Technological development allows expanding marketing communication tools and updating marketing approaches to promotion. Chains of hotels, cinemas, gaming business and restaurants are a part of the entertainment industry, which directs marketing efforts to create a special impression for a visitor. This approach is the key to motivate to repeat visits and to create long-term relationships with clients. The purpose of the article is to consider the existing marketing communication strategies of enterprises in the entertainment sector, to single out and systematize the methods of setting goals for the formation of effective promotion. Peculiarities of marketing communication strategies in the chain business of the entertainment services sector are studied, as well as in context of hotel, cinema, restaurant and gaming chains. The modern market of entertainment services is rapidly changing under the influence of technological and consumer trends and social and economic crisis. Therefore, issues of crisis management and interaction with consumers during crisis situations are relevant. Also the main tools of marketing communication strategies, such as advertising, public relations, social media and interactive channels are highlighted. Methods of analysis and synthesis, grouping and comparison are applied for investigation the use of digital technologies for communication with customers in marketing campaigns of enterprises in the entertainment sector. Particular attention is paid to specific aspects of marketing communications of hotel, cinema, gaming and restaurant chain business, such as brand management, personalized offers, social media marketing and outdoor advertising. The research results and recommendations can be useful for marketing and advertising managers working in the field of hotels, cinemas, gaming and hotel chain business.

**Key words:** chain business; communication strategy; communications; cinema; gaming business; hotel; marketing strategy; restaurant.
Statement of the problem in a general form and its connection with important scientific or practical tasks. The entertainment industry is highly competitive, and chain commercial enterprises face competition from other players in the market. This can make it difficult to implement marketing strategies that effectively differentiate their brand and attract customers. Consumer preferences and technologies can change rapidly in the entertainment industry, which can make it challenging for chains of commercial enterprises to keep up with the latest trends and adapt their marketing strategies accordingly. It is important to study ways to improve marketing strategies taking into account the peculiarities of the entertainment chain business in conditions of an economic and social crisis.

Analysis of the latest studies and publications, which the author relies on, which consider this problem and approaches to its solution. The problems of marketing communication strategy in entertainment business (hotels, cinemas, gaming, restaurants chains) during the crisis attract a large circle of scientists to the discussion. The following authors have already published their scientific research in Ukraine: Boyarynova K.O., Dergacheva V.V., Kravchenko M.O., Kopishinska K.O. [1], Lazebnyk Y.O., Ivasenko M.G. [4] Sheremeta V.V., Karyy O. [15]. Among foreign scholars David Sterritt [14], Samantha Oh [7], Fei HaoKyu, and XiaoKei Chong [3] have published the works related to the development of entertainment business. These scientists studied broad aspects of network business promotion, but taking into account the constant changes in the external environment the article is relevant in the context of the analysis of the practical component of the communication strategy on the examples of hotel, cinema, restaurant and gaming chains in conditions of crisis.

Formulation of the goals of the article (statement of the task). The purpose of the article is to study the peculiarities of marketing communication strategies in the chain entertainment business (hotels, cinemas, gaming, and restaurants chains) and determine the effective cases for its improvement in conditions of crisis. The research methodology includes a systematic analysis of the communication policy of entertainment business (hotel, cinema, gaming, restaurant chains) experience, thematic analysis, qualitative and quantitative analysis.

Presentation of the main research material. During the study of modern marketing strategies and their application in the chain, business of entertainment services the analysis of the features of the entertainment services sector and the identification of key factors affecting was applied. For example, the communication strategies of entertainment business (hotel, cinema, gaming, restaurant chains), the study of the target audience of chain enterprises and the identification of their needs and wishes, consideration various communication channels and their impact on the effectiveness of marketing strategies in chain business.

Entertainment business (hotel, cinema, gaming, restaurant chains) marketing should pay a lot of attention to both online communication and creating a special atmosphere and services during offline communication. Especially the main quantitative indicator in cinema theater chain business is the sale of tickets; in restaurant or hotel chain business are prepaid tables or rooms; in gaming chain business are prepaid abonnements.

The promotion policy is focused on converting the advertising audience into visitors [12, p.144]. Cinema visitors, for instance, buy tickets at the cinema box office or online (on the website, in mobile applications or movie poster aggregator sites). This specificity determines the division of marketing promotion of cinema theatres into online and offline ones [6, p.25].

The same approach can be applied also to the restaurants, hotels and gaming chain businesses.

