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DIRECTIONS FOR THE DEVELOPMENT OF MARKETING ACTIVITY FOR COMPANIES

Attracting marketing in market activity of business entities is extremely important for the success of any business. There are several reasons why marketing is an indispensable tool for business development.

- Involvement of new customers. Marketing helps attract new customers and increase sales. Increasing brand consciousness: marketing helps to increase your brand consciousness and attract new customers.

- Competitive advantages. Company marketing can create competitive advantages and differences from other players in the market.

- Development of products and services. Marketing helps to collect reviews and answers from customers, which allows the company to understand what requirements they have for products and services and improve them.

- Support for existing customers. Marketing can help keep existing customers and increase their loyalty to the brand.

- Consumer Interaction. Marketing helps to create interaction with consumers, which allows the company to understand their needs and problems.

- Market Expanding. Marketing can help the company to occupy new markets and attract new customers [1-2].

Marketing is an indispensable tool for business development and success in the competitive market.

Marketing mechanisms are an indispensable tool for any business. They help attract new customers, increase sales and increase the brand. Here are some effective marketing mechanisms that can be useful for business. Internet advertising. Advertising on social networks, Google AdWords and other platforms can help attract new customers and increase sales. E-mail: Using e-mail to send promotions and novelties can help save existing customers and attract new ones. Content Marketing. Creating interesting and useful content (articles, videos, infographics, etc.) can help to increase your brand consciousness and attract new customers. Social networks. Active presence on social networks will help attract new customers and support existing ones. Direct marketing. sending promotional materials and advertising postcards can help attract new customers and increase sales.

Recommendations and reviews. Positive reviews and recommendations from satisfied customers can help attract new customers and increase brand trust. Partnership Marketing. Collaboration with other businesses and partners can help attract new customers and increase sales. SEO. Optimization search [3-5].

Therefore, the creation of a modern marketing platform is an effective tool for strategic management for companies for a period of crisis and provides opportunities for market development and obtaining effective results.

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