

**THE FUNCTION OF RELATED PRODUCTS AS INSTRUMENTS OF A SUCCESSFUL
MARKETING STRATEGY**

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In an era of rapidly changing market trends and constantly growing needs, understanding the dynamics of sales of certain goods is becoming a key factor for success in retail. The market is designed so that each seller tries to attract the largest number of buyers. They do it in a huge number of ways, using which the seller achieves his goal. Among all this variety, it is necessary to choose exactly those marketing techniques, the results of which will seem to be the most profitable for business and for the Belarusian economy as a whole. One of these techniques is related products.

Related products are products that complement the main product, forming a single set with it. They can be linked functionally, stylistically, or used together with the main product [1]. The availability of related products helps to expand the product range, attract new customers and increase sales. In addition, they help to increase customer satisfaction and create more opportunities to increase profits.

According to the statistics, related products, if properly positioned by the company, can increase total revenue by up to 30% [2]. This aspect makes it as attractive as possible to study this type of product and recommendations for its successful implementation.

To form a list of related products, it is necessary to know the range of main products and the portrait of your client well. For example, when choosing a new camera, a person is likely to need various accessories, such as a bag for storing and carrying it, additional lenses and, correspondingly, wipes or microfiber to wipe them. All of these should be available and offered to him for purchase as much as possible. In this case, the seller will be able to sell more than one product at a time.

However, not only physical objects can serve as related products, but also the warranty service provided or a training course. Such services will be useful for those people who are worried about the safety of their property, and also need help with its assembly, installation and use.

Absolutely any store, website or marketplace can serve as a place to offer related products. Usually such goods are located in close proximity to the main ones, trying their best to get into the buyer's field of view. It is not always possible to have a consultant nearby who is ready to offer the necessary products to the buyer. In this case, the competent work of a sales manager is important, managing merchandisers who place goods on the shelves, if it is a physical store. This process can be called cross-merchandising. This term originated from the concept of cross-sell, a sales technique that allows you to increase the average check at the expense of related products [3].

If we are talking about a website, then its developers need to create an algorithm for selecting related components that will do this most effectively, and not randomly [4]. An analysis of the assortment, competitors and limitations can help them in this. So do not underestimate online commerce, as it, like nothing else, gives you the opportunity to expand your customer base and tell the whole world about the company's products and service.

What is more, it is recommended to supplement places with such products with appropriate illustrations or promotional videos that clearly demonstrate the advantages of using related products together or separately from the main one. Such marketing tools inform customers about the product, awaken interest, increase familiarity and help to create pleasant associations that will subsequently have a positive impact on the number of sales [5].

No wonder they say that packaging is a silent seller. It plays an essential role in marketing. Packaging attracts the attention of potential consumers, makes its purchase and consumption comfortable, brings useful information, and also forms the image of the brand's products. Therefore, it is desirable that the related product should be in a package similar to the main product. This will help to demonstrate the corporate identity of the company and create the appearance of a set, and in this case the client will want to complement his purchase with something equally important or simply some pleasant accessory from the same line. Also it can be national Belarusian symbols that will emphasize belonging to our country and, for example, will be really interesting for tourists.

In addition to the term 'related products', the term 'compliment products' is often used. These are goods that are usually used together. For example, a toothbrush and toothpaste. With an increase in demand for one product, the demand for another usually increases. At the same time, related products are products that are usually bought together, but not necessarily used together. For example, if you buy a new phone, you can also buy headphones with it. This is a related product because it is quite often bought with the phone, but the use of the phone does not depend on the headphones. It is important to note that these concepts may overlap. For example, coffee and sugar can be both compliment products (because they are often used together) and related products (because they are often bought together). However, in general, compliment products refer to the use of goods, and related products refer to the purchase of goods.

The main mission of offering related products is to create the illusion of caring, stimulating increased loyalty to the brand or marketplace. Such actions attract new customers, as well as increase the chance of making a repeat purchase. The negative impact of the introduction of this type of product may appear in cases where their offer is too obsessive or does not meet the expectations of the customer. It will help to

analyse consumer preferences by creating focus groups, conducting experiments and studying the experience of competitors.

Thus, related products increase the value of the main purchase for the customer and help the seller increase profits without significant additional costs. This is relevant for all countries seeking to improve their marketing strategies, including Belarus. Often, this type of product generates most of the money from all sales. That is why you should not underestimate the importance of related products, paying special attention to their selection and placement.

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