

# Efficiency Evaluation of the Design of Polygraphy Products in the Company Online Marketing

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**Abstract.** This paper deals with evaluation of the efficiency of polygraphy design in the marketing activity of a company, presents the activities of the online shop, which trades in flowers. The analysis of the structure of the shop and its service in general is presented. The state of development of shop popularization on the Internet is determined. A number of printed advertising products have been created in order to distribute it among buyers and those wishing to learn more detailed information about the shop's activities. The schemes of interrelations of development of printed products and the approval of polygraphy are presented.

**Keywords:** Polygraph, Printed Product, Printed Advertising, PR-Strategy, Flower Shop.

## 1 Introduction

The floristic business today is at a high level of development, because flowers are a product that is used all year round and it is always in demand. Being competitive in this area is the main task of entrepreneurs. In Ukraine, the flower business belongs to the category of profitable. To take a high place in the market you need to supplement the range of products with novelty.

### 1.1 Novelty

Novelty here means not only the renewal of flower products, but also additional services. An important place in the process of popularizing the shop is the development of printed advertising products, which will help increase consumer demand for flower products.

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## **1.2 Actuality of theme.**

Advertising printing products are currently found in any field of business. It is easy to read, attracts the attention of consumers, and inspires confidence. Because of a number of advantages, printing, despite the popularity of online marketing and the attractiveness of television and radio remains relevant always. With its help you can attract a large number of potential customers and support other channels of communication.

If advertising printing is combined with a successful distribution procedure, then it will become a powerful and effective marketing tool. Any printing product is in fact a defender of information. He has the ability to interact for a long time with potential customers, who are not forced to make a purchase, and give time to think about it.

## **1.3 The purpose and objectives of the study.**

Development of a number of printed advertising products for the Sea Flowers shop in order to promote flower products among buyers and those wishing to get acquainted with the activities of the shop.

Based on the goal, the following tasks are set:

- to analyze scientific sources and sources of literature related to advertising products;
- to analyze the activities of the shop, taking into account the relationships of the subject area;
- choose a specific plan for solving the problem, using a formal model;
- choose programs to create promotional products.

The object of research is the activity of flower shops.

The subject of the study is the information support of the Sea Flowers shop.

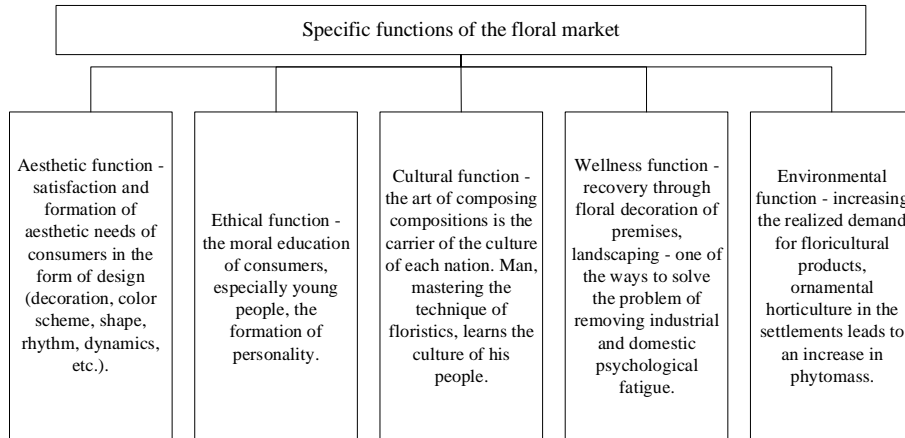
## **2 Related works**

At present, advertising plays an important role, namely its variety - printed advertising materials. The essence of print advertising is the content of the possibilities of printing and printing products, which allows you to create a wide variety of images of the object. With the help of print advertising you can acquaint customers, clients, partners with the existing range and information about discounts, congratulate on the holidays, invite to the exhibition, or even just remind about your organization [15]. Advertising space has an important place in the information space.

Advertising is focused on its subconscious perception. Therefore, language tools and a well-chosen structure make it more effective.

