

CLASSICAL MARKETING TECHNOLOGIES**Я.В. Кучко, 2 курс**научный руководитель – **Г.В. Прибыльская**, старший преподаватель**Белорусский национальный технический университет**

There are several classic marketing technologies that are the basis of all other marketing technologies. These marketing technologies form not only marketing policy, but also set the basis for the use of tools such as the development of a marketing complex.

There are 4 classic marketing technologies in total.

Segmentation:

The first marketing technology is segmentation. It belongs to the function of strategic marketing. Since the products initially have some value, it must be presented in a market that can accept it. The market can be defined as a set of consumer groups, the needs satisfied by the product and ways to meet these needs.

Segmentation helps the company: to increase customer loyalty, as the product meets their needs; anticipate the desires and pains of each group; stand out in the market and remain competitive; manage development strategies competently; increase production capacity and enhance market reputation.

In this case, the segments will be consumer groups united by any characteristic features.

Targeting:

This technology is also called "targeting" or "target market selection". No single (even the most ideal) product will be able to meet the needs of all segments of the available audience, so the company determines the most promising of them to form a market offer.

Segmentation allows you to eliminate the financial and time costs of working with segments that are least likely to become a loyal audience, and focus on those whose problems can be best met.

Positioning:

With the help of positioning, a company chooses a position for its product or brand in the mind of a potential consumer relative to competitors. The basis for positioning is the various advantages that the company offers to consumers through a marketing package. The advantages used for positioning must meet the values of consumers and their preferences. They should be important enough to allow potential buyers to distinguish a product or brand from competitors and create the required image of it [1, p. 128].

Analysis:

Marketing activities are inextricably linked to data analysis. The analysis involves studying the marketing environment of the company (customers, competitors, suppliers, distributors, etc.), demand for the product, pricing policy (own and competitors), etc.

Marketing research is a separate tool that allows you to collect information for analysis. Marketing research includes market research, the internal environment of the enterprise, consumers, etc.

Despite the fact that modern technologies in marketing correspond to the spirit of the times and the degree of technical development of society, their use in no way implies the abandonment of classical technologies. Without knowledge of classical marketing technologies, it is almost impossible to use new technologies in marketing.

In the absence of a sufficient understanding of a wide range of marketing technologies, both on the part of the customer and on the part of the contractor, testing hypotheses based on personal representations of one of the parties, rather than on objective facts, is used to achieve the best result. This leads to

the fact that the effectiveness of promotion is often lower than it could be with a deeper marketing study [2, p.21].

Thus, the use of marketing technologies does not imply the separation of modern marketing directions from classical ones and the rejection of the developments of classical marketing in favor of Internet technologies or other methods of marketing communications.

References

1. Ahlert D., Kenning P., Plassmann H. A window to the consumer's mind: application of functional brain imaging techniques to advertising research // .International Advertising and Communication. - 2006. - p. 125-132.
2. Voronyuk A., Polishchuk A. Actual Internet marketing. / A. Voronyuk., A. Polishchuk – M, 2018, p. 12-28.