

MARKETING IN LOGISTICS ACTIVITIES

Dorohova V. A., student

Skovoroda D. A., student

Scientific supervisor – Slesaryonok E. V., senior lecturer

English Language Department №1

Belarusian National University of Technology

Minsk, Republic of Belarus

The modern world economy is developing rapidly and is characterized by a significant decrease in the overall volume of transportation and instability of demand. These trends create strong competition in the market and in the transport sector in particular. Strengthening positions in the market in such conditions requires a complex and well-thought-out marketing strategy from transport companies. Such a strategy should go beyond the usual customer satisfaction. The main task of the marketing strategy of a logistics company is to retain and maintain customer loyalty, and make repeat transactions with them. All this requires a special approach, which consists of both providing good service and constantly introducing innovations, improving offers for certain types of transport. A number of problems prevent the achievement of such goals [1].

A comprehensive marketing plan, which consists of many individual elements, is of great importance for a logistics company. Of primary importance in this regard is an accurate study of the market and its prices. Such research should include an analysis of current market trends, an analysis of projected market trends, determining changes in consumer needs, assessing competitors' strategies and the general market situation. Accuracy of market research can be achieved using forecasting and predictive modeling methods. The information obtained is then used to make economically sound decisions. Technological advances are also necessary to develop an effective marketing plan for a logistics company. For example, investing in real-time shipment monitoring systems and effective software can help streamline routes, which in turn will lead to improved service quality, reduced production costs, and a better customer experience when working with the company. In addition, research into the integration of key business processes in supply chains and drone cargo delivery opens up opportunities for differentiation and increased

competitiveness in the market. Continuously improving the quality of the transport services provided plays an important role in developing a marketing plan for a logistics company. Customer satisfaction and ongoing effective operation of the company can be ensured by investing in employee training and using proven quality control procedures. Finally, developing and implementing a robust marketing and promotional strategy is vital. This includes targeted advertising campaigns across various media channels, loyalty programs to reward repeat customers, and proactive communication to keep clients informed and engaged. Public relations initiatives and participation in industry events can further enhance brand recognition and build credibility. The diversification of services, perhaps by offering value-added logistics solutions like warehousing and distribution, can also expand the customer base and generate additional revenue streams. To achieve the goals in marketing of any logistics company, you can use 4P marketing. This very marketing concept summarizes the four main pillars of any marketing strategy. 4P marketing is:

Product – what you are selling. In the 4P strategy, this means an understanding of what your proposal is necessary in order to stand out against the backdrop of competitors and win customers.

Price – how much do you take and how does it affect the attitude of customers to your brand? Despite the simplicity of understanding, it is very difficult to come up with a ‘correct’ price.

Place – where do you promote your product or service? Think about the platforms and places where your ideal customers are located, and be there.

Promotion – how do your customers find out about you? What strategies do you use and are they effective?

The theory underlying 4 principles of marketing is that compliance with all four principles will lead to an increase in sales [2].

References

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