

Guerrilla marketing is one of the best marketing and advertising strategies that can be used to enrich the aesthetic and functional values of brand and create a distinctive competitive position in the current economic situation in Ukraine.

The benefit from Guerrilla marketing strategies will contribute to revitalizing of the advertising industry and commercial movement on the Ukrainian market, which will activate Ukrainian economy.

A year after the revolution began, it is clear that Ukrainian economy faces a downturn that impacts negatively on the Ukrainian advertising industry.

Therefore, it is essential for marketing and advertising experts to think constantly about of new platforms, cutting-edge media and provide different ideas, which fit the current economic situation.

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USE OF THE 'RESPONSIBLE TRADE' TOOL

International company INTERPIPE is one of the world's top ten manufacturers of seamless pipes. The company's products are exported to 80 countries worldwide through a network of sales offices located in the key markets of the CIS, Middle East, North America and Europe. INTERPIPE tubular products are certified for the compliance with the requirements of the major international standards: API 5CT, API 5L, EN (DIN), ASTM, JIS, and GOST.

However, currently, the Ukrainian market is experiencing general decline in production and exports, especially in the oil and gas sector, which is a key client of pipe companies. New trade restrictions for the pipe market, which are introduced primarily on the part of Russia, have also significant impact. Whereas Russian companies account for 31% of the buyers of the Ukrainian pipes. As a result, INTERPIPE faced with the problem of significant losing of its core market of seamless pipes for the oil and gas industry.

To save sales, INTERPIPE needs to increase its share in the Western markets, using the best methods of product promotion in these markets. In this area,

Responsible Trade Worldwide (RTW) is of particular interest.



RTW evaluates a supplier and its supply chain through the criteria of ethical norms, business stability, supply chain management, brand reputation management, workforce optimization. Consumers rely on the RTW assessment to improve the performance and reduce organizational risk.

If INTERPIPE is committed to the RTW principles, then priorities in its work will be as follows:

- Considerate attitude to consumers (customers). Consumers can be confident in the performance of employees and the quality of information.
- Price control. Lack of shadow schemes of work.
- Product quality control.
- Fast and reliable delivery.
- Legal order, compliance with the Consumers' Rights Protection Act.

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HOW TO GRAB CUSTOMERS

The ability to think outside the box is important for marketing teams that want to grab consumers' attention and convert sales. But when does creativity border on crazy? The strategies that work for one company can prove to be a total flop for another. You must know your client, his or her customer base, and how you can help.

When you really need to stand out from the crowd, it is necessary to step away from common marketing techniques and use a method that evokes greater response. The marketing ideas shared below might seem crazy to you, or they may spark a wild idea of your own. One thing is for sure, to stay ahead of the game, you have got to be able to think outside of the box.

The purpose of marketing is to get the attention of consumers, pulling them away from the competition and converting sales. While you would not want crazy marketing stunts to be the norm, using them occasionally can be fruitful. Develop a balanced approach that includes tried and true marketing techniques, while supplementing your plan with occasional attention-grabbers. Create your crazy marketing plan with demographics in mind so you do not sacrifice your audience in the process. The ultimate goal of a wild marketing scheme is similar to every other marketing advertisement to draw the attention of potential customers and lead them to purchase the product or service.

To sum up, using these tips you will grab all customers. Try to remember, that purpose of marketing is to get the attention of consumers no matter how unbelievable it would be.