

1.2020

2. The role of advertising and external communications in ensuring the effectiveness of a modern Russian insurance company.

3. Advertising has become an integral part of our life. It is an important factor in products in the insurance market, although it is very difficult to establish the effectiveness of advertising activities, expressed in specific figures.

But today the relevance of advertising in insurance is a significant component in the development of a market economy, if the manufacturer is deprived of this connection with the consumer, which is advertising, then he will stop investing in the improvement and creation of old and new insurance products. The desire to develop and be competitive will wane. That is why in countries with a high standard of living, mass production, large funds are spent on advertising. "Advertising - the engine of trade" reveals in some detail the key function of advertising: the transmission of information about a product, familiarization with it to potential buyers, convincing it of the need to purchase a product. The purpose of advertising is the end result aimed at increasing demand for the offered product, and not just an informational message.

In modern conditions, advertising on the insurance market requires detailed strategic planning and the help of new platforms in order to increase sales, as well as create a sense of belonging of a potential consumer to the product and motivate him. When forming advertising for insurance services, it is necessary to accurately establish advertising means and maintain the positioning of the company, forming partnerships with other persons.

The main purpose of advertising media is to convey information about superiority to consumers, as well as to achieve specific positioning of services in the minds of consumers.

The relevance of the topic lies in the fact that in the field of advertising activities of an insurance company there is a problem of choosing the means of advertising distribution. This problem is also significant. The quality of strategically designed advertising placements has the potential to greatly influence the level of service awareness and consumer willingness to take advantage of the offering.

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