

## MARKETING STRATEGY – THE BASIS OF EFFECTIVE DEVELOPMENT IN THE SERVICE SECTOR

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**Annotation:** *The marketing sphere is the sphere in which the competitive advantages of the organization can be created and realized. Therefore, planning in the marketing sphere must necessarily be included in the process of developing the organization's strategy, which justifies the relevance of the topic of the article. Strategic marketing planning is the process of planning the activities of the enterprise. Considering the diversity of marketing strategies in terms of functionality, in relation to competitors, in terms of the tools used, the management of the organization must correctly determine which one is suitable for the current situation and the economic position of the organization in the market, for a certain period of time, in a certain territory.*

**Key words:** *Marketing, strategy, marketing strategy, strategic planning, consumers, goods, services.*

Marketing is one of the elements, the content and direction of which are planned within the framework of the enterprise strategy. If we consider marketing as a term, then literally it is translated as a market, and it also implies the science of creating, promoting and selling goods, taking into account the existing needs of society or specific consumers and the desire for their maximum satisfaction. The reason for the development of marketing as a science in the second half of the last century was a number of socio-economic factors:

- a) the standard of living of the population increased;
- b) the share of disposable income increased;
- c) the quality of services provided in the social sphere improved;
- d) the communication system is developing (as a result of moving and traveling, people began to learn about new goods and services, they began to feel the need to receive new impressions);
- d) there is a desire to usefully spend free time.

As a result of the current situation, manufacturers begin to study the emergence of new demands from manufacturers in order to better satisfy them, and therefore increase their own profits. To improve production, manufacturers begin to include expenses for studying consumers and their motivation, the activities of competitors and the reasons for their success, work on improving the quality of the product, assortment, etc.

Marketing activity becomes not only a science, but also creativity, it flexibly follows trends in politics, economics, social and public spheres. It turned out that the ability to correctly assess the current situation through marketing, flexibly respond to it, plan its activities taking into account external and internal factors allows any company to function successfully.

Thus, marketing becomes a serious scientific foundation in the activities of organizations, allowing them to maneuver in a constantly changing market, using their strengths and the opportunities of the environment.

At its core, marketing painstakingly studies the limitless and diverse needs of society or individual consumers: from primary physiological needs to needs for luxury items or unique goods, services, but taking into account financial capabilities, i.e. purchasing power based on the income of the population in the region in question, including taking into account its climatic features, and the average weighted price level.

Marketing allows you to take into account these and a number of other factors, making commercial and industrial activities effective, aimed at satisfying specific demand, which allows you to save resources and not produce a product that will not find a buyer. Marketing is a method that allows, on the one hand, to assess the content and volume of demand in the market for a specific product or service, and on the other hand, to organize the work of the organization in such a way as to create and promote a product in demand, to increase consumer awareness of this product and to take into account the needs of the end consumer.

Marketing as a direction and sphere of activity in an organization requires management influence, i.e. assessing the situation, setting goals, planning the stages of achieving and setting tasks, attracting and distributing resources and monitoring (controlling) the actions taken, and then comparing the final result with the original settings.

Marketing management is based on the development and implementation of an integrated strategic management system, which includes subsystems covering individual areas of the organization's activity.

Strategy is an action plan for achieving the set goals, including a description of the tasks, available resources, methods and ways of achieving intermediate goals, the procedure for action in the event of a change in circumstances [2]. The strategy of an organization is a unique program document for long-term development, drawn up taking into account the enterprise's sphere of activity, its organization, financial and economic

situation and many other factors that determine an individual approach to strategic planning [3].

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Most strategies in organizations are aimed at growth, but there are also strategies aimed at maintaining the current position. Thus, if a company is in a pre-bankruptcy state, it is obvious that it will seek to maintain its position in the market. In the case of a stable financial position of the company, the strategy will be aimed at growth and the capture of new market sectors or entry into new markets.

Strategic marketing planning directly depends on the type of activity of the organization, its target audience, the market in which the organization operates, the type of competition, etc., which implements it. Therefore, an obligatory element of the

implementation of a marketing strategy is the assessment of internal and external factors influencing the development of the organization (both positive and negative). And, as a result, this will help to formulate goals and objectives that will best satisfy customers' needs, and therefore bring profit.

The development of a strategy is based on three components: the marketing base, the creative concept, media planning (a long-term communication plan, or "road map", and a short-term, tactical plan) [7].

Currently, two main methods of promotion have been developed, which in foreign practice have received the term "push-pull": push and pull. These methods differ in their impact: "push" - allows intermediaries/dealers/sellers to motivate the buyer through bonus systems or individual offers; "pull" - here the company itself uses tools to motivate the end consumer to increase the number of goods and services consumed.

It is worth noting that the pull strategy implies the active use of information resources aimed at buyers, especially in the context of online sales, encouraging them to search for a product or service, create excitement around them. For example, the reverse implementation of the marketing chain is clearly manifested in the tourism industry, when advertising a successful vacation encourages the buyer to contact a travel agency, which in turn voices his wishes to the tour operator. For the successful implementation of such a strategy, it is necessary to invest significant funds in advertising, the long-term impact of which on the consumer will create a stable demand for a certain type of product.

The described strategies are not mutually exclusive and can be successfully implemented within the framework of one company and even when selling the same product/service [9].

The combination of push and pull approaches is relevant not only for the online space. In order to successfully promote its product, a company must constantly collect information about the market and consumers, flexibly use its advantages to meet emerging or changing demand, using a wide variety of marketing and advertising tools as its elements, corresponding to each individual situation that has developed on the market.

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