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## **ROLE OF ADVERTISING IN THE MARKETING STRATEGY**

Marketing studies the needs of consumers and the organization's ability to satisfy them. The same factors define mission and strategic objectives of the organization. Developing a strategic plan it is operated with marketing concepts: market share, market development, etc. Therefore it is very difficult to separate the strategic planning from marketing planning. Number of the foreign companies name strategic planning as strategic marketing planning.

The process of marketing includes: carrying out of researches, studying the problems of creation and satisfaction of demand, competition, markets accommodation in the country and abroad, packings, cargo handling operations, transportation, warehousing, receptions of sale, etc. Each of these aspects can in some way affect the advertising methods, and, conversely, advertising needs can influence any of marketing aspects.

Today, for success in the market, proper construction of a marketing network and trade channels have fundamental importance. The company's efforts to use advertising as a primary means of marketing communications are also very important.

Within the limits of uniform strategy of marketing advertising actively influences manufacture, which should produce only the products that have a corresponding market demand. Advertising is the necessary form of communication that facilitates the transfer of products quality, services and ideas into the language of consumers' needs and demands. Advertising not only allows you to inform a consumer about the product which is in demand in the market, but also to create this demand, especially in developing markets.

With the purpose of the most effective solution of the strategic problems in the field of advertising it is necessary: 1) precise concept of business and products features, 2) to know the company strengths and weaknesses, 3) to have the information on the market – to know its suggested possibilities and to imagine the problems of the activity in this market.

Thus, the effective utilization of means of marketing communications (advertising and promotion) allows solving the strategic and tactical problems of the firm connected with a global task of the company in the market. Influence of marketing on a choice of the tactics of the activity consists in specific development of

separate elements of a marketing complex: new products, prices, channels and methods of promotion.

As the tool of the selling organization, advertising carries out the following functions:

- 1) information on the products,
- 2) stimulation of potential buyers interest by new products and support of already existing,
- 3) optimization of commodity marketing,
- 4) extension of the limits of the products application.

Concepts of strategic planning and marketing are closely connected with each other and consequently the strategic plan of marketing activity should be a component of the strategic plan of the company.