

USING METHODS OF POLITICAL MARKETING IN ORGANIZATION OF POLITICAL CAMPAIGNS

Relevance of the problem. The world is changing drastically, and transformational processes, especially in Ukrainian politics, are forced to look for new methods of experiment in the political sphere. Political marketing is considered to be one of the newest yet the most effective instruments to study specialties of the modern politicum. Political marketing offers modern conceptual approaches in choosing a form and a method of political activity and analysis of its efficiency and relevance. At the same time, political marketing is widely used in organization processes of elections to the local senates, especially in creating a positive political image for candidates, whose ideas and concepts are to potentially be demanded.

Purpose. To analyze the development of political marketing and its usage in terms of organization processes of election to the local senates.

Tasks. For the fulfillment of the purpose the next topics are to be uncovered:

– determine the definition and main functions of political marketing;

– identify the role of political marketing in the organization of political campaigns;

The discourse of the topic. Political activity under any conditions, socio-political systems, and types of political systems is focused on achieving power, keeping it under control, as well as doing so with the power market, which ultimately gives certain benefits in other social spheres. Under the condition of a civil contest for the right to govern the political sphere, political marketing is a complex of forms, methods, and technologies of study, projecting, regulating, and implementing it in the public-political practice of certain guidelines of public consciousness in order to gain and maintain control over the power market.

Research of socio-political structures, political-psychological and legal culture of society, informational bank of leaders is conducted. The purpose is a description, classification, and analysis of political and socio-psychological guidelines of the electorate, political and ruling elite of society. Due to the guidelines, adequate images of certain social-political institutions, individual leaders, personalities, ideas, doctrines, programs are implemented.

Briefly saying, political marketing is an observation of public consciousness, so certain characteristics of political subjects, that are «demanded» among the citizens, can be «sold» for a specific social price. There are main functions that political marketing realizes. Some of them are:

1. Formation of info-bank, that consists of statistics data, different forms of governmental and non-governmental reports, results of research in economic, political, psychological, and demographical fields.

2. Development of methods of analysis and processing data of info-bank, highlighting main indicators, that most fully characterize objects and subjects of politics.

3. Evaluation and analysis of conditions of the political market, and marketing environment on micro and macro levels.

4. Analysis of marketing possibilities of parties, public institutions, ideas, and personalities.

5. Development of evaluation and forecasting models of political demand, the life cycle of objects, and subjects of politics (parties, programs, ideas, leaders) and their political behavior.

6. Analysis of the efficiency of the political market, correcting the chosen forms and methods of political activity, etc.

So, as we can see, political marketing involves a lot of research, analysis, evaluation, and constant correction of its methods, so the developed image of political subjects and objects can be as efficient as possible.

As ordinary marketing aims at the best consumer's demand, political marketing offers political parties the ability to address diverse voter concerns and needs through successfully implemented electoral campaigns (O' Cass, 1996).

For a successful electoral campaign, a program or idea, that can be sold, all it takes for political marketing is evaluation of the political market and identification of the needs, demands, interests, and concerns of citizens. It is also crucial to not forget about the importance of stereotypes of public consciousness. The best way to acquire such data is using a method of political marketing, which involves the study of public thought through conducting public political questionnaires, surveys, monitoring social media as well as other means of mass media. Documents of meetings of government bodies, socio-political organizations, materials of state administration bodies of statistics, special services, internal affairs bodies, army, etc. provide useful for political marketers public data.

Political subjects use political marketing for electoral campaigns to find out what will be «correct» to say, how to advertise their image efficiently, and what factors can persuade citizens to «buy» the developed «political product» in exchange for their votes.

Conclusions. To sum up all the previously stated facts, it can be declared that even though political marketing is a relatively new terminology in political science, it has already impacted the way of conducting electoral campaigns for political subjects, and changed their political mindset into a marketing one. The more the political market is being researched, the better political candidates know what citizens expect from a great program.

Bibliography

1. Sharlamanov, Kire & Jovanoski, Aleksandar. *USAGE OF POLITICAL MARKETING IN THE ORGANIZATION OF POLITICAL CAMPAIGNS*. 2015. URL: https://www.researchgate.net/publication/345820792_USAGE_OF_POLITICAL_MARKETING_IN_ORGANIZATION_OF_POLITICAL_CAMPAIGNS

2. Allesandro Bigi *Political Marketing: Understanding and Managing Stance and Brand Positioning*. KTH, School of Industrial Engineering and Management (ITM), Industrial Economics and Management (Dept.), Industrial marketing, 2016. URL: <https://www.diva-portal.org/smash/get/diva2:1052115/FULLTEXT01.pdf>

3. Greg Simons & Dmitrii Rushchin. 2021. Political Marketing in a Changing World: Global, National and Regional Dimensions, *Journal of Political Marketing*, vol. 20, №1, 1-3, DOI: 10.1080/15377857.2020.1868908 URL: <https://www.tandfonline.com/doi/full/10.1080/15377857.2020.1868908>

4. Rossana Sampugnaro & Francesca Montemagno. *In Search of the Americanization: Candidates and Political Campaigns in European General Election*, *Journal of Political Marketing*, 20:1, 34-49, DOI: 10.1080/15377857.2020.1869832 URL: <https://www.tandfonline.com/doi/full/10.1080/15377857.2020.1869832>

5. Почепцов Г. Г. *Від Facebook-у і гламуру до WikiLeaks: медіакомунікації*. К.: Спадщина-інтеграл, 2012. 464 с.