

THE IMPORTANCE OF EXTERNAL COMMUNICATION STRATEGY IN MODERN CONDITIONS

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Annotation: In the context of today's globalization, the successful functioning of organizations is directly related not only to the effectiveness of the internal management system, but also to the communication carried out with the external environment. As a result of the globalization process, technological innovation and the rapid development of information resources, organizations are constantly faced with the need to interact with new audiences, establish effective communication with various stakeholders and strengthen their brand.

The external communication strategy serves to adapt the internal resources and capabilities of the organization to the external environment, establish effective relationships with stakeholders, and optimize the organization's marketability strategy. It covers a wide range of areas including marketing, PR, brand management, customer interaction, Public Relations, Investor Relations and government agency collaboration. This article will focus on the importance of external communication strategy in modern conditions, its main aspects and how it benefits organizations.

Key words: globalization, digital technologies, external communication strategies, business communication, public administration, information exchange, competitive environment, brand strengthening, customer relationships, data analysis, market understanding, target audience, marketing strategies.

Globalization and digital technologies further enhance the importance of external communication strategies in business and public administration. Today, Fast and efficient information exchange between enterprises and states is necessary not only for economic benefits, but also for success in a global competitive environment.

Organizations that have established their mutual communication strategies correctly will have the opportunity to strengthen their brands, build close relationships with customers and adapt more quickly to innovative solutions. The ability to share high-level shares and information using digital technology is of great help in data analysis, utilization and efficient decision making. Also, through modern marketing strategies, social networks and other digital platforms, organizations will be able to more accurately understand their target audience and offer them individual decisions. At the same time, foreign communication strategies are also important for states to strengthen their positions in the international arena and promote international cooperation.

All this assumes the need to constantly update and develop the external communication system of organizations so that they can successfully operate, adapting to the global market.

In his theory of competitiveness, Michael Porter defines the effectiveness of external communication as an important element of strategic management, emphasizing the need for

effective information exchange with market participants to ensure the long-term success of organizations. These interaction and communication strategies certainly play an important role in increasing stability and competitiveness.

According to Porter, organizations need to be able to make their brand and services globally known, to have a good understanding of market demands and consumer preferences. Another important point is that through a proper communication strategy, organizations gain the opportunity to further improve their strength and offerings by analyzing the activities of their competitors.

They can, for example, consolidate their place in their markets by gathering customer feedback, determining market demand for new products or services, and incorporating this information into their strategy.

Porter's model of competitive advantages requires consideration of several key factors — price, differentiation, centralization, and diversification. The effectiveness of external communication plays an important role in the development of these factors and increases the competitiveness of organizations in the world market.

As a result, well thought-out and strategically designed external communication strategies are important in terms of the successful functioning of organizations and long-term profitability.

What Philip Kotler has said about modern marketing strategies undoubtedly demonstrates the need to focus on building long-term relationships with the consumer rather than product or service-focused solutions in marketing. Today, external communication media such as social media, media, advertising and PR play an important role in ensuring the brand's visibility in the global arena.

The use of these communication tools in the formation of a brand image makes it possible to improve the consumer's attitude towards the brand and attract new audiences. This can be achieved through methods such as strategic marketing campaigns on social networks, partnerships with bloggers and influencers.

An effective external communication strategy is also important in public administration and economic diplomacy. According to Joseph Stiglitz, in order for states to succeed in the international arena, it is necessary to Correctly Explain Their economic policy and establish effective relations with the international community. It is also important to increase the investment attractiveness of the country, attract investors and strengthen economic stability.

External communication strategies also provide guidance in the effective retrieval of communications designed to improve economic reforms, changes in the state and international relations. This will further strengthen the brand and image of the state in the international arena.

As a result, it is necessary for all organizations, including state structures, to properly and effectively use external means of communication in order to achieve results and increase influence.

With the progress of Information Technology, the importance of digital communication strategies has increased even more. Today, digital communication plays an important role not only in increasing marketing or brand image, but also in the overall strategic planning of organizations. Based on the innovative management principles of Peter Drucker, it can be said that modern organizations can achieve efficiency by automating the external communication system and optimizing it on the basis of artificial intelligence. New technologies, such as Big Data (big data) and artificial intelligence, allow organizations to research and approach customer

behavior. This, in turn, makes it possible to offer personalized services and products, which makes it even easier to maintain constant contact with customers.

Constant contact with customers through digital platforms will help organizations strengthen their position in the market. For example, by actively participating in social networks, getting opinions from customers and appreciating them, the company increases confidence in its brand. Such advanced digital strategies strengthen customer loyalty to the brand and create a sense of connection with the company. Also, with the help of digital communications, organizations can collect more information about consumers, which will help determine their needs and desires.

In conclusion, the importance of external communication strategies in the modern economic environment is growing. Effective external communication serves as an important strategic tool not only for companies, but also for states. States need to use digital communication tools to effectively communicate their economic policies in the international arena and build relationships with foreign investors. As noted by famous economists, a well-established communication strategy is a guarantee of sustainable development and success in the context of global competition.

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