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## **MARKETING MANAGEMENT IN COMPETITIVE CONDITIONS**

The constant development of marketing management is facilitated by the constant emergence of new ideas and trends in this area. Although countries with a developed market economy have accumulated rich experience in the practice of using marketing in the activities of enterprises, it should be borne in mind that it is one of the rather dynamic sectors of economic activity. Today, competition is part of the marketing environment of the company, so it should always be the subject of thorough study and evaluation. The study of the totality of market subjects and their relations, which develop in the process of competition and which determine the intensity of competition, is a very important, from a practical point of view, direction of marketing research.

To effectively manage marketing activities in a competitive environment, it is worth highlighting the following areas:

1. Blue Ocean Strategy. Its essence is to create a new product, a new market where there are practically no competitors. The "blue ocean" is understood as just a new non-competitive market.

The project should create innovation value for the consumer, not just value. New value is created for consumers through innovative goods, innovative methods of their production and fundamentally new ways of selling that the market has never offered before;

The project should have low costs, which are due to the fact that an innovative product does not require capital costs, a large number of workers, promotion costs, etc. That is, the cost reduction occurs due to the cancellation and reduction of factors due to which there is competition in the industry.

2. Social marketing. Social marketing simultaneously acts as a socio-marketing,

effective management technology that formulates the basic principles and approaches to building modern social management based on the theory of social, non-commercial exchange of services, ideas, values, etc.

Management of social marketing is a complex process that requires significant conceptual, strategic and organizational restructuring from companies: the development of corporate plans for «sustainable development» and corporate reports on social responsibility, special PR events: negotiations and exchange of experience at the global, European and national levels, presentations of companies abroad. The growth of capitalization and the international image of the enterprise will definitely pay off these investments if successful. Social marketing management is carried out by analyzing, planning and monitoring the implementation of marketing programs aimed at the marketing business process (creating, maintaining and expanding favorable relations with target consumers).

Management of socially responsible marketing in the enterprise is carried out at three levels:

- internal – the implementation by the company of its social responsibility to the employees of its organization by investing resources in creating the most favorable working conditions and psychological climate in the team, promoting its social development, improving the skills of staff, expanding the participation of employees in the management of the organization;

- external – the implementation of social responsibility to consumers by forming and meeting the needs of people in convenient, safe and inexpensive goods and services;

- social – the realization of social responsibility to the territorial community by promoting its sustainable development through participation in solving priority social problems, supporting the weak and incapacitated, raising the level of culture of the population, stimulating its business activity, and preserving the environment.

3. Multi-channel marketing - simultaneous interaction of companies with target audiences (customers) using off-line and on-line channels of marketing communications

Off-line channels include: television advertising, radio advertising, direct mail, sponsorship and partnership events, exhibition activities and trade fairs, traditional press

(newspapers, magazines), visual merchandising in stores and retail outlets, outdoor advertising (billboards, billboards, advertising on transport).

On-line channels include: search engine optimization (SEO), social media marketing (Facebook, Instagram, Twitter, etc.), e-commerce and online stores, e-mail and mailings, blogs and content marketing, forums and communities for discussing products and services, webinars and online conferences, mobile applications and mobile marketing, paid advertising campaigns on various online platforms.

The multi-channel approach allows companies to reach their audience as much as possible using different communication channels and creates more opportunities for interaction and customer attraction.

4. Benchmarking. The use of benchmarking involves a systematic study of all the factors and causes that determine the position of the leader. Currently, benchmarking is a widely used technology for finding new examples for studying and introducing into business. To outperform competitors, enterprises, regardless of size and scope of activity, need to constantly study and apply the best international experience in all areas of business activity, adopt all types of effective technologies.

Benchmarking promotes openness and business efficiency: provides the organization with early warning signals in case of its lag, finds out the level of organization compared to the best in the world, leads to the rapid introduction of new approaches with minimal risk, reduces the cost of creating new projects.

Consequently, the aggravation of competition in the management of marketing activities encourages the search for new approaches in market management. Marketing management is influenced by the nature of competition, which has almost doubled in several years. It is in such conditions that managers are forced to look for new ways to increase marketing efficiency in order to maintain and improve their positions in the market and be sure that consumers have a loyal attitude to the company's products.