

DOI: <https://doi.org/10.32782/2524-0072/2024-64-44>

УДК 339.138

УДОСКОНАЛЕННЯ МАРКЕТИНГОВОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВА: ТЕОРЕТИКО-ПРИКЛАДНІ ЗАСАДИ

IMPROVING THE MARKETING ACTIVITY OF THE ENTERPRISE: THEORETICAL AND APPLIED PRINCIPLES

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The article is devoted to studying the theoretical and applied features of the enterprise's marketing activity and the search for ways to improve it. As a result of the retrospective analysis of the existing approaches to the interpretation of the concept of "marketing management", the paper synthesized the key and most significant of them and outlined their main characteristics in market conditions. The research proposed to form a management system for interaction with regular and potential customers to improve the management system of the enterprise's marketing activities. Moreover, the article proposed to speed up communications within the enterprise and the speed of making managerial decisions regarding marketing activities, which will contribute to the qualitative reorganization of the enterprise's marketing system. The main interrelated elements of the enterprise's marketing information system are defined, which are aimed at ensuring all directions and functional areas of the enterprise's activity. As a research result the study developed a theoretical model of management of the company's marketing tools, which is designed to contribute to the improvement of the marketing activity management system by increasing the effectiveness of marketing communications at the company.

Keywords: marketing, marketing activity, efficiency, client, marketing tool.

Стаття присвячена дослідженню теоретико-прикладних особливостей маркетингової діяльності підприємства та пошуку шляхів її удосконалення. У дослідженні проведено теоретичний аналіз сучасних підходів до трактування понять «управління маркетингом», «маркетингове управління», «маркетинговий менеджмент» для уточнення суті та теоретичного змісту окресленого виду діяльності підприємства. В результаті проведеного ретроспективного аналізу існуючих підходів до тлумачення поняття «управління маркетингом» синтезовано ключові та найвагоміші із них, окреслено їхні основні характеристики в ринкових умовах. Обґрунтовано, що удосконалення маркетингової діяльності підприємства передбачає налагодження системи взаємодії із клієнтами та запропоновано сформулювати систему управління взаємодією із постійними та потенційними клієнтами для удосконалення системи управління маркетинговою діяльністю підприємства. Розроблено трьохрівневу систему управління взаємодією із клієнтами підприємства. Доведено, що налагодження зазначеної системи та формування системи підвищення рівня їх лояльності і утримування сприятиме підвищенню ефективності не тільки маркетингової діяльності, а й ефективності діяльності підприємства загалом. Запропоновано систе-

му заходів, які слід втілювати на постійній основі задля підвищення рівня лояльності клієнтів. Водночас, запропоновано пришвидшити комунікації всередині підприємства та швидкість прийняття управлінських рішень щодо маркетингової діяльності, що своєю чергою, сприятиме якісній реорганізації маркетингової системи підприємства. визначено основні взаємопов'язані елементи маркетингової інформаційної системи підприємства, які спрямовані на забезпечення усіх напрямів та функціональних сфер діяльності підприємства. Розроблено теоретичну модель управління маркетинговими інструментами підприємства, яка покликана сприяти удосконаленню системи управління маркетинговою діяльністю за рахунок підвищення ефективності маркетингових комунікацій на підприємстві. Модель передбачає взаємозв'язок двох циклів управління: стратегічного і оперативного. Пропонована модель покликана підвищити ефективність маркетингової діяльності підприємства в сучасних умовах.

Ключові слова: маркетинг, маркетингова діяльність, ефективність, клієнт, маркетинговий інструмент.

Problem statement. Achieving the efficiency of any modern enterprise, which operates in conditions of intense competition, and a significant number of risks and threats, seems impossible without the use of market tools – marketing and marketing management. The use of such a tool makes it possible to effectively monitor the market environment, the situation, the main prospects and threats in the market. Such activity allows ensuring the process of making balanced and rational management decisions, which is the key to the development of the enterprise.

