

MARKETING ACTIVITIES

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Резюме – в данной статье исследуется определение маркетинга, маркетинговая стратегия, роль маркетинговой деятельности для предприятия.

Resume – this article explores the definition of marketing, marketing strategy, and the role of marketing activities for an enterprise.

Introduction. In today's daily evolving global market, marketing is a factor in the success of manufacturers, providing an opportunity to compete in the production and sale of goods and services. This term also refers to management activities to develop the market and meet the needs of its consumers.

Main part. Marketing activity of the enterprise adheres to such principles as: marketing communication, analysis of results, innovation, brand management and adaptability. These principles help the company to interact effectively with the market, create unique offers, maintain long-term relationships with customers and remain competitive in a rapidly changing environment. The company following the mentioned principles allows laying the foundation of the product sales management process, as well as systematizing such management procedures that will be the most appropriate in the market.

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.

Conclusion. To summarize, marketing activities include a set of activities, which include: strategies, goals, concepts. Since the world market does not stand still, the use of marketing 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. Marketing activities play a key role in achieving success in the market.

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BUSINESS ADMINISTRATION PRACTICES OF GOOGLE

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Резюме – в соответствии с корпоративной культурой Google сотрудники должны стремиться быть активными и заинтересованными