

COMPARISON OF STRATEGIC AND OPERATIONAL MARKETING FEATURES

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Annotation. Strategic and operational marketing are two main directions of marketing activity. Strategic marketing is aimed at analyzing long-term goals and market conditions, while operational marketing is aimed at managing daily activities and achieving short-term results.

Keywords: Strategic marketing, operational marketing, marketing management, market analysis, marketing strategy, marketing operations.

The marketing concept implies that all activities of the organization should have the main goal of satisfying the needs of users, as this is the best way to achieve their growth goals and increase profitability. The formulas of the concept of "marketing" contained in the scientific literature do not fully reflect the internal duality of the process of satisfying the needs of the population and focus on the "active" side of marketing, sometimes ignoring its "analytical" side. To describe this duality, in particular, J.J. Lamben proposes to use the marketing terms "strategic" and "operational." Operational marketing (according to Lamben) should be understood as an active process with a short-term planning framework focused on existing markets. This is a classic commercial process of obtaining a certain volume of sales using tactical means related to the product, sales, price, and communication. The role of operational marketing is to inform potential buyers and organize sales and communication policies to demonstrate specific qualities while reducing the costs of customer search. According to Lamben, strategic marketing should be understood as an analytical process aimed at identifying market needs and their expected evolution. "Strategic marketing is, first of all, an analysis of the needs of individuals and organizations." The role of strategic marketing is primarily to identify existing or potential markets or their segments based on observing the evolution of a particular market and analyzing the needs that need to be met. Secondly, it involves directing the company's management towards attractive economic opportunities, that is, providing opportunities, growth, and profitability potential tailored to its resources and know-how. The strategic marketing process, unlike operational marketing, has medium and long-term periods. At the stage of active marketing, the role of strategic marketing increases significantly (as is known, three stages of development are distinguished in marketing theory: passive marketing, characterized by the presence of a large potential market with limited supply, when production capacities are insufficient to meet production needs; organizational marketing, focusing on the concept of sales; active marketing).

- increasing the speed of technological development;
- maturity of markets and progressive saturation of basic market needs, leading to market stratification and segmentation strategies;
- intensification of market globalization and associated intensification of competition;
- excess of supply over demand in many markets;
- shortage of resources and increased attention to environmental problems.

According to Lamben, "Strategic marketing is the marketing activity of consumers."

a process carried out by a market-oriented company to achieve above-average market performance by regularly pursuing a policy of creating goods and services that provide goods with higher value compared to competitors."

The key terms in this definition are:

- value for the consumer;
- competitive advantage;
- profitability indicators are higher than the market average.

Established strategic goals should be defined for each independent subdivision of the enterprise. At the same time, the content of marketing objectives should be defined on the basis of the principle of step-by-step detailed presentation from the highest level to the lowest level of management. This approach allows for the elimination of discrepancies between individual departments and the overall goals of the enterprise.

The general tasks of strategic marketing are:

- systematic and continuous analysis of the needs and demands of the main consumer groups;
- clarification of the company's mission and setting marketing goals;
- development of an effective product or service concept that allows the company to provide better service to selected customer groups than competitors and thereby provide the company with a competitive advantage;
- ensuring a balanced structure of the company's product portfolio;
- development of a competitive marketing strategy;
- making strategic decisions within the elements of the marketing mix complex.

At the level of a multi-product enterprise, the marketing strategy is mainly based on the following:

aimed at solving the following tasks:

1. Achieving balanced diversification. This implies the selection of business sectors for diversification; the breadth of diversification, in other words, whether it is narrow diversification based on several sectors or, conversely, whether many sectors are broader; the depth of diversification in each sector.
2. Increase the number of individual business units based on the use of the diversification effect.
3. Use of synergy of activities of relevant business units to increase competitiveness. The synergistic effect is ensured when the enterprise is diversified into common technologies, common sales channels serving various consumer segments, and other related networks. In this case, the enterprise provides its business units with additional competitive advantages over enterprises that have not been divided into undifferentiated or independent business areas.
4. Prioritization, accumulation, and redistribution of the corporation's investment resources to the most attractive and promising business units. The marketing strategy for a separate business unit (business unit) is aimed at ensuring a high level of competitiveness in the target market in the long term.

The main tasks of strategic marketing at this level are:
consists of

1. SXB - Adapting the management activities of a strategic economic unit to changing environmental conditions.
2. Development and implementation of competitive advantages of the SCS.

Functional marketing strategies General marketing of the enterprise

The marketing strategy should be aimed at maintaining the strategy and ensuring competitive advantages at the level of functional compatibility for individual elements of marketing activities (product policy, pricing policy, promotion policy, and distribution system) in the target market. The marketing strategy should take into account 1) market characteristics, 2) industry attractiveness and competitive conditions, 3) utilizing the company's strengths, 4) neutralizing weaknesses to mobilize its competitive capabilities. The importance of strategic marketing for the enterprise lies in the fact that it allows for the following directions:

- 1) based their activities on reliable and clearly defined strategic capabilities;
- 2) development of systems for monitoring the marketing environment and analyzing competitiveness;
- 3) increasing the ability to adapt to changes in the environment;
- 4) regular review of the business portfolio.

In addition, strategic marketing is a factor of economic freedom, as it creates a system of development in the following areas:

- 1) identifies unmet needs and develops appropriately tailored products (listening to the customer's voice);
- 2) directs investments and production towards anticipated needs;
- 3) takes into account the diversity of needs through market segmentation;
- 4) stimulates innovation and entrepreneurial activity.

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