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MARKETING ACTIVITY AT THE INDUSTRIAL ENTERPRISES: PROMOTIONAL MIX

Industrial Marketing is the activity of enterprises on the market of goods and services, aimed for the promotion of these products (services) from company-producers, to those organizations and businesses that purchase them for own use in the manufacture or resale.

Promotion of products (services) on the industrial market is a set of activities undertaken to increase demand, increase sales, the formation of customer loyalty.

The main objective of promotion includes:

1) Informing about the product and its options. Any customer benefits and related innovations are meaningless if the consumer did not know about it. Purpose of promotion is to convey this information to the consumer.

2) Positioning. Presentation about the product is necessary to form in mind of the consumers, for identify the goods and services offered by selecting them from the total range.

3) Members incitation of marketing system. The best way to increase sales in work with intermediaries is offering benefits such as discounts, promotions, gifts, extras, bonuses.

4) Promotion of more expensive goods. If product acquires new and unique quality in customer perception the importance of price falls in the decision to purchase.

5) Formation of customer loyalty.

To achieve success in your activity it is better for you to use the following set of promotional tools (for the industrial market):

Advertising. Consumer should know about your unique selling proposition from advertising.

Personal (direct) sales.

Participation in exhibitions.

Sales promotion. Consumer promotion, counterparty promotion, sales staff promotion.

Public Relation. Events, new, publications, sponsorship, means of identification.

Using the media.

The implementation of promotion complex will allow you to build strong relationships with partners and customers.