Despite the fairly widespread of marketing as a science and as a practical activity, the active use of the main principles and tools of marketing by entrepreneurs, there is no unity among scientists regarding the interpretation of the theoretical content and essence of this activity. Moreover, the search for ways to improve the company's marketing activity requires increased attention. Accordingly, the disclosure of the theoretical content, essence and directions of improvement of marketing activity in modern conditions requires special attention and is relevant.

Literature review. Numerous scientists were engaged in the research of the theoretical and applied aspects of the organization and improvement of the marketing activity of the enterprise. In particular, the main modern concepts of marketing and marketing management at the enterprise were analyzed and characterized [3], which made it possible to compare the advantages and disadvantages of modern concepts and the algorithm for their implementation at the enterprise. The scientists also characterized the theoretical content and essence of marketing activity management at the enterprise [7], which made it possible to single out the mechanism of managing the marketing activity of the enterprise and characterize its components. Moreover, the researchers characterized the economic essence of the enterprise's marketing activity

[10]. Management of the marketing activities of the enterprise is aimed at the formation of its competitive advantages, which has been proven by scientists [8]. Accordingly, such advantages are a component of the successful development of the enterprise and form resources for the functioning of the economic security system of the enterprise, the study of such relationships has become the subject of scientific investigations by scientists [13].

The peculiarities of the marketing policy of distribution and sales were studied by scientists [1], as a result of which the main components of the marketing policy of distribution and sales were singled out, which allows for the improvement of such a process at the enterprise. The researchers analyzed the main types of risks for the marketing activity of the enterprise [4], as well as the peculiarities of marketing risk management [9], as a result of which a mechanism of risk management was proposed, which will contribute to their prevention and countermeasures. Scientists did not ignore the problems of organizing marketing activities in the example of industrial enterprises [2] and the peculiarities of managing the company's marketing system and, in general, the peculiarities of modern marketing management [12]. Accordingly, scientific intelligence was directed to the study of directions for improving the management system of the enterprise's marketing activities [5] and the organization of effective communication in the enterprise's marketing system [11]. Moreover, scientists studied modern approaches to evaluating the effectiveness of marketing activities of an enterprise [6] and approaches to evaluating the effectiveness of the use of marketing tools of enterprises [14], as a result of which paper formed a mechanism for evaluating the effectiveness of marketing activities of an enterprise.

Highlighting previously unresolved problems. Despite the large amount of scientific research, not all aspects of marketing activity

and its effectiveness have been researched and thoroughly analyzed. The modern concept of marketing emphasizes the consumer, who is center of marketing management, and the awareness of his needs. Accordingly, the direction of improving marketing activities due to interaction with customers and the use of modern marketing tools, which determined the choice of the research topic and its relevance, remains poorly researched.

Aims and objectives. The purpose of the work is to study the theoretical and methodological foundations of improving the management system of the enterprise's marketing activities through interaction with clients and the use of modern marketing tools.

To achieve the goal of the research, several tasks were formed: to carry out a theoretical analysis of the essence of the concept of managing the marketing activities of the enterprise; implement the theoretical structuring of the process of managing the marketing activities of the enterprise; develop ways to improve the management of the company's marketing activities through interaction with customers and the use of modern marketing tools.

Results. Modern market conditions require an understanding and justification of laws and the peculiarities of their functioning. Note that the terms "marketing management", "marketing management", "marketing management", etc. are quite widespread in the scientific thesaurus. The etymology of these terms allows us to perceive them as relatively non-homogeneous, as those that involve their specific combination in the process of synthesis of scientific categories – management and marketing [7]. According to this approach to perception, only the primacy or priority of one or another term is decisive. For example, using the term "marketing management" management is decisive and dominant, while using the term "marketing management" the main emphasis is on marketing and marketing activities.

Therefore, based on the results of the theoretical analysis, it can be stated that the above terms are essentially synonyms and do not have clear distinguishing features. Therefore, within the scope of our research, we will consider these terms identical in meaning and use them as synonyms.

