The Main Components of Strategizing in the Impressions Economy

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The main components of strategizing the development of the enterprise in the conditions of the economy of impressions are:

❑ Attractivness of the enterprise

❑ Brand of the enterprise and products

❑ Reputation of the enterprise, which consists of two components:

▪ the image of the enterprise
▪ trust

Theoretical principles of the image of an enterprise

❑ Image is the basis of the enterprises reputation and the result of stereotypes of its image

❑ Image has an objective and subjective component

❑ Image is formed on the basis of transparency

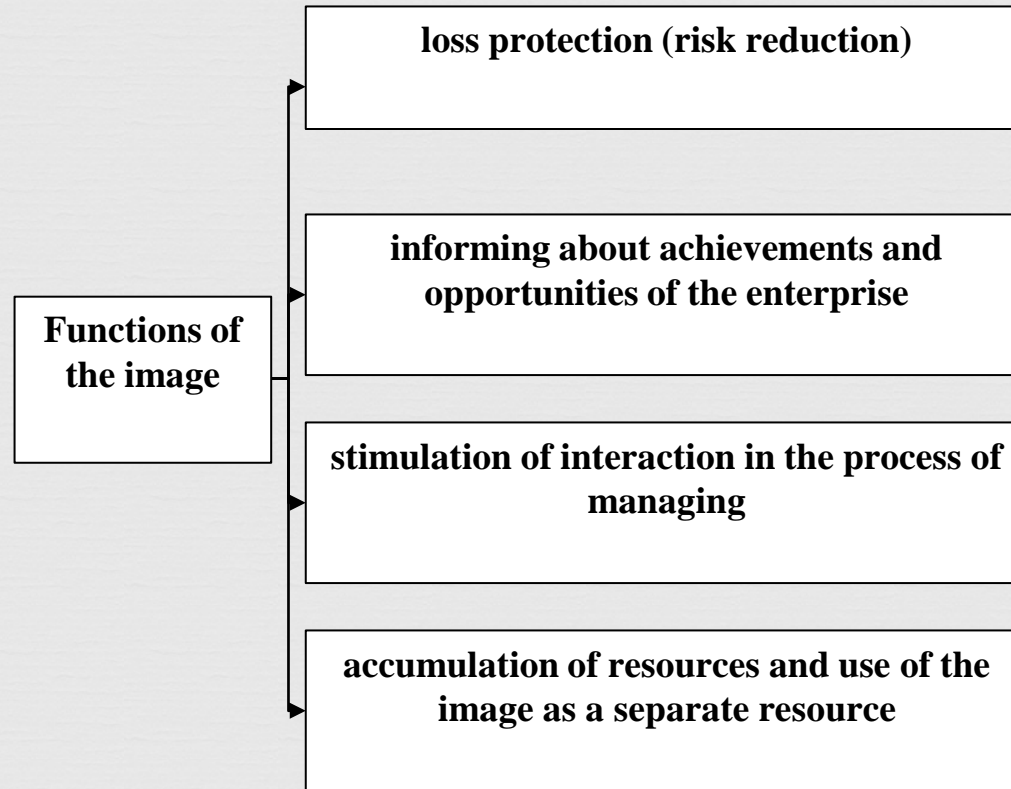❑ The basis of the image is the brand

Functions of image
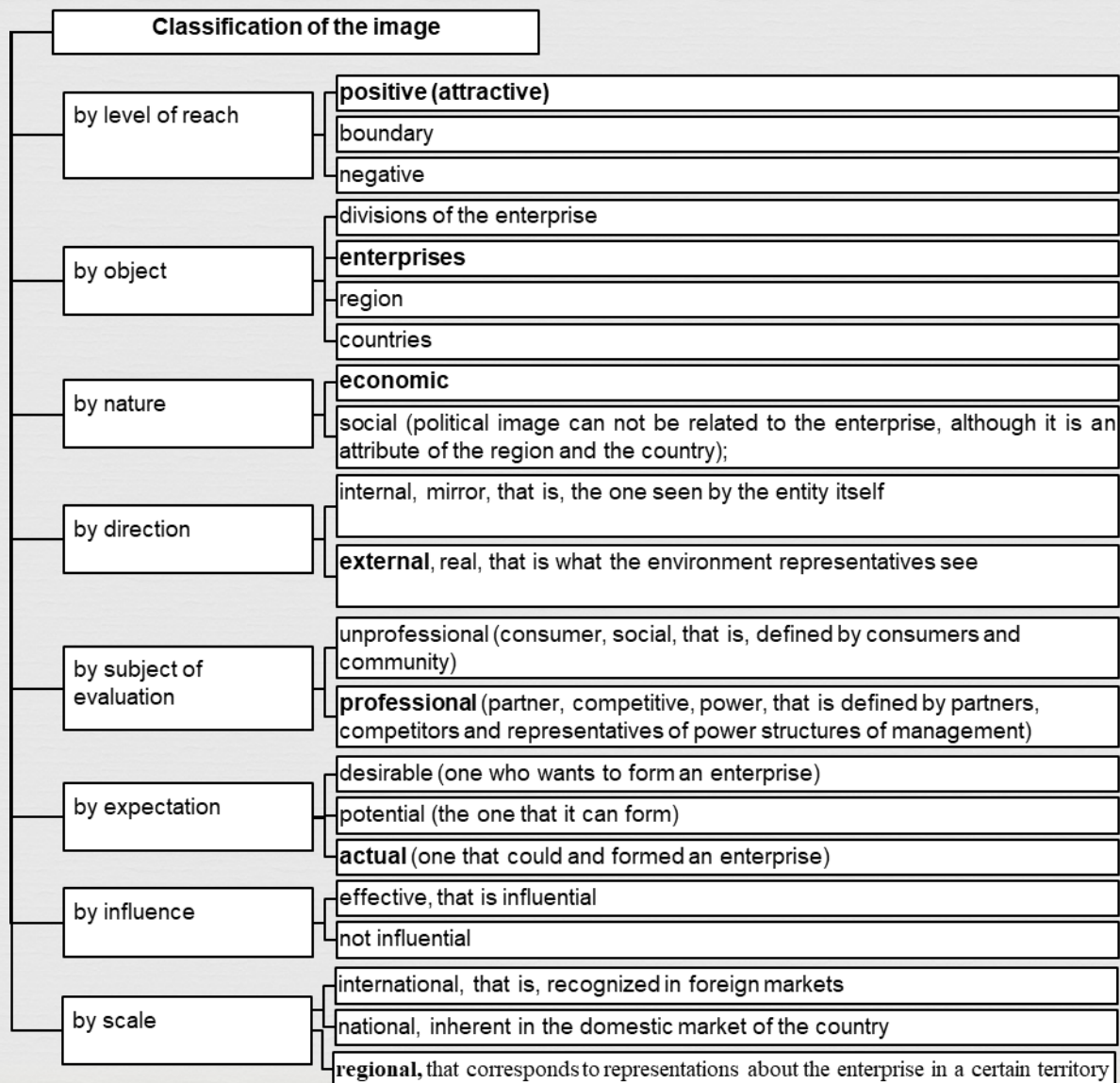

Fig. 1 Image Functions

Classification of the image

Classification of the image

by level of reach
- **positive (attractive)**
- boundary
- negative

by object
- divisions of the enterprise
- **enterprises**
- region
- countries

by nature
- **economic**
- social (political image can not be related to the enterprise, although it is an attribute of the region and the country);

by direction
- internal, mirror, that is, the one seen by the entity itself
- **external**, real, that is what the environment representatives see

by subject of evaluation
- unprofessional (consumer, social, that is, defined by consumers and community)
- **professional** (partner, competitive, power, that is defined by partners, competitors and representatives of power structures of management)

by expectation
- desirable (one who wants to form an enterprise)
- potential (the one that it can form)
- **actual** (one that could and formed an enterprise)

by influence
- effective, that is influential
- not influential

by scale
- international, that is, recognized in foreign markets
- national, inherent in the domestic market of the country
- **regional,** that corresponds to representations about the enterprise in a certain territory

Fig. 2 Classification of the image

The main sections of the image book

    1. The marketing section should contain the full and abbreviated name of the company's brand, slogan, logo, heraldry attributes, and the same attributes of trademarks that underlie the image of the enterprise. These attributes should be consistent with the active needs of potential partners and consumers on the market for further information interaction.