It is possible to consider the indicators of the number of subscribers in dynamics for three months to analyze the interest of the audience in tracking the news of the cinema theatre chains (table 1).

Also, besides the marketing communication policy of cinema theaters, such tools as email-viber, sms-wirelines and push notifications are included [16, p. 310]. These instruments mostly uses by Multiplex, Wizoria, Planeta kino and Cinema Citi. In addition, contextual media advertising and search engine optimization are widely spread all over the world, as they help potential cinema theater promotion through Google requests to visit the website of the cinema theater.

The communication policy of the cinema theaters step by step enters into the mainstream advertising, including posters at the foyer of the cinema, at which soon the interior of the cinema may have a digital screen, as if showing posters [2, p. 365].

A separate part of the communication policy is the development of the corporate style, logo and image of the representor of the hotel, cinema theatre [13, p. 30], gaming or restaurant chain.

Expressive branding is a guarantee of familiarity. For example, for cinema theatres the main unique trading offers on which the emphasis is placed on the positioning are the technological quality of a cinema theatre, the services, the taste of popcorn, the handy layout of the sessions. For the hotels it could be a range of additional services, free parking, breakfasts or room services.
Conditions of a crises causes the social position of a brand, reaching out to help in the context of the crisis. For instance, cinema theatre chain business, such as the Multiplex cinema chain launched a joint project with the Sergiy Prytula Foundation to collect resources for the Defense Forces of Ukraine for 1 hryvnia per a ticket sold for a cinema. At the beginning of the crisis period, cinema theatres actively worked on charitable screenings of cartoons for children. Also, studying a distant communication case, one can follow the development of synergy between the IT developers and producers of the film. FILM.UA and partner companies, as if together with cinema there chains, have completed the screening of the film “Mavka. Forest song”. As a result, the film was brought to the point where the martial law was set, the film set a record among box office selections among Ukrainian cinema theatres, and 642,671 viewers played yoga in cinemas [5]. The basis of this success was the active popularization of the image of Mavka - Silpo opened one of their own design stores in the style of Mavka, as well as brands such as «Galicia», «Yes», «Sova» and many others their products created in the style of animation heroes.

Collaboration of product brands to reinforce the interest and form the fan base of the film is positively reflected in the financial results.

The development of these scientific approaches and introduction into the marketing communication policy will help chain businesses to increase the attention of the audience, the loyalty of customers and the effectiveness of their marketing efforts.

Also it is important to pay attention to the treats and problems of chain business development in the sector of entertainments, such as high competition; changing consumer preferences; economic factors (recessions, inflation, and changes in consumer spending patterns); technological advancements; regulatory issues; staffing challenges and brand reputation, which can have a significant impact on the performance of chain commercial enterprises in the entertainment industry. This can make it difficult to implement marketing strategies that are effective in driving revenue growth.

Conclusions from this study and prospects for further research in this direction. The entertainment industry is constantly evolving, and technological advancements are playing an increasingly important role in shaping consumer behavior. Chain commercial enterprises need to stay up-to-date with the latest technologies and incorporate them into their marketing strategies to remain competitive. The entertainment industry is subject to a range of regulatory issues, including licensing requirements, zoning regulations, and safety standards.

Chain commercial enterprises need to ensure that they comply with all relevant regulations when implementing their marketing strategies. The service sector of the entertainment industry relies heavily on staff, and chain commercial enterprises need to ensure that they have enough trained staff to deliver high-quality services. This can be challenging, especially during peak periods when demand for services is high.

The success of chain commercial enterprises in the entertainment industry is dependent on their brand reputation. Negative publicity or poor customer reviews can have a significant impact on the ability of the whole chain to attract new customers and retain existing ones. Therefore, it is crucial to implement marketing strategies that reinforce a positive brand image.

The policy of promoting the chain entertainment business (hotel, cinema, gaming, restaurant chains) should be divided into two approaches: the sale of tickets (abonnements, services) in cash desks (offline) and on the site (online), then the ways of future customers are insured both offline and online. Therefore, a single style for the design of the site, uniforms for staff, visual on social medias, standards for staff communication and types of operators on the phone can convey the concept.

In our opinion, the chain entertainment business (hotel, cinema, gaming, restaurant chains) can concentrate the efforts on activating search optimization, contextual media advertising, targeted advertising, and perception of their communications on YouTube as an effective demonstration tool to create the attractive atmosphere for the clients of the chain entertainment business.
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