MATRIX METHOD OF THE EFFICIENCY LEVEL EVALUATION OF THE MARKETING COMMUNICATIONS COMPLEX OF AN AIRCRAFT

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Matrix approach to estimation of efficiency of the marketing communications complex, which providing with efficiency estimation of the structure and of order and of ratio to variations of use the elements of communication circulation and the amount of effort and resources expended. Matrix approach of estimation of efficiency is investigated in aviation and applied by the airline and taking into account the features of the use of marketing communications in this area. Evaluation of each element of the advertising appeal is analyzed for impact and effectiveness in relation to the entire complex of marketing communications of the airline. This method also makes it possible to assess its importance relative to the remaining elements of marketing communications, and makes it possible to calculate the overall impact not only on the company's image, but also on the awareness of existing consumers and future customers of the airline. The proposed method can calculate the necessary costs relative to the effectiveness of the use of a certain set of marketing impact tools on the consumer. The use of the proposed methodology allows to optimize the effectiveness of forming a complex of marketing communications and increase the indicators of image and awareness of consumers, as well as calculate the increase in profit and optimize the data based on recommendations for a specific allocation of funds.

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