

MARKETING STRATEGY - "HANDBOOK IN INSTALLMENT"

The traditional business assumption that products are intact, and their distribution is physical, are losing ground and, as a result, it's relevance. While organizations are increasingly abandoning crude tools of mass marketing, they replace their strategies of targeted information, by which the next decade will be able to successfully achieve competitive advantage. The information content of the product is growing, and also the ability to individualize their products and offer variety, such as new versions of software, is increasing.

The culture of consumer indifference comes to an end. This is a result of understanding the consumer that drops them in conditions of acute competition and product information.

Ineluctable shift from mass marketing, mass customization and the necessary transition to marketing segmentation were covered in works of Olvin Tofle, Stan Davis, Don Peppers and Martha Rogers, Frederick Raykhheld.

Project segmentation becomes difficult, because consumers can now simultaneously belong to different segments, the database dialog not guarantee the overall success of new marketing concepts.

The basic principle is – the replacement monologue of dialogue with the consumer. The essence of strategy is the transfer of control over the relationship between business and consumers in the hands of consumers, suggested Maurizio Vanetti and Sean Kelly in his book "event marketing".

The model which we propose is, in its nature, the contract, on which the consumer explicitly exchanges available to him valuable information, the benefits of which are shown to him previously.

The target consumer is the student's environment:

- Students, whose needs are and to get the necessary financial information available (as required training schedule);
- Teachers, as authors of textbooks, which need is to optimize the learning process.

We are trying to explain and elucidate the above-mentioned strategy to publishers, such as marketing strategy "tutorial in installments".

Tutorial - a specific product may not be sold as a prepackaged product, because it meets the scientific, cultural, educational needs, and provides some continuity of its use over time.

Installment - payment or performance of something defined in terms of parts.

In this context the regarded textbook printing is mentioned as parts (eg, section) and is stretched in time (for example, to pass the module, or monthly) for prepaid orders.

Using this strategy, a publishing house will get (no promise on its part) information about the immediate needs of the segment and receive guaranteed income during the school year. On the other hand, universities will be provided with training materials for the successful implementation of the training schedule. This was especially true, when the full transition of higher education in Ukraine in the Bologna system of education.

Naturally, the order must be coordinated in volumes (copies) and terms. As the student environment is structurally organized by the institution, and the subject content is covered by the order of the curriculum, the channel feedback works unhindered.

This strategy fits into the framework of relational marketing-oriented relationship. Publisher receives a stable income, and the customer pays only the required part of information (part tutorial), saving it's money (because must not pay, in advance, for further information sections of the curriculum). The order in scope and format Abstract thesis will reduce production costs and lower cost product that is attractive to other potential customers.

The proposed strategy requires a detailed investigation of the target segment and analysis of technical and organizational capacity of publisher.