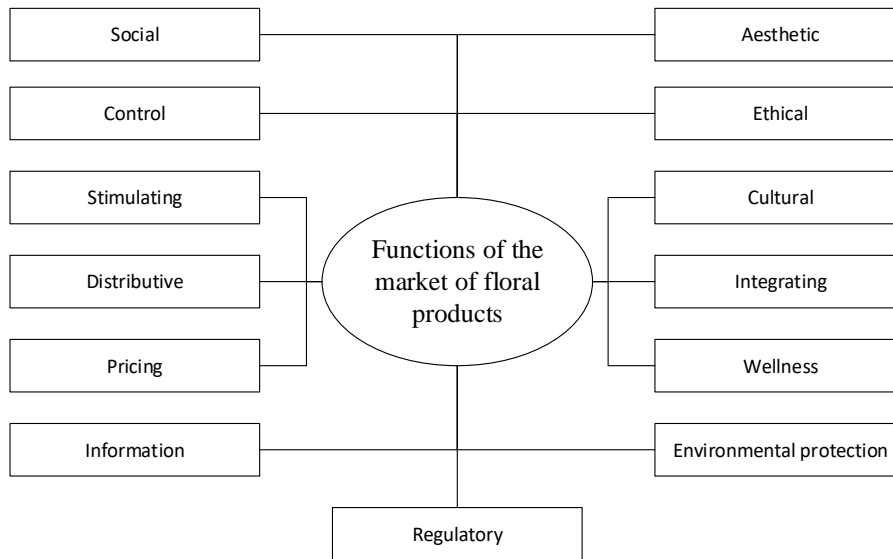
The following scientists studied the state and development of advertising in Ukraine: Tymoshyk M. [1], Pashchenko O. [2], Shevchuk Yu. , Golubnyk T.[5], Galenin R., Kharenko A., Tolok E. [3] and others.

However, scientists Butko M. and Solomakha I. [7] propose to study the functions of the flower market better, taking into account additional functions (Fig. 2).



**Fig. 1.** Additional functions of the floral market

In general, the scheme of functions of the market of floral products shows how the flower market should function for the effective operation of the shop (Fig. 3).

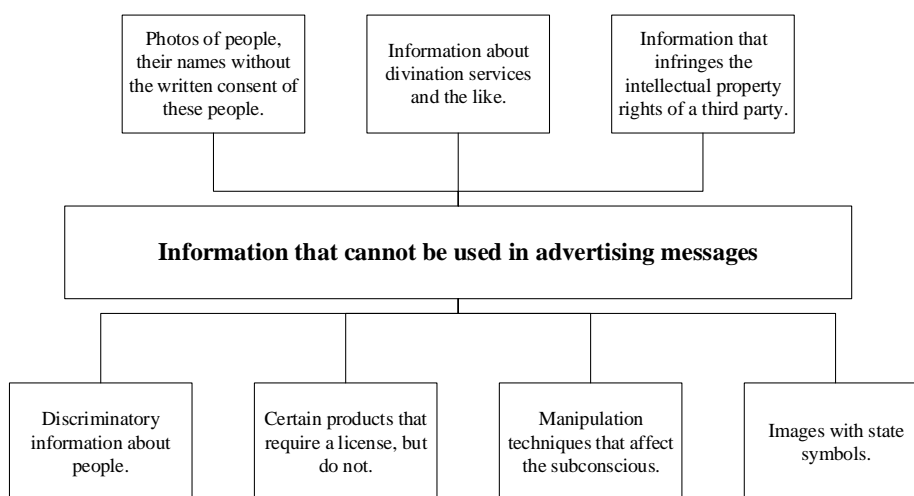


**Fig. 2.** General functions of floral products

Quality advertising products are, so to speak, the main attribute of any organization. It can be both informative and promotional. One of the main advantages of print advertising is its low price and fairly high importance of information and it serves as a relevant addition to the organization of advertising in the mainstream media. The

second advantage of promotional products is that the consumer can keep the necessary information for himself indefinitely on a booklet, leaflet or business card, until he needs it.

Currently, there are different types of promotional printed products. The main types of such products: business cards, calendars, flyers, booklets, catalogs and brochures, certificates and diplomas, letterheads, greeting cards. Information that cannot be used in advertising messages is shown in Fig. 3



**Fig. 3.** Prohibited information for advertising messages

Printed advertising products are an effective means of promoting any organization and encourage consumers to purchase goods or services of this organization.

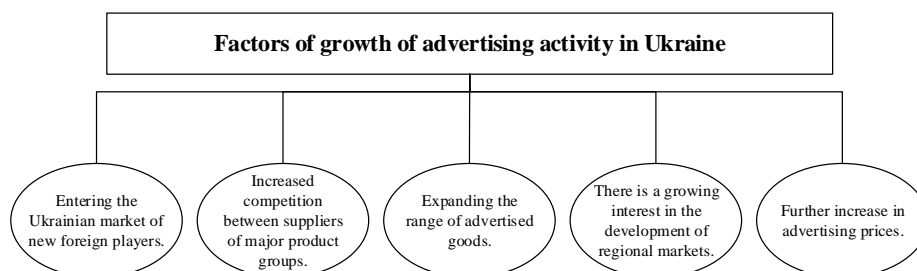
### **3 Analysis of the state of the subject area**

At present, our state reflects bright changes in various spheres of public life. Radical changes have affected all institutions and establishments, without exception. In connection with the transition from economic activity to a market economy, an important aspect of the integrated work of any organization is effective marketing activities. After all, without it, a modern enterprise will not be able to work properly and function.

Another important element of any organization is the advertising of its products or services - this is a marketing move, so to speak, in order to have direct access to the buyer.

If advertising is well organized and designed, it has the ability to effectively influence consumers, thereby in turn ensuring the prompt sale of goods or services. Due to this, the company operates normally, creates business relations between producers and consumers, advances funds to create working capital, companies expand their

production to improve efficiency in general. Despite the fact that advertising in Ukraine is at the stage of formation and intensive development, it is not yet well mastered and is not at a high level of functioning [8]. Therefore, in a few years the principles of growth of advertising activity will be important for the general increase of its efficiency (Fig. 5).



**Fig. 4.** Principles of advertising growth

In order to improve advertising in Ukraine, specialists need to pay attention to these factors.

### **1.1. Development of design of printed products**

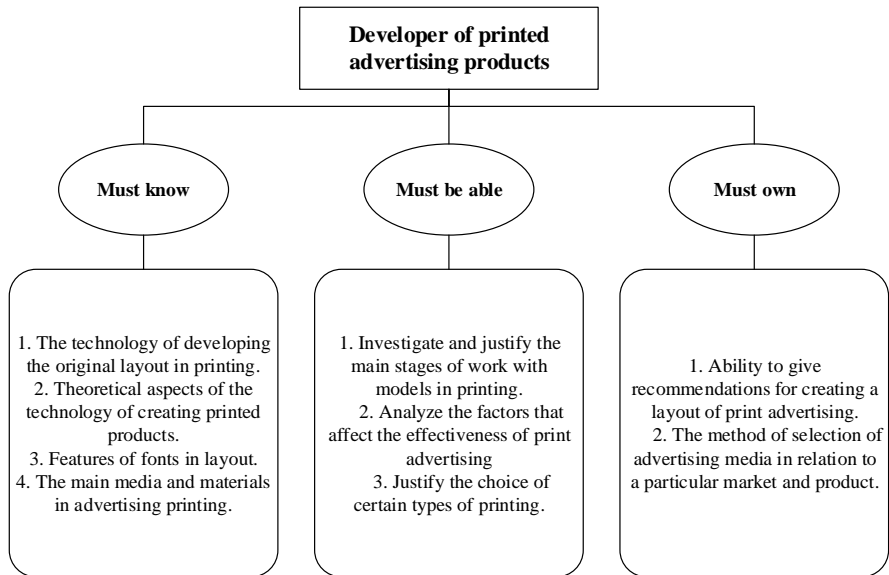
Printed products are one of the most effective means of influencing customers, they are an important component of any business, regardless of the type of company. At present, such products are affordable, and with the help of computer technology and a variety of printing materials allow you to create business cards, flyers, booklets, catalogs and calendars in any style necessary for the organization.

The technology of creating printed advertising products requires special skills and knowledge from the developer [9] (Fig. 6).

Given that the Sea Flowers shop has virtually no advertising campaign, there is a need to launch it. To begin with, printed advertising products will be created, which will contain the following products:

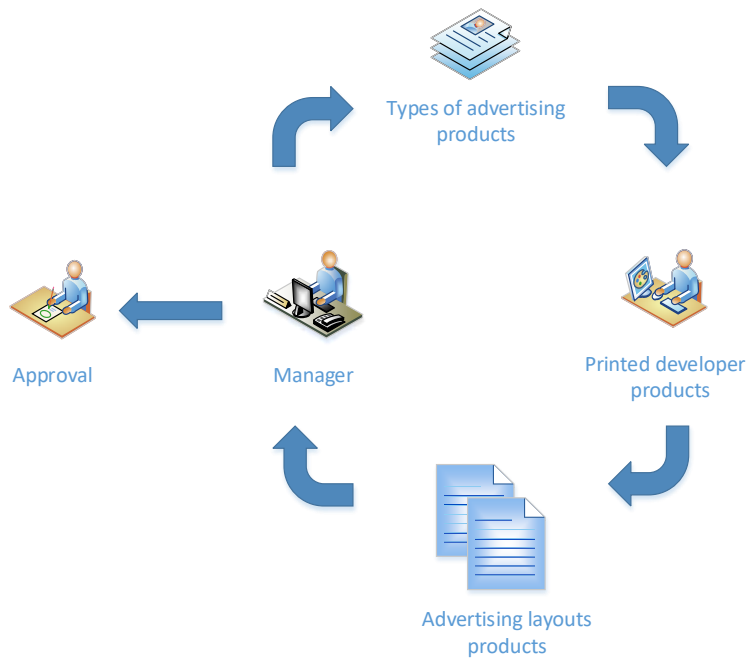
- booklet;
- business card;
- flyer;
- calendar;
- price list;
- letterhead;
- gift certificate.

All advertising products will be created on the theme of the shop, taking into account the same features of the font, style and color scheme.



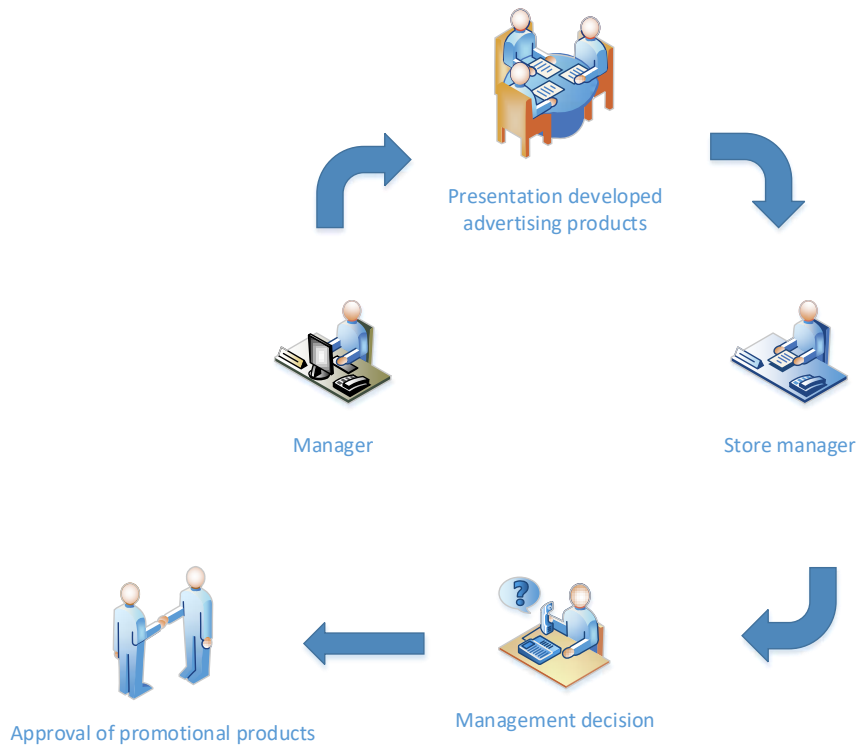
**Fig. 5.** Responsibilities of the developer of advertising products

