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MARKETING COMMUNICATIONS IN THE TRANSPORT AND LOGISTICS SECTOR AT THE REGIONAL LEVEL

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Abstract. *The article provides a comprehensive analysis of marketing communications in the transport and logistics business at the regional level in Ukraine. It is established that regional logistics and transport companies operate under conditions of intense competition, targeting the same customer segments, which makes traditional promotional tools insufficient for ensuring stable competitive positions. The study shows that effective marketing communications must take into account the specifics of the business, the needs of local clients, and the characteristics of the regional market environment. They should contribute to building long-term relationships, increasing trust and loyalty, and supporting clear company positioning by highlighting its unique advantages, service quality, innovative solutions, and additional customer value. Emphasis is placed on the personalized nature of communications, the importance of building social capital, ensuring operational transparency, and managing reputational risks, which facilitates the retention of strategic partners and overall business stability. It is demonstrated that the systematization and evaluation of communications enhance the competitiveness of companies, support the development of the regional economy, and promote the integration of local markets into national and international supply chains. The main directions for improving the organizational structure in Ukrainian banks are identified.*

Keywords: *marketing communications, transport and logistics business, regional market, competitiveness, customer loyalty, reputational risks, integration of logistics systems.*

The article presents an assessment of marketing communications in the transport and logistics business at the regional level in Ukraine. It is determined that regional logistics and transport companies operate under conditions of intense competition, as they target similar customer segments and function within a shared service market. It is argued that traditional promotion tools are insufficient for ensuring stable competitive positions of these companies.

It is established that effective marketing communications must be adapted to the specifics of the transport and logistics business, the needs of local clients, and the characteristics of the regional competitive environment. The study demonstrates that

marketing communications perform the functions of building long-term relationships, enhancing trust and loyalty, and supporting clear positioning while highlighting the company's unique advantages, service quality, innovative solutions, or additional customer value. The components of marketing communications have been systematized together with priorities and practical tools for their implementation.

It is noted that marketing communications in the transport and logistics business are becoming increasingly personalized, as key decisions are made by specific representatives of decision-making centers. It is shown that their effectiveness is determined not only by economic parameters but also by trust, reputation, and the quality of interpersonal interactions between managers. It is established that communications help build social capital, emphasize the company's reliability, and ensure transparency of operations. It is argued that in regions with high social density, they become an instrument for retaining strategic partners, while any failures or successes have a multiplicative effect on reputation. The study demonstrates that continuous dialogue, individualized approaches to key clients, and effective risk management are essential for business stability and for maintaining trust in the market. It is concluded that the analysis, systematization, and evaluation of marketing communications enhance the competitiveness of companies, promote stability and the development of the regional economy, and support the integration of local markets into national and international supply chains.

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