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CUSTOMER - ORIENTED MARKETING IN UKRAINE

Key words: customer - oriented marketing, CRM system, KPIs, consumer

The potential for growth in retail sales in the health and beauty sector remains strong. There are certain basic KPI (Key Performance Indicators) to adopt by a retailer are such as range, prices, sales etc. But nobody mentioned customers as certain KPI. And that means a retailers are non customer oriented. The main ingredient in the customer oriented marketing consists in research of your customer's needs.

As one of the leaders in the drogerie Health & Beauty business on the Ukrainian market, Watsons has put tremendous efforts in development KPI system for CRM. KPIs are a set of gauges or indicators that will measure data and help the sales team reach its desired goals. KPIs is set up across key activities that are critical to the satisfaction of the customer. There are plenty of different KPIs which company can use to measure customer service and the success of business's customer service strategy. Such as:

- Actions per Engagement. Measuring how often your customers respond to your outreach. It's will get a good feeling for about how many times you have to reach out to customers before they'll make purchases.
- Conversion Rate. Company have to track how often your outreach efforts result in a measureable action to know if they're effective.
- Funnel Drop-off Rate. Measuring how often do people unsubscribe from newsletter. How many read the emails, click on the links or actually end up purchasing company's product.

There are many other indicators that can help the sales team measure the level of customer service and the success of company's customer service strategy.

Watsons focusing on a customer oriented marketing strategy equals putting the customer in the center of all goals and strategies. Basically this strategy focuses on the customers' needs and their satisfaction.

To realize a personal offer for the consumer, requires several conditions. Firstly, analytical framework. Consumer preferences, which can be analyzed. Next, it's 'working' customer communication channels. Customers overwhelmingly prefer email; sms, coupons also will be good. Without a deep understanding of how a company's customers are segmented, a business can't create personalized offers.

Customer segmentation can help you develop more focused marketing messages that are customized to each of your segments. Also, note that for each segment will run its own promotion period, communication channel, amount of discount etc.

Managers have to keep in mind the fast pace with which people change their buying behaviors and needs, so companies need to be flexible when employing the strategy, remaining consistently able to up-date it.

Note that consumer orientation is not a marketing philosophy only, but it is a dominant business philosophy and it deserves many practical implications for better managing. Company can achieve its goals effectively by practicing consumer orientation philosophy. Consumer orientation leads to consumer satisfaction. Satisfied consumer buys more quantity of company's products and satisfied consumer buys the company's products more frequently.

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USING INSTAGRAM FOR BUSINESS

Key words: instagram, business, profit, tips, hashtags, trust, collaborate, improve

Instagram is an online mobile photo-, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and more. Today, in November 2015, there are approximately 400 million monthly active users. And more than 75 million use Instagram daily. It has quickly gone from a trendy iOS-only app, to a massive social network with any platform and web presence. And the main thing is that it hasn't shown any sign of slowing down. Hope you will consider using Instagram to improve your business.

The main problem is how to make your business Instagram account profitable. After all it's the main objective here. I made a research and made some tips for those who want to start a business Instagram account.

1. Use Hashtags. I know what you're thinking—not hashtags again! And while it's true that hashtag abuse is a serious problem, hashtags play an important role in Instagram engagement. Max Woolf (a Software QA Engineer) analysed over 120,000 Instagram photos to determine whether a correlation exists between hashtags and likes. He found that the more hashtags an Instagram photo has, the more likes it gets. Why? Because hashtags give photos a larger reach.

2. Build Trust. Intrigue your subscribers. Encourage your Instagram community with free professional advices and recommendations. Create a resonance with some fun related posts. Post some photos of how your product is done or of your team who also works on the product. Show how everything is done. Brainstorm ways you can offer value to your Instagram followers. Post a photo of people who buy your