

Секція 6  
*Менеджмент і маркетинг суб'єктів підприємництва*

**MARKETING STRATEGY OF INDUSTRIAL ENTERPRISES**

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The key to achieving the goal of every modern entrepreneur, namely to make a profit from doing business - is the introduction of a comprehensive marketing strategy in business. It should include market research, product development, pricing, enterprise positioning, definition of target audience, the company's presence on the Internet and in social networks, in particular, the formation of a personal brand, maximum use of ways to promote goods and more.

The problem of most industrial enterprises is that they do not pay enough attention to the formation of a marketing strategy that will gradually, but successfully and correctly, promote their business. We often meet companies that detect spotty and timid attempts to promote, but over time, without observing the result of the time and money spent, stop these attempts.

For decades, the process of forming an effective marketing strategy at the enterprise level has been the subject of discussion by researchers around the world. A significant contribution to the coverage of this issue was made by the works of domestic and foreign scientists, such as: Abramishvili G., Akulich I.A., Ansoff I., Armstrong G., Madjaro S., McDonald M., Murashkin N.V., Pavlenko A., Praude V.R., Saunders J., Fathudinov R., Hassi D., and others. But in the meantime, the procedure for forming the marketing strategy of industrial enterprises is insufficiently disclosed.

There are a number of definitions of marketing strategy, each of which covers this process from different angles. For example, in the work of L.V. Shulga, marketing strategy is a set of decisions on how to meet the needs of consumers through external and internal resources of the enterprise [1].

We offer the following stages of formation of marketing strategy of industrial enterprises of Ukraine. At the initial stage the enterprise should estimate possibilities of realization of strategy in the conditions of the investigated current market situation and to define positions of the enterprise in the market of industrial goods of the country. In determining the initial positions of the enterprise, the main emphasis is on the general, objective, critical assessment of the positions of the enterprise through the use of [2, p.55-73]: SWOT-analysis; portfolio analysis methods. Variants of strategic behavior should be formed taking into account that the successful operation of the enterprise in the market of industrial products is possible provided the full involvement of the whole set of economic mechanisms, as well as the formation and implementation of marketing tools. On a par with other stages of marketing strategy

is the formation of a system of marketing communications of the enterprise. These include not only paid advertising, but also public relations, personal sales and various ways to promote sales. The chosen strategy should take into account changes in the external environment and their nature and the ability of the enterprise to adapt to change. One of the intermediate stages of a company's successful marketing strategy is to evaluate its effectiveness. Most often, scientists and practitioners working on the study of this problem, distinguish two groups of effects from advertising: communicative and economic. It is proposed to consider KPIs within the AIDA model. We determine and evaluate different KPIs at each stage of the model, which allows us to determine one ROI - return on investment or other indicators of economic efficiency.

Given the shortage of financial resources and weak positions in the international market, Ukrainian industrial enterprises can develop by creating quality and innovative products that require innovation in technology, increasing the competitiveness of products produced at these enterprises, quality control. When evaluating the effectiveness of the marketing strategy, you need to apply a comprehensive approach that will help evaluate the indicators at all stages.

#### **References:**

1. Shulha L.V. Modern marketing strategies for enterprise management. *Elektronne naukove fakhove vydannia «Efektyvna ekonomika»*. 2020. №9.
2. Nechaev V.P. Promyslovyi marketynh: navch.me tod. posibnyk dlia samostiinoho vyvchennia dystsypliny. Kryvyi Rih: MINERAL, 2009. 185p.

### **THE ROLE AND IMPORTANCE OF MARKETING STRATEGY IN THE DEVELOPMENT OF ENTREPRENEURSHIP**

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Strategic marketing, which is an integral part of innovation management, plays an important role in the development of entrepreneurship. By studying the functions and issues of strategic marketing, it is possible to learn an important component of enterprise innovation management. As we know, strategic marketing is a complex activity aimed at increasing the level of competitiveness of the enterprise, innovation portfolio and innovations to ensure a stable income, market segmentation of the enterprise on the basis of market segmentation, forecasting of commodity quality improvement strategy.

In the context of the IV industrial revolution, digital economy, digitalization, digital transformation, realities of global integration, effective marketing strategy is important in the development of firms and companies.

Implementation of strategic market segmentation begins with defining the mission of the enterprise. The segments are domestic and international. Asking three fundamental questions and answering them serves to specify this issue. These are: