

THE BRANDING PROCESS

Brand is a popular, easily recognizable and legally protected symbolism of any manufacturer or product. And Branding is a process of forming a brand image for a long period after the formation of surplus value, emotional or rational «promises» a brand or product, making it more attractive to the end user, as well as the promotion of the brand in the market.

1. Targeting:

- Analysis of the mission of the company or organization (enterprise);
- Determine the desired state of the brand (quality, life cycle, competitive advantages) ;
- Formulation of the measured parameters of the brand.

2. Planning the project:

- Analysis of available resources (financial, human, knowledge, and so on. D.);
- Identify customer teams, participants and performers;
- Timing of the project;
- Identification of other conditions or constraints.

3. Analysis of the current state of the brand (only for existing brands):

- Awareness of the brand in the target audience;
- Knowledge about the brand target audience;
- Brand attitudes of the target audience;
- The level of brand loyalty.

4. Analysis of the market situation:

- Analysis of competitors (assortment, target audience, positioning, promotion methods, pricing) ;
- Sales markets (demand, share, dynamics).

5. Formulation of brand essence:

- Mission, positioning and brand usefulness for the target audience;
- Individually: values, associations, traits, competitive advantages;
- The attributes of the brand (name, logo / brand name, character or hero, font, packaging and so on).

6. Strategy of Brand Management:

- Development of rules for creating marketing materials and a description of the procedures for the management brand (brand book) ;
- Identify for the persons responsible for the development of the brand (brand custodians) ;
- Development of an action plan to promote the brand;
- Developing a plan and procedures for monitoring and evaluating the effectiveness of brand.

7. Branding - integrated marketing communications:

- Media Plan;

- Production of promotional products;
 - Placement of promotional products in the channels of communication;
8. Monitoring and evaluation of brand effectiveness:
- Monitoring of the measured parameters (KPI) brand defined on the first stage;
 - Comparison of the current state of the brand with the desired;
 - Correction of strategy or tactics.

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LOYALTY PROGRAM

Today, almost any buyer is very difficult to surprise, as they are spoiled, have reliable information about prices, almost forgive missteps (only loyal customer you can forgive a mistake, but only one single time), and competing firms "attack" on him from all sides, offering similar products, and possibly even better.

Loyalty Program - is usually a set of marketing solutions for the development of repeat sales have already committed to our company to customers in the future.

The main goal of any loyalty programs - reducing flow of buyers at least by 10%. In such situations often use the well-known Pareto law (80:20). This law is statistical evidence. Its essence is as follows: 20% of customers provide 80% of the profits. On the basis of this law, it can be concluded that any loyalty program should focus on these 20%, because the cost of marketing the company to increase the number of new customers is usually 11 times the cost of maintaining the loyalty of customers have already won.

There are two basic ways to retain customers:

- 1) the creation of conditions which would hinder the transition of "our" customer to a competitor
- 2) every time it is necessary to fully meet all the needs of the client that somehow relate to your business.

Most firms in creating loyalty programs primarily aim to offer "their" customers only material benefit, which, in fact, will be a regular discounts. If all the tools to rank the loyalty program in the degree of efficiency, the discount will be in last place. The most powerful are those same methods that are based on emotions, causing the client confidence in the company, you can also offer him the unique privilege, but to make it look like a kind of homage to the buyer for what he buys our products or services, it is not in no case should be in the form of banal discounts.

Methods:

1. Try & buy («Try and Buy»). That being said, "Grandma" method, the oldest and tested. This method draws the attention of a potential customer to a product or service, while increasing loyalty to the firm.
2. Service. To date service - that's it! If the firm does not provide service at the proper level, it risks losing not only lose potential buyers, but also existing loyal customers.