Hence the need to create a scheme of relationships between the development of printed products (Fig. 6).



**Fig. 6.** The scheme of development of printed products

The process of approving promotional products also needs to be detailed. The manager must present the promotional products to the shop manager, and he in turn must approve it. The scheme of approval of printing is shown in Fig. 7.



**Fig. 7.** The process of approval of printed products

After that, to promote the shop "Sea Flowers" is the distribution of printed advertising products among buyers and those wishing to get acquainted with the activities of the shop.

#### **4 Results**

Printed advertising products for the Sea Flowers shop should perform the following functions:

- to promote the products of the shop;
- to acquaint customers with the activities of the shop;
- provide informative and up-to-date information to anyone who wants to know a little more about the organization of the shop.

In order for these products to be effective, it is necessary to think carefully about its external and internal design, as well as the very structure of the product. Few people like to read long texts, so you need to provide as much information as possible in the form of images or infographics.

## 5 The Designed Polygraphy Products of the Sea Flowers online shop

The difficulty in accurately assessing the effectiveness of advertising is due to the fact that in the process of conducting an advertising campaign the consumer is affected by many objective and subjective factors - the instability of the marketing environment associated with changes in the political situation, exchange rates, activities competitors, seasonality of demand.

Two templates of gift certificates for the Sea Flowers online shop are designed, which are shown in fig. 8 and 9.



Fig. 8. Designed layout of gift certificate - Alternative 1



Fig. 9. Designed layout of gift certificate - Alternative 2

Despite the above problems, the advertiser needs to evaluate the effectiveness of advertising. Even approximate calculations will provide information about the feasibility of allocating funds for advertising.



Creating printing products is a complex, time-consuming process. All stages of development are interconnected and their observance requires a lot of effort and time. Developers should carefully approach each of the stages to develop a quality product that will perform its functions.

## **6 Efficiency Evaluation of the Use of Polygraphy Products in the Company Marketing Activities**

The problem of determining and analyzing the effectiveness of the use of polygraphy products in the company marketing activities is quite relevant. The use of polygraphy products in the company's marketing activities is one of the most important tools to enhance product sales. However, in addition to the economic effect, the use of polygraphy products in the company's marketing activities has a social effect.

Thus, the evaluation of the effectiveness of the use of polygraphy products in the company marketing activities has the following socially important factors:

- obtaining information on the feasibility of the usage of polygraphy products in the company marketing activities;
- identifying the effectiveness of certain means of distribution of polygraphy products;
- determining the conditions for optimal impact of polygraphy products on potential consumers.

The efficiency of the use of polygraphy products in the company marketing activities calculated by the formula:

$$Ef = (P / C) \cdot 100\% \quad (1)$$

where  $Ef$  is an efficiency of the use of polygraphy products in the company marketing activities (%),

$P$  is the profit received from use of polygraphy products in the company marketing activities,

$C$  is the cost of advertising a particular product.

Efficiency evaluation of the use of polygraphy products in the company marketing activities allows you to take timely measures to improve their effectiveness.

## **7 Conclusion**

After analyzing the sources of literature and the reproduced information and functional model of solving the problem, the next step will be the practical implementation. As advertising using printing tools is gaining popularity, the developed product templates will be effective in promoting the activities of the flower online shop. Print advertising gives the consumer some time to think, it cannot only be seen but also felt to the touch. For advertisers, it is an inexpensive way to convey advertising information, is long-term and reusable, so its use will be effective.

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