Having conducted a retrospective analysis of existing approaches to the interpretation of the concept of marketing management, we can synthesize the main and most important

of them, which reflect certain characteristics of the enterprise's activity in market conditions [1; 3; 10]:

- marketing management is the analysis, planning, phased implementation and monitoring of the implementation status of programs aimed at forming, maintaining and expanding relationships with consumers by target categories; accordingly, marketing management is directly interconnected and depends on the regulation of demand and relationships with consumers of the target market;

- activities aimed at effective implementation of marketing goals;

- ensuring effective and intensive movement of goods in the production-consumption system.

Improving the marketing activity of the enterprise involves establishing a system of interaction with customers. It is believed that working with regular and loyal customers for the enterprise is a very priority and important matter that is subject to the competence of the marketing sphere. Accordingly, the formation of a consumer base for the enterprise is an important area of activity. After all, the customer base of the enterprise is a non-random collection of the firm's consumers and clients, and an element of the company's resource system, especially its intangible component, which ensures the economic usefulness of the company's activities, contributes to its profit and increases its market value. To improve the management system of the enterprise's marketing activities, it is proposed to form a management system for interaction with regular and potential customers. The need of a three-level management system for interaction with the firm's clients has been established. Such a model should include:

- a management system for the processes of attracting the company's customers to permanent cooperation;

- the management system for providing customer service to the enterprise;

- a management system for retaining customers and increasing their loyalty (Fig. 1).

The establishment of such a system of interaction with clients and the formation of a system for increasing the level of their loyalty and retention will contribute to increasing the efficiency of not only marketing activities but also the efficiency of the enterprise in general. After all, according to the results of separate studies, increasing the level of customer retention by 5% can lead to an increase in sales volumes and profitability at the level of 25-35% or more.

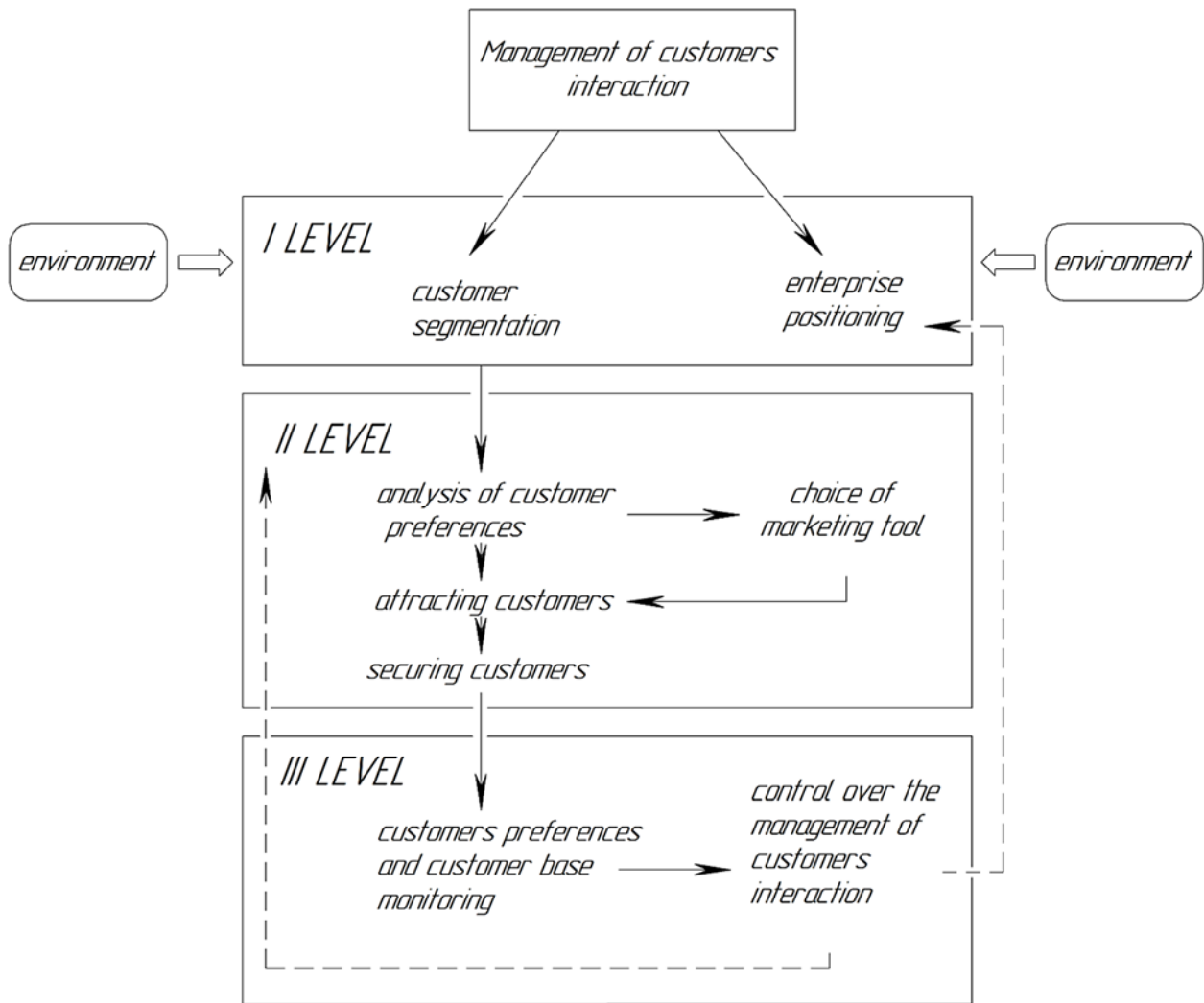


Figure 1. The model of enterprise's customer interaction management

Moreover, the range of the company's products is intended for highly specialized enterprises, which can easily become regular customers of the company. In addition, to work with clients to increase their loyalty level, it is necessary to perform the proposed set of measures on an ongoing basis:

- determination of consumer expectations from product quality and logistical characteristics of its transportation (different types of surveys and questionnaires are used to implement the plan) [5];
- obtaining information about the level of satisfaction with the received products (questionnaires, and social networks are used to implement the idea) [11];
- regular analysis of the received information provided for in the previous points (work of the marketing department) [9];
- assessment of consumer satisfaction with the loyalty program.

Projected measures for the enterprise, provided they are successfully implemented, will have a significant impact on customer loyalty. Such measures will contribute to identifying the level of customer satisfaction and their potential expectations from the enterprise. An important aspect of such a reorganization of the enterprise's marketing activities is the need to speed up communications within the enterprise and the speed of management decision-making regarding marketing activities.

It was established that the marketing information system of the enterprise is a list of interrelated elements:

- information system;
- accounting and control system;
- reporting system;
- a system of requirements.

The listed subsystems are aimed at ensuring all directions and functional areas of the enterprise

and contribute to the receipt of various types of data obtained from the external environment.

Let's proceed to the formation of a theoretical model of management of the company's marketing tools (Fig. 2). This model is designed to contribute to the improvement of the marketing activity management system by increasing the effectiveness of marketing communications at the enterprise.

In the proposed model, the control subsystem is given in the form of a relationship between two control cycles: strategic and operational. Each of which has a different level of management.

Conclusions. Based on the results of the analysis, ways to improve the management of the

company's marketing activities were developed.

Such proposals are:

- formation of a management model for interaction with enterprise customers;
- improvement of the theoretical model of management of marketing tools.

The use of the theoretical and applied findings of the article will help increase the effectiveness of marketing activities and is recommended for implementation in the activities of domestic enterprises.

The prospect of further research is the study of new ways of interacting with customers, modern marketing tools and their impact on the effectiveness of marketing activities.

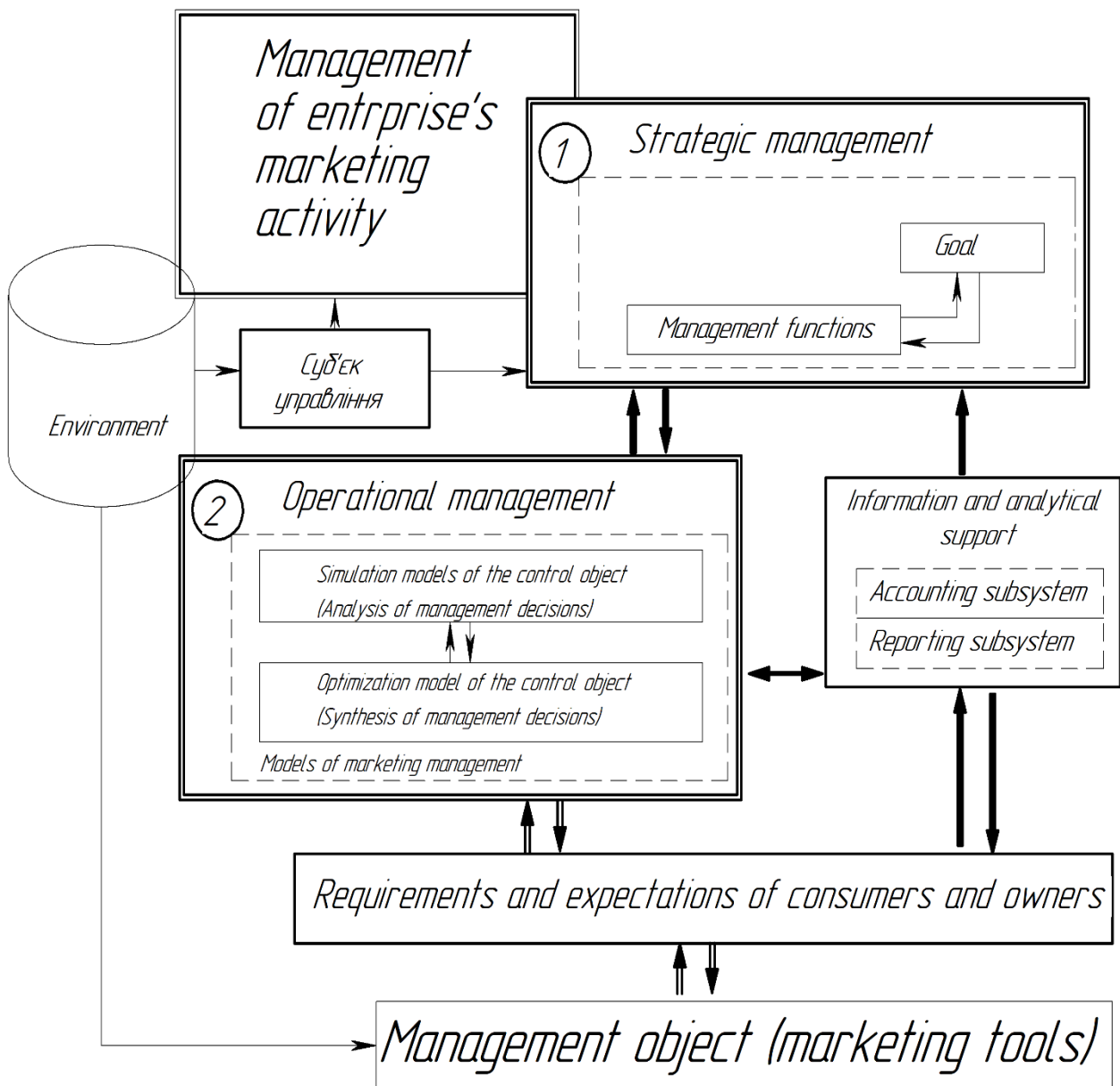


Figure 2. The model of enterprise's marketing tools management

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