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ESSENCE AND NECESSITY OF MARKETING OF THE COUNTRY

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Данная работа посвящена сущности маркетинга страны и его необходимости в современных условиях.

This article is devoted to the essence of marketing of the country and its need for modern conditions.

Key words: image, brand, marketing, state.

In an era of globalization, which eliminates the national and cultural boundaries between nations and global corporations, which symbolizes the triumphant progress of global brands need to create your own unique image as great as ever.

States also offered to foreign companies and foreign national's product, named itself as a tourist destination, a place to do business, investing, a provider of quality goods, etc. To attract money, the country must have the original, recognizable, and, most importantly, a positive image – (the image), i.e. to concentrate on the marketing of the country.

The result of the PR is the constant presence of a large number of scientific papers on this topic. In our view, we should provide the most interesting work, which is the emerging concept of the image of the state. Among American scholars who contributed a lot in the work are: N. Snow, S. Johnson, H. Dale, M. Kunczik, Russian - A. Pankrukhin, O. Shumilina, A. Salauyova. Began to appear first in this region and in Ukraine: E. Tikhomirov "PR in a globalized world" and "PR as an instrument of democratic global governance: the national dimension," Shevchenko "PR - Technology in International Relations (European experience and perspectives of Ukraine)" etc. All of them emphasize that the main purpose of marketing of any

state of the world in the international arena is a positive image of what in Ukraine; unfortunately, there is no [1].

Marketing of the country does not connected with the change of its borders and is a non-profit, although important indirect economic benefits of such marketing can make quite a lot: the effects of the implementation of geophysical, financial, technical, technological and human resources (use of outside resources and internal gravity external), growth and intensification of foreign economic activity, the results of participation in international projects and others [4].

A nation brand offers no tangible product or service; instead, it represents and encompasses a wide variety of factors and associations: place-geography, natural resources, tourist attractions, people – race, ethnic groups; history; culture; language; political and economic systems; social institutions; infrastructure; famous people (the face); picture or image etc.

Simon Anholt argues, that under modern conditions a major focus of marketing the country is branding - the systematic process of harmonizing the actions, behavior, investment, innovation and communication of the country to implement the strategy of competitive identity (as a modest collaboration Cabinet Committee on Tourism and agencies to attract investments, and decades to implement a coordinated and planned strategies domestically and internationally in the field of culture, sports, education, politics, tourism, international trade [3].

On the basis of the evidence we collected, we argue that:

- different combinations of promotional techniques are useful at different phases of a promotion program;
- the type of organization responsible for promotion makes a difference in effectiveness;
- there are various useful ways to evaluate a promotion program;
- investment promotion appears to have a statistically significant influence on foreign investment flows; and, particularly important,
- investment promotion programs have proved effective in attracting only certain kinds of investors.

Organizations seeking to develop competitive strategies for marketing activities can, to some extent, manipulate three variables in their overall marketing programs: *product*, or, if the marketer is a country, the intrinsic advantages and disadvantages of the investment site; *price*, or the cost to the investor of locating and operating within the investment site. For governments, this usually means tax incentives, grants, tariff protection, and similar price mechanisms; and *promotion*, or activities that disseminate information about, or attempt to create an image of the investment site and provide investment services for prospective investor.

Promotion is, in fact, a part of the wider context of relations between host governments and foreign investors. The host governments' side of relations with foreign direct investors consists of a number of steps:

1. attracting foreign investment through a marketing mix of product, promotional, and pricing strategies;
2. screening foreign investment proposals to identify those that are desirable and deserve support;
3. monitoring foreign investment to ensure that the investment conforms to expectations;
4. intervening in foreign investment if the operations can be made more favorable[5].

The effectiveness of marketing the country is determined with the help of top brand and reputation, which include Anholt Nation Brands, FutureBrand Country Brand Index, The World's Most Respected Countries, etc.

According to the Anholt Nation Brands index (NBI) 2008-2009