

MARKETING STRATEGY

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For any company in today's market, one of the main keys to success is marketing strategy. The primary goal of a marketing strategy is to identify ways to meet consumer needs and preferences as fully as possible, while also outperforming competitors. Competent, well-founded strategy contributes to the survival of the enterprise in an unfavorable external environment. Its choice depends on the situation in which the enterprise is located.

Marketing strategy is a long-term action plan of a company aimed at identifying and satisfying consumer needs, creating competitive advantages and achieving its goals in a competitive market environment. The importance of a marketing strategy is that it allows a company to clearly define its target audience, competitive advantage, goals and objectives. Without a marketing strategy, a company risks getting lost in the market and losing competitiveness. Speaking about modern marketing strategies we can distinguish a few key ones:

- Pioneer strategy (A company that uses this strategy is able to shape its pricing policy, seriously influence the tastes and preferences of consumers);

- Competitive strategy (The strategy is aimed at achieving optimal characteristics of the proposed product, exceeding the parameters of the previous ones);
- Leadership strategy (Companies that are trying to surpass the current top producer and take its place are candidates for leadership);
- Innovation strategy (The essence of this strategy is to improve the quality of goods that provide a superiority over the products of market leaders).

Having analyzed all of the above strategies, it is impossible to identify one universal strategy, as each firm is unique and must have its own, original strategy.

A company that has underdeveloped marketing tools runs the risk of facing a number of problems and constraints:

- insufficient visibility in the market will lead to reduced sales;
- insufficient understanding of the target audience will lead to the company's inability to accurately identify customer needs;
- insufficient competitiveness will lead to losing out to competitors.

In general, underdeveloped marketing tools can lead to a loss of competitive advantage, reduced financial performance and even threaten. Therefore, it is important to invest in the development of marketing competencies and tools to ensure successful business development.

A deep understanding of customers helps to create accurate and attractive marketing strategies, and a high quality product or service contributes to a better customer experience. The level of competition in the market also affects the effectiveness of marketing efforts, and available resources determine the company's capabilities. Choosing the best tools and channels to promote the product or service also plays an important role. Constantly studying the results and adjusting the strategy based on data analysis helps to improve performance.

In the modern world, marketing activities are inconceivable without the use of information technologies. Internet marketing, social networks, mobile applications – all these tools allow you to interact effectively with the target audience.

The organization of marketing activities as a system of functions should be considered not only in connection with the tasks within the marketing process, but also with the tasks of managing personnel of marketing services.

A company's marketing activities usually begin with conducting a market analysis and defining a marketing strategy. This stage includes studying competitors, the needs and preferences of the target audience, and market trends. After that, the company defines its goals and target audience to understand what products or services it should provide to satisfy the needs of its customers. To all of this, the company develops a marketing strategy, which includes choosing promotional channels, determining a budget, and developing a message for the audience. The key elements of the strategy may include defining the company's unique advantage, establishing a brand, setting a pricing policy. After developing a strategy, the company creates a marketing plan, which specifies the steps, tasks, deadlines and responsible persons for their implementation. It is also important to monitor and analyze the results of marketing efforts to understand their effectiveness and make adjustments if necessary.

The importance of marketing for the enterprise is that marketing is not only advertising campaigns and attracting customers, it is strategic planning aimed at achieving the set goals. It is important that the company decides to invest in marketing development as soon as possible, as by doing so it will increase brand awareness and have the opportunity to stand out in the market.

To summarize, the choice of marketing strategy is very important for the realization of the company's goals. Since the world market does not stand still, the use of marketing strategy in production activities will always be an inevitable process. With the help of marketing, enterprises can competently analyze the market conditions, correctly identify the key consumer and develop activities that contribute to the effective promotion of goods and services. Developing and implementing an effective marketing strategy is the most important task of any marketer, and failure to do so is a major threat to the establishment of any business.

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