



Organization and planning of marketing service activities at a production enterprise

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Abstract: Organization and planning of marketing service activities at a production enterprise is one of the important processes. The Marketing service is engaged in the development and implementation of strategies aimed at bringing the enterprise's products to the market, establishing contact with consumers and increasing their competitiveness. This article will tell you in detail about the processes of organization and planning of the activities of the marketing service at the production enterprise, their significance and basic principles.

Keywords: development enterprises, marketing, service, activity, planning, consumers, products.

The first reason for organizing marketing service activities at a manufacturing enterprise is to understand the needs of consumers and offer them suitable products. By studying the market, the enterprise can clearly determine the demand and desires of consumers. This helps to choose the right directions in the production of products. The Marketing service plays an important role in shaping the enterprise's product strategy by studying consumer opinions, their purchasing habits, and market trends. The process of planning a marketing service at a manufacturing enterprise consists of several stages. At the first stage, the enterprise must set its goals. These goals may include increasing market share, developing new products, or introducing a brand. Goals should be clear and measurable, as this will help in assessing the activities of the enterprise. At the second stage, market research and analysis is carried out. In the process, the enterprise studies its competitors, consumers and market conditions. Through market analysis, an enterprise can determine which segments it offers its products to. This is a key factor in the formation of a marketing strategy. At the third stage, the process of developing a marketing strategy begins. This strategy includes how to place a product, what price to set, which distribution channels to use, and what advertising methods to use. Each strategy should be developed in accordance with the goals of the enterprise. When carrying out the activities of the Marketing service, it is very important to implement the planned strategies. In this process, activities such as organizing marketing campaigns, preparing and distributing advertisements, and communicating with consumers are carried out. The success of Marketing campaigns depends on the ability to attract consumers and attract their attention.[1]

Advertising and PR activities help to promote the brand of the enterprise and strengthen relations with consumers. Through social media, online advertising, and other communication channels, the enterprise can bring its products to a wide audience. In this process, studying consumer opinions and their attitudes towards the product can help further improve marketing strategies. An assessment of the activities of the marketing service at a production enterprise will help determine the success of the strategies carried out. The evaluation process is carried out by measuring the results of marketing campaigns, collecting consumer opinions, and monitoring market trends. This process provides the necessary information for improving the marketing activities of the enterprise and for future planning. When evaluating Marketing activities, different indicators can be used. For example, indicators such as sales volume, market share, number of consumers, and brand recognition are important in assessing the effectiveness of a marketing strategy. Through these indicators, the enterprise can revise its strategies and make the necessary changes.[2]

When evaluating Marketing activities, a number of important indicators are used. These indicators help to determine the effectiveness of the marketing strategies of the enterprise and



measure their results. The volume of sales refers to the total volume of sales of products or services and indicates the success of marketing activities. The volume of sales is an important indicator in assessing the effectiveness of marketing campaigns.[3]

Market share indicates the enterprise's own share of the market and, compared to competitors, helps determine the success of the marketing strategy. An increase in market share means the effectiveness of marketing activities. The number of consumers is important in assessing the effectiveness of marketing activities through the number of new customers and contacts with existing customers. The increase in the number of consumers indicates the success of the marketing strategy. Brand recognition shows how a brand is known among consumers. The increase in brand recognition means the effectiveness of marketing campaigns. Consumer satisfaction indicates the level of consumer satisfaction with a product or service. Information obtained through customer feedback and surveys can help improve marketing strategies. Advertising costs indicate the relationship between the costs spent on marketing activities and their results. The ratio between costs and revenues is important in determining the economic effectiveness of a marketing strategy. The conversion rate indicates the level of consumer transition to shopping when evaluating the success of marketing campaigns. The increase in conversion rate means the effectiveness of marketing activities. Social network activity shows the success of marketing activities through interest in the brand on social networks, comments, assessments and shares in them. Social media activism determines how a brand is perceived among consumers. These indicators are the main elements used in the assessment of marketing activities. Through them, the enterprise can analyze, improve its strategies and effectively carry out future planning processes.[4]

Conclusion:

The organization and planning of the activities of the marketing service at the production enterprise is important for the successful activities of the enterprise. The Marketing service is engaged in the development and implementation of strategies aimed at understanding consumer needs, bringing products to market and improving competitiveness. Development of a Marketing plan, market research, strategy implementation and activity assessment processes, will help to effectively organize the marketing activities of the enterprise. Through these processes, the enterprise can achieve its goals and adapt to market conditions. Marketing service is a necessary tool for the successful development of a production enterprise.

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