

EFFECTIVENESS OF MARKETING COMMUNICATIONS TO INCREASE SALES ON THE MARKET OF HOUSEHOLD CHEMISTRY

The large companies even more often address to BTL in connection with a rise in prices for advertising in mass-media. Not an exception and the companies which work in the market of household chemical goods of Ukraine. One of such the company is open company "Esta-Beauty ". It company uses BTL actions for sales volume increase.

Reaching the strategic targets, the company has chosen the most suitable method –merchendayzeng. Throughout two years of open company "Esta-Beauty " uses this method in shops and points of sale of the sale of household chemical goods. Use by the company merchendayzeng is effective enough: the break-even sales level for a year has risen on 4 %, the goods became more recognized (Fig 1.).

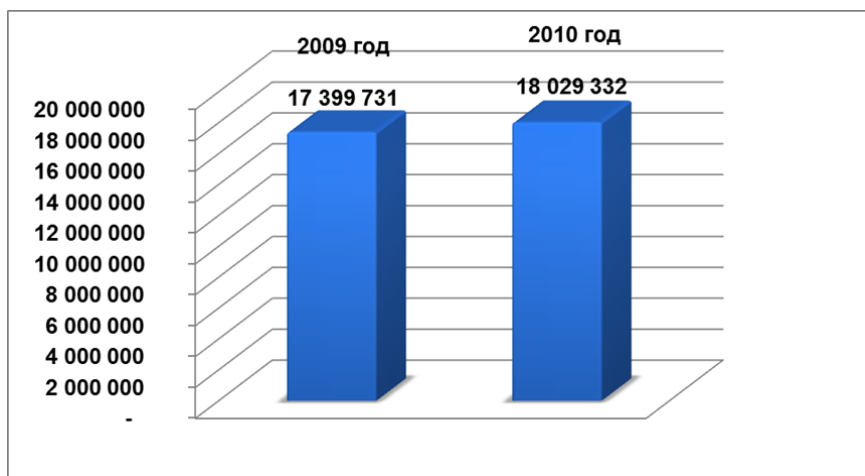


Fig 1. «Dynamics of sales volume of open company" Esta- Beauty "2009-2010»

What to fix this position in the market and further to improve the received result, the company is recommended to apply additional BTL-actions: "the Gift for purchase", «Primotka of a gift to a product». These actions can be used with defined periodicity or in a seasonal way. Application of the given actions will stimulate too sales volume growth.

Advancements BTL get popularity among a great number of the companies because BTL uses an individual approach to each consumer and this approach

quickly and effectively increases sales volume.