

MARKETING POLICY IN CONDITIONS OF UNIVERSAL ISOLATION OR "INSULATING MARKETING"

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Summary – This article deals with the current issue of organization management and promotion of goods in conditions of general isolation with the help of tools of the complex "insulation marketing." The main problems of application, peculiarities of implementation, as well as the new concept of "insulation marketing" (as part of the complex of "anti-crisis marketing") have been studied, as well as the relevance and benefits of implementation have been proved.

Резюме – В данной статье рассмотрен актуальный вопрос управления организацией и продвижение товара в условиях всеобщей изоляции с помощью инструментов комплекса "изоляционный маркетинг". Исследованы основные области применения, особенности внедрения, а также выделено новое понятие "изоляционный маркетинг", (как часть комплекса "антикризисного маркетинга") а также доказана актуальность и польза от внедрения.

Introduction. Marketing policy in conditions of universal isolation or "insulating marketing" is a company policy to sell goods and / or services in conditions of complete or partial isolation of potential buyers, providing the most efficient channels of distribution of products and / or services and maintaining a privacy regime that is convenient for isolated buyers.

The main part. The most common concept in the scientific literature is "anti-crisis marketing," which is adapted as "isolation marketing." This adaptation was introduced in view of some differences in the marketing strategy offered in this work with classic anti-crisis marketing. The fundamental difference is that the old age of anti-crisis marketing is used in case the company faces a crisis situation for an uncertain reason, or in view of an ambiguous economic situation. Among the reasons for the crisis situation, the economic entity is most often identified: strategic crisis, tactical crisis and solvency crisis.

"Isolation marketing" is a strategy of behavior of the organization in the market of goods and services, which involves adaptation to quarantine regime in the country or region and retrofiring of production or adaptation of services to needs and (or) conditions in which people will avoid public or public places in every way. Depending on the paradigm, economic globalization can be viewed as either a positive or a negative phenomenon. Economic globalization comprises the globalization of production, markets, competition, technology, and corporations and industries.

A Part of the "isolation marketing" strategy offered to economic entities is the promotion of goods or services within the framework of the current topic of news, advice on precautions, topical topics related to the latest trends in the world or a certain country, region. Among the most popular methods of promotion in the marketing environment can be distinguished by publishing and economic methods. Publicity methods include: associations with the word "corona" or the word "virus," as well as every word game containing the words "corona" and "virus"; Visual associations with virus and quarantine attributes; E-mail-mailing and advertising on the Internet and Internet media (more precisely a complete or almost complete transition from outdoor advertising to advertising on the Internet and Internet media). Treat economic methods: providing free shipping of goods, delivery of goods by kuryesky service without contact with the courier, granting discounts for various online services (within the popular slogan "Stay at home", for example).

A part of the complex of "insulation marketing" is an approximate strategy of behavior for organizations whose services are impossible under the quarantine regime. The most difficult (or impossible) work of organizations of the following type: hotels, tourism firms, airlines, organizations providing household services and organizations carrying out purely retail sales (without an online store). Within the framework of the "insulation marketing" strategy, such organizations are offered the following measures: temporary reprofilation of production or direction, leasing of equipment or trading space, merger with a functioning business or acceptance of orders from an existing enterprise, provision of outsourcing services, etc. In view of the emphasis of the complex of "insulation marketing" on improving the results of the enterprise, which has the opportunity to continue its activity, this streetegia cannot offer more detailed and effective ways to overcome the crisis situation for enterprises unable to continue their activities. In such a situation, in order to obtain more complete and detailed information, it is best to turn to the complex of "anti-crisis marketing".

Conclusion. All methods proposed in the complex of "insulation marketing" are limited to remote sale of goods and provision of services with minimal contact with the client. The Internet is a main mean of promotion. The main streetegies are repurposing or intensive advertising (using up-to-date images).

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