

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.

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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:

What business do we do?, What business should we do?, What business should we not do?

It is necessary to pay attention to the appropriate marketing concept in the development of enterprises. According to the defined marketing concepts, the functions of strategic marketing are: the formation of market strategy of enterprises, the implementation of marketing concepts, the strategy of stimulating the sale of advertising and goods, the organization of marketing research.

In order to determine the priorities of the development of enterprises in a market economy, it is necessary to address various issues on these functions.

According to the marketing strategy, it is necessary to implement the measures identified in connection with the formation of the market strategy of enterprises, in particular, the implementation of activities in the following priority areas:

- Demand analysis and forecasting;
- Analysis and forecasting of market conditions;
- Analysis and forecasting of the competitive advantage of the enterprise;
- Analysis of the company's relationship with the environment;
- Analysis of quality consumption indicators of competitors for the same type of goods;
- Analysis and forecasting of the level of technical and organizational production of enterprises and competitors;
- Forecasting the market volume by segments;
- Forecasting the limit price for new goods;
- The final selection of target markets for the year under study;
- Registration of market strategy documents of the enterprise for the studied year;

The important issues to be addressed for the implementation of the marketing concept are:

- Determination of the structure and composition of the management system of the enterprise;
- Efforting to improve the effective management and documentation in the enterprise;
- Marketing control over all normative-methodical and technical documents researched by the enterprise;
- Research, agreement and approval of managers of the action plan document for the implementation of the marketing concept for a certain period of the enterprise's activity;
- Analysis of foreign economic activity of the enterprise;
- Determining the prices of released goods;
- Contracts and long-term contracts;
- Defining the feedback scheme for the product life cycle.

In the strategy of stimulating the sale of advertising and goods, it is necessary to pay more attention to the solution of the following issues.

Defining the purpose of advertising; identification of advertising methods, laws and means; formation of income growth and commodity sales stimulation strategy.

We consider it important to address the following issues related to the

organization of marketing research:

- Organization of marketing service structure in the enterprise and its effective activity;

- Organization of normative base of information supply and marketing research;

- Selection of personnel for marketing research;

The process of market analysis - strategic market segmentation - is important for strategic forecasting of the parameters of manufacturing enterprises. The main purpose of this is to determine the structure of the enterprise. Market parameters include: the function or resources to be provided; consumer groups by target segments; sales volume by target segments; price and duration; consumer supply technology.

In the strategic segmentation of the market, it is necessary to give preference to the formation or concentration strategy, functional specialist strategy, customer specialization strategy, selective specialization strategy, full coverage strategy. It sells a wide range of goods to meet the needs of all groups of consumers.

The choice of strategy depends mainly on the capabilities and potential of the enterprise. Two factors play an important role here: a) functions (ie resources), b) consumer groups. In addition, attention should be paid to indicators such as volume, time, technology.

Stages of microsegmentation: segmentation analysis, selection of target segments, position selection, targeted marketing program.

As a result, it should be noted that strategic segmentation is a complex process that requires a systematic approach. Giving predictions, unexpected results, and so on. We believe that by considering and implementing these functions and issues, it is possible to accelerate the development of entrepreneurship by implementing strategic marketing management and its effective organization, the implementation of defined flexible marketing strategies.

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