparable with the turnover of the firm. For example, the company spends on spreading the word about your new product about 10,000 dollars, intending to sell at 10 million dollars. Secondly, the low-budget can be called advertising, which is significantly cheaper than competitor's on the market, such as an ad TV commercial for 1000 dollars. At the same time, 1,000 dollars for a TV screen saver is a high price.

Low-budget advertising campaign is a set of informative activities aimed at promoting any product or service. The purpose of the campaign is to cause a reaction of the target audience, facilitating the decision by its commercial objectives. Unlike the campaigns of the ordinary, as you might guess from the name, - not in the large size of the budget, which the customer can allocate an advertising campaign.

Low-budget advertising campaign does not correspond the concept of "cheap." The term "low-budget" means that when a potential customer read the advertising message or browsing the advertising story he wants to tell you about this company, about this product and about this service. So it is free to become an advertising agent. A planning of the low-budget advertising campaign is likely complexity of planning a full-fledged campaign. In its planning should be given as much time and effort, as well as when planning a full-fledged advertising campaign, as well as in addition to

actively use the imagination and thinking outside the box. Therefore, a low-budget advertising calls for a quite time-consuming and creativity.

By the way, the practice shows that not only a small business or small companies can order a low-budget advertising. Large companies often use this kind of advertising. Usually it supports the conclusion of their brand on the market. In addition, there is no damage from low-budget advertising, but it can be useful. And in time of economic's crisis, the popularity of low-budget advertising has increased considerably. The motto of the low-budget advertising: each invested and even non-nested ruble should increase its profits. This means not only that it is only for banal cutting back advertising expenses, but in the profits significant increase of reducing advertising budgets.

Low-budget advertising usually use when:

- advertiser is a small company;
- the company starts her activities and need to customers attract;
- finances are not enough for a large advertising campaign;
- the company has not a specialist of advertising and PR, and there is no means to contact with advertising agency;
- the small companies have competitors in this market segment.

There is another list of reasons, why companies give preference to low-budget commercials:

- They don't believe in effectiveness of advertising;
- They can not predict the outcome;
- They don't want to pay for the idea (for the non-material).

As it has been said before, the successful low-budget advertising campaign calls for a non-standard approach. It's reflected in the ideas and media, and advancement technology.

According to Tretiakova T.S, a graduate student of the Department of Market of the Southern Federal University (Rostov-on-Don), there are some low-cost technology of marketing communications: viral marketing (including the "word of mouth"), low-cost advertising in print and online publications, joint marketing, SBS-marketing and others.

Alena Shefina, marketing director of RA "Media Next", highlights technologies of low-budget promotion: barter, trade shows, press releases, publications, reviews, word of mouth, certificates, loyalty programs, cross-promotions with partners, etc.

Thus, after considering all various sets and variations of the low-budget marketing communications technologies, and after studying some works of the Ulyanovsk A.V "Marketing Communications: 28 Millennium tools " and Mann I.B "Without a budget. 57 effective methods of marketing" it can be propose classification of low-budget marketing communication technologies, which provided in the table below.

Table 1. The classification of low-budget marketing communication technologies

Technology of low-budget marketing communications	Toolkit, which provides low-budget implementation of marketing communications
Viral marketing (in part, cost-interpretation)	<ul style="list-style-type: none"> <li>- Video clips, videos, flash games</li> <li>- Multimedia cards</li> <li>- Entertainment microsites, online services</li> <li>- Viral activity in social networks</li> </ul>
Buzz-marketing (marketing rumors, WOM, «word of mouth») (partial)	<ul style="list-style-type: none"> <li>- Teaser campaign</li> <li>- Recommendations</li> <li>- «Life placement» - goods introduction into the daily life with dummy "happy customers"</li> </ul>
Low-budget advertising	<ul style="list-style-type: none"> <li>- Advertising in newspapers for free ads</li> <li>- Advertising on Internet forums and free Internet websites</li> <li>- The use of the environment, as advertisement</li> <li>- The use of their own land, as advertisement</li> <li>- Graffiti - advertising on the walls and pavement</li> </ul>

	- Advertising in social networks
Joint marketing	- A joint promotion, cross-actions with partners, joint activities with suppliers - Joint participation in exhibitions
Low-budget PR	- Statements in the press as an expert, writing articles for magazines theme, press releases - Conferences and meetings of community and professional organizations. - Organization of round tables - Work on social networks, corporate blogging, website - Flash mobs - Intra-PR
Low-budget direct marketing	- Postal and e-mailing - QR-codes
Low-budget promotion	- Games, auctions, competitions - Participation in retailers events

Not all businesses can afford expensive traditional tools of marketing communications. In the case of a limited budget, it can be used a modern, low-budget, but in some cases very effective new tools and custom integrated of marketing communications. The significance of the low-budget advertising campaign for promote products and services on the market, very huge. The most important thing - properly conducting and in result it has become quite effective, contributed to sales increase or popularity services.

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