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STRATEGIC MANAGEMENT OF MARKETING ACTIVITY IN AGRIBUSINESS

Strategic management of marketing activity in agribusiness is to develop and implement an action plan, which will allow to achieve the goal of business in the field of production and marketing of agricultural products.

The main stages of strategic marketing in agribusiness are the following. Market analysis and competitors. It is necessary to identify consumers, their needs and behavior in the market. It is also important to explore competitors and their marketing strategies. Determination of the target segment. It is necessary to choose the target consumer segment, to which marketing efforts will be directed. This will focus on certain consumers and provide more efficient communication with them. Development of product positioning [1]. The positioning of the product is to determine how the product will be perceived by consumers in the market. This allows you to distinguish from the middle of competitors and become more notable to consumers. Development of marketing plan. Based on the analysis of market and competitors, determining the target segment and positioning the product, it is necessary to develop a detailed marketing plan with the specification of marketing efforts and resources. Implementation of the marketing plan and control of results [2]. It is necessary to introduce marketing efforts and constantly monitor their efficiency to adjust the action plan and succeed in implementing

Marketing is an important tool for agribusiness development. The main features of marketing development for agribusiness include the following. Brand development. The creation and development of the brand allows agrarian enterprises to increase their recognition and confidence of consumers. This can help raise the price of products and expand markets. Use of marketing research [3]. Studying consumer needs and behavior can help agricultural enterprises develop a more efficient marketing strategy, produce products that meet the needs of the market and develop new areas of activity. Using Internet marketing. Internet marketing allows agricultural enterprises to promote their products on the Internet, using various tools such as social networks, e-mail, content marketing and more. Using technologies. The use of the latest production and marketing technologies allows agrarian enterprises to increase their efficiency and produce better and more competitive products. Development of direct sales. Developing a system of direct sales can help agricultural enterprises reduce dependence on intermediaries and increase the profitability of their activities. Use of marketing outsourcing. Involvement of external marketing tools.

At this stage of development, special attention requires the introduction of anti -crisis marketing. Anti -crisis marketing is a set of measures aimed at maintaining market positions and increasing sales during the economic crisis. For agribusiness, anti -crisis marketing can be especially important, as economic crises can significantly affect consumer behavior and market [4].

The main areas of crisis marketing for agribusiness include:

- market analysis and competitors. During the crisis, it is necessary to increase attention to market analysis and competitors. It is necessary to monitor changes in consumer behavior, to estimate the level of demand for products and to analyze the actions of competitors.

- reducing marketing costs. In difficult economic conditions, it is necessary to reduce the cost of marketing measures, but not to lose their competitiveness. For example, you can use electronic marketing and social networks that reduce advertising costs and attract new customers.

- development of new products and services. During the crisis, you can develop new products and services that meet new needs and consumer behavior.

- maintaining relationships with old clients. It is important to maintain relationships with old customers and maintain their loyalty. You can introduce discounts and promotions for this, as well as provide quality service and after -sales service [5-7].

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