    2. An investment section in which it is expedient to place information on expenses for the formation of a positive image on the market, as well as the probable additional profits from its use by the enterprise directly and as a separate investment resource for other business structures. The important information of this section should be calculated future value of the company, taking into account the influence of the image on the subjects of the environment through quantitative determination of the probable level of its attractiveness.

    3. The cultural section must contain the justification for introducing the image according to the cultural, religious, and historical traditions of the external market actors, which is intended to bring the enterprise and probable types of satisfaction for legal entities and individuals in accordance with their active needs.

    4. The psychological section is obligatory, because the very implementation of the envisaged in it will allow to turn the trademarks into images and synthesize from them a new socio-economic quality - directly the image that will be the basis and then grow into a positive image. In this section, it is advisable to place psychological methods of influencing market actors in order to popularize the company and the most likely consequences of their actions.

    5. The futurist section must be constructed in such a way that it contains information about the future general prospects for developing an image of the enterprise and competitors that may pose a threat, a forecast of changes in the social, economic, psychological state of direct contact with the enterprise and new groups of market participants, future paths and methods of direct and indirect influence on them.

Characteristics of a positive image

❑ integrity and consistency with both the mission of the enterprise and the network image of the business partners;

❑ objectivity;

❑ relative stability to the influence of negative relevant environmental factors;

❑ reflexivity to sensitive events; some simplicity of presentation according to the readiness of the audience;

❑ personalization according to the opportunities and achievements of the enterprise and expectations of the audience.

Image support in the online environment

❑ use of the latest technologies and innovative methods of design and implementation;

❑ the use of popup hypertext pages with detailed information about the company, provided that it has a full transparency policy;

❑ the use of sound effects, three-dimensional space and the required speed for reporting messages;

❑ maximum personification by e-mail;

❑ security of e-transactions;

❑ the desire to include emotional components in informational messages that can be realized by addressing the secondary needs of partners, or, for example, the location of personal information about the best employees of the company, which will help create the effect of information openness, ie transparency;

❑ use of network links to brand sites of other business partner projects and vice versa;

❑ interactive build of messages which is the main feature of brand sites and their abandonment of traditional mass media. Interactivity will increase the perception of the value of enterprise proposals, depending on the efforts that users spent on their receipt. Proactivity of information channels should consist in active communication of the enterprise with potential partners in the market, on the one hand, and in the active search of sites the last, on the other.

Indicators of measuring the objective and subjective components of the image

Table 1

Indicators measuring the results of objective and subjective components of the image

Measurement Indicators	
objective components	subjective components
the weight of the image, which is determined by the market share for certain types of products, that is, the domination of the market	ideological satisfaction associated with systems of beliefs that characterize national preferences (for example, a partner is a national commodity competitor in the international market)
the length of the image, that is its ability to diversify into different categories of business	psychological satisfaction associated with the task of signing profitable contracts with priority partners
power of image, determines the number of new partners involved in participating in reproduction processes of the enterprise	sociological satisfaction associated with satisfaction of group interests, for example, increase of workplaces, development of a certain territory, ecological safety
	cultural satisfaction, due to the degree of unity with the organizational culture of the enterprise, national traditions

Table 1

Types of information interaction strategies

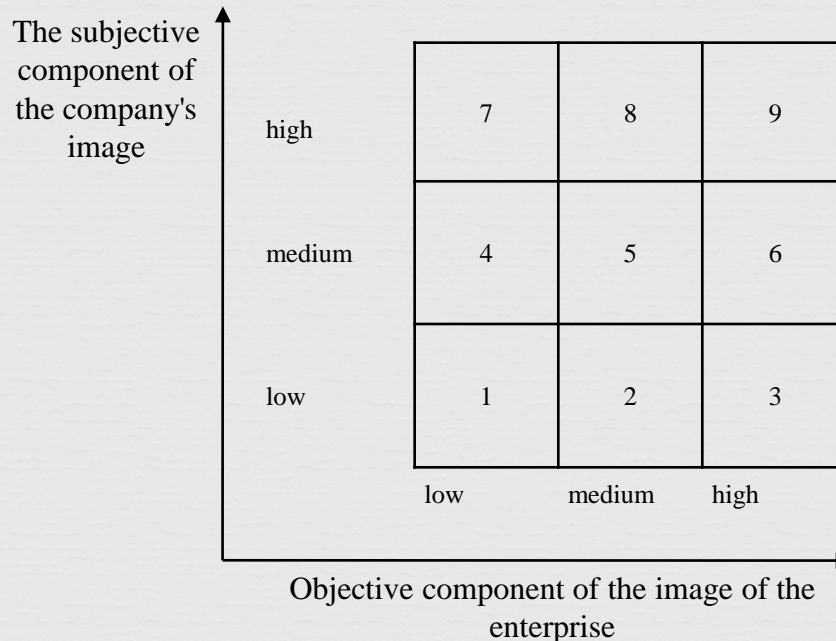| Information Interaction Tool	Classification trait	Kind of strategy
PR	by object	events with the media, the territorial community, market professionals, partners
	by activity	active, moderate, dotted
	by the nature of messages	focused on the use of economic resources now or subjective understanding of the achievements of the company and its opportunities
Advertising	by advertising method	direct, mediated, depending on the mass audience of influence
	by intensity	general reminding, stimulating, content-pulsating
	by the nature of the messages	focused on the use of economic resources now or subjective understanding of the achievements of the company and its opportunities
Individual work	by the nature of the messages	aimed to use the economic resources of the enterprise, that is, on the objective component, or on the formation of personal representations of partners, that is, on the subjective component
	according to the typical needs	typical, based on performance indicators, unique, based on the atypical needs of partners regarding their personal preferences
	for active work with partners	active, moderate, passive, that is, at the request of a partner
	by the deadline for submission of information	primary, secondary, final

Fig. 1. Generalized matrix of image management strategies in the process of information interaction

Table 2

Zones of the matrix strategies for managing the image of the enterprise

Quadrants	Zones	Tools
1, 2, 4	forming an image	all tools for informing partners about positive opportunities and achievements of the enterprise (PR-actions, advertising and individual work with priority partners)
3, 5, 7	growth of image	advertising and individual work, and PR-actions for professional activities
6, 8, 9	image support	individual work, which can be complemented by reminding advertising and point-specific PR-actions.

THANK YOU FOR ATTENTION!