

NONPROFITS MARKETING AS A TOOL OF BUSINESS MANAGEMENT

At present, every society has certain collective problems that must be addressed promptly, using various alternatives in order to achieve positive results. The desire to solve these problems, is what leads companies to be more creative and innovative and drives new strategies, aiming to transform the attitudes of a group in general, in order to achieve goals and objectives.

The nonprofit marketing, has its origin in the late 80s, and it is noted that marketing can be applied to any organization whenever there is an exchange of value between at least two parties, regardless of which these parties and what is that which is traded. [1]

Currently the use of marketing is widely accepted practice by all organizations, being considered as essential to the success of it.

Marketing an ordered purposeful process of awareness by the consumer problems and meeting their needs. [3]

By some definitions the term nonprofit marketing is "marketing a product or service that is not intended to offer monetary gain". [2]

Overall, the marketing in this case is carried out in order to finance other social activities. Therefore your primary goal is not monetary gain but satisfactory trade proportional to users for the company and for the longterm welfare.

Most NGOs are dedicated to selling a product or idea, which is why if you want to sell effectively and professionally, you need to use marketing, which means find the needs and satisfy them through the generating benefits for both parties.

One company, for example you want to sell an idea, based on solidarity, the need becomes an ethical standpoint, intellectual and spiritual, associated with it (solidarity) and the defense of the general interest. The desire is the means to satisfy these needs, through a donation, an affiliation, volunteer action, a change of attitude. The company tends to be responsible and focuses its activity as if it were a social service.

The nonprofit marketing is characterized by the following aspects:

- ✓ Involves people, organizations, places, ideas, social causes, goods and services.
- ✓ Its purpose is not to obtain an economic benefit, but reaching the objectives.
- ✓ Has ability to obtain resources for free, As they use a financing through donations, grants, volunteer work, tax exemption.
- ✓ Receive benefits of an economical, social and psychological level.
- ✓ Its action targeting multiple audiences
- ✓ Their offers are more services than products.

✓ The nonprofit marketing, defends a cause that can not change with the fashions.

The nonprofit marketing application is paramount, and that positions the company as a possible source of cooperation, offering the proceeds, as a contribution to society, which can be used for: providing help other countries, to improve the quality of life for some people, to develop research to solve certain problems, assisting children or adults presenting illness or disability, to protect the environment, to encourage the sport, in short, may be intended to contribute to any social or humanitarian work.

References:

1. Alvarez, L Revision updated the nonprofit marketing concept. Journals of Colleges and Economics and Business, 2003 N 55 p 121.
2. American Marketing Association New marketing research definition approved. Marketing Concepts and Strategies 2004. 5th edition. Madrid. Editorial pyramid.
3. Ilyin MT, effect of marketing activities on the competitiveness of the company - M.: Laboratory Book, 2010. - 86 sec. -. URL <http://www.biblioclub.ru/index.php?page=book&id=86511>