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DEVELOPMENT OF ORGANIZATIONAL MARKETING STRATEGIES: THEORETICAL BASIS AND PRACTICAL DIRECTIONS

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Annotation

This article analyzes the process of developing organizational marketing strategies from a theoretical and practical perspective. The study highlights the essence of marketing strategy, its role in ensuring the competitiveness of the organization, and its importance in the strategic planning process. It also substantiates the need to analyze the market, identify consumer needs, evaluate competitors' activities, and take into account the internal capabilities of the organization when forming a marketing strategy. The article shows the role of modern analytical tools such as SWOT, PEST, and Porter's five forces model in developing a marketing strategy. The practical part analyzes the problems that organizations face in developing a marketing strategy, including resource constraints, market volatility, and the impact of digital transformation. The research results show the need for a systematic approach to developing a marketing strategy, and that a strategy is not just a plan, but a continuous process that guides the activities of the organization. The results of this article are of practical importance for organizational leaders, marketers, and researchers.

Keywords

marketing strategy, strategic planning, market analysis, competitiveness, SWOT analysis, PEST analysis, Porter model, digital marketing, organizational management.

In the conditions of a modern market economy, the issue of ensuring the sustainable development and competitiveness of organizations is closely related to strategic management. In particular, globalization, technological progress, and rapid changes in consumer behavior require a new approach to marketing activities. In this regard, the careful development of marketing strategies is a guarantee of long-term success for any organization. Marketing strategy allows the organization to adapt to market conditions, effectively use resources, and establish stable communication with the target audience.

The process of developing a marketing strategy is not limited to advertising or sales activities. It is a complex and systematic process carried out in harmony with the organization's overall development strategy, requiring a thorough analysis of the market, an assessment of competitors, identification of consumer needs, and consideration of internal capabilities. Therefore, this article scientifically analyzes the theoretical foundations and practical directions of developing marketing strategies for an organization.

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Although the concept of marketing strategy has been interpreted differently by many scientists, they all have one thing in common - a long-term direction aimed at achieving the organization's goals in market conditions. Marketing strategy represents a system for selecting an organization's target market, forming a competitive advantage, and effectively managing the marketing complex (product, price, distribution, communication).

Theoretically, the formation of a marketing strategy is inextricably linked with the theory of strategic management. Ansoff's "market-product" model, Porter's competitive strategies, and Kotler's strategic marketing concepts form the methodological basis of this direction. According to these approaches, marketing strategy is formed on the basis of an analysis of the organization's internal and external environmental factors.

The theoretical foundations of marketing strategy are developed based on the following principles:

market orientation;
prioritizing customer needs;
taking into account the competitive environment;
long-term planning;
flexibility and innovation.[1]

These principles determine the scientific and practical significance of marketing strategy.

The development of a marketing strategy is carried out based on consistent and logical stages. Each stage ensures the effectiveness of the next.

The development of a marketing strategy begins with a thorough analysis of the market environment. PEST analysis (political, economic, social, and technological factors) is important in assessing the external environment. Analysis of the internal environment covers the organization's resources, human resources, financial condition, and management system.[2]

SWOT analysis is also one of the most widely used tools in developing a marketing strategy, as it serves to identify the strengths and weaknesses, opportunities and threats of an organization.

One of the important stages of a marketing strategy is to identify the target market. Market segmentation can be done on the basis of demographic, geographic, psychographic is carried out on the basis of cognitive and behavioral criteria. How the organization will present its product or service in the selected segment is determined during the positioning process.

Correct positioning allows the organization to stand out from competitors and create a strong image in the minds of consumers.

The effectiveness of a marketing strategy is determined by clear and measurable goals. These goals can be aimed at increasing sales, expanding market share, strengthening brand recognition, or ensuring customer loyalty.

Organizations use different marketing strategies depending on the direction of activity and market conditions.

According to Porter's theory, organizations use three main competitive strategies: cost leadership, differentiation, and focus. These strategies serve to provide the organization with a competitive advantage.

Based on the Ansoff matrix, the strategies of deep market penetration, development of new markets, product development, and diversification are used. These strategies are selected in accordance with the stage of development of the organization.[3]

In the context of digital transformation, approaches based on internet marketing, social networks, content marketing and artificial intelligence are gaining importance. These strategies serve to establish direct and rapid communication with customers.

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In practice, a number of problems arise in the process of developing and implementing a marketing strategy. These include limited resources, market uncertainty, insufficient staff qualifications and weak strategic thinking.[4]

In many organizations, the marketing strategy is developed only as a document and is not fully implemented in real activities. This creates a gap between strategy and practice. Therefore, constant monitoring and adjustment of the strategy is important.[5]

In improving marketing strategies, innovative approaches, data-based decisions and customer-oriented management are priorities. Digital technologies, big data and analytical tools increase the accuracy of strategic decisions.

It is also necessary to develop a marketing culture within the organization, orient employees to strategic thinking and create mechanisms for rapid adaptation to market changes.

In conclusion, the development of marketing strategies of an organization is a complex but necessary strategic process. Marketing strategy ensures the successful functioning, competitiveness and sustainable development of an organization in market conditions. The combination of theoretical foundations and practical directions increases the effectiveness of marketing strategy.

This article analyzes the theoretical essence of marketing strategies, the stages of their development, main types and practical problems. The results of the study show that marketing strategy is not only a planning tool, but also an important mechanism for managing the activities of the organization. Therefore, organizations need to use a systematic, scientific and innovative approach in developing marketing strategies.

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