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FACTORS IN CHOOSING A STRATEGY FOR PROMOTING A NEW PROJECT

Аннотация: с каждым днем на рынке появляется все больше новых и новых компаний, которые пытаются конкурировать с другими фирмами в уже существующем секторе или занять собственную новую нишу. Цель любой компании – получать прибыль, и каждая из них делает это по-своему. На уже созданном рынке получить долю не так-то просто, но, когда нет определенного сегмента рынка, компания должна сформировать его самостоятельно. Эта задача требует разумных решений от владельцев и управляющих.

Ключевые слова: стратегия, предприятие, новый проект, этапы, маркетинговые коммуникации.

Abstract: every day more and more new companies emerge in the market, which try to compete with other firms in a similar sector, or take their own new niche. The goal of any company is to make profit and each of them does it their own way. In the already established market, it is not so easy to get a stake, but when there is no specific segment of the market, the company has to form it individually. This task requires sound decisions from owners and management.

Keywords: strategy, enterprise, new project, stages, marketing communications.

It will be hard for the new company to enter the market with an innovation that no one has heard of, without a well-thought-out marketing plan and branding. Therefore, it is necessary at the initial stage to think over many aspects of the introduction and promotion of goods/services to the market.

By accepting one or another strategy, the manager of an innovative enterprise should consider the following factors:

1. *Risk*. What level of risk does the company consider acceptable for each of the decisions made?

2. *Knowledge of past strategies* and results of their application will allow the company to more successfully develop the new ones.

3. *Time factor*. Quite often good ideas failed because they were proposed for implementation at the wrong time.

4. *Reaction to owners*. The strategic plan is developed by company's managers, but often the owners can exert force pressure to change it. The company management should bear this in mind.

The strategy can be developed in three ways: from top to bottom, from the bottom up and with the help of an advisory firm. In the first case, the strategic plan is developed by company's management and descends to all levels of management as an order [3]

Stages of developing a strategy for promoting a new project: the program to promote the new brand is quite extensive, but basically the following stages of brand promotion are outlined (RABOSTIC):

Research. At this stage various information is collected, which will serve as a basis for the following activities. A so-called situational analysis is carried out, which includes:

- evaluation of the new brand and the environment around it (consumer attitude, popularity, etc.);
- definition of competitive advantages of the promoted product;
- analysis of the competitive environment;
- setting certain goals and others.

This information will become the foundation for the development of the brand promotion concept.

Setting goals and objectives. The information received during the first stage is taken as a basis for the development of goals. Now it is necessary to give the correct formulation of the goals and objectives of promotion. It is most expedient to carry out

the development of objectives for a specific target audience. In this case, there can be several groups [1]

The result of correctly built marketing communications is the establishment of cooperation with partner companies, the loyalty of a potential consumer audience is increasing, and sales volumes are growing.

Definition of the consumer audience. The major goal of the activities being developed is to provide the necessary influence on the potential audience. For maximum effectiveness, it is divided into groups where personal work is being conducted further. The following categories are of great interest in constructing marketing communication links:

- company employees;
- partner companies, suppliers, dealers;
- buyers, customers and others.

Separately for each group, an individual plan of activities is developed, taking into account the specifics and personal characteristics of the target audience [2]

The choice of marketing tools used to influence the customer audience.

Typically, these are:

- Service centres that provide comprehensive support;
- design;
- building relationships with investors, etc.

Development of a promotion strategy. After the necessary information is collected, the potential audience is identified, there comes the moment when you can start developing the promotion strategy. The major factors affecting the whole complex are: the type of market, on whom the strategy is focused and the stage on which the brand stands [1]

The choice of means through which it is planned to convey selected marketing activities to consumers. Here you select the option of how the new product name will be positioned.

Budget. An estimate is made to identify the amount of funds that will be required in the future.

Implementation of the strategy. This step is fully devoted to the implementation of the developed plan aimed at promoting the new brand.

Evaluation of the effectiveness of the work performed. The final stage, where an in-depth analysis of the obtained result is carried out, an evaluation of the efficiency of the work done is made and the quality of achievement of the selected objectives is assessed [1]

The marketing as well as product quality, price formation and optimization became a part of successful product selling. For the most of companies correct marketing strategy may be the reason of the gaining profit for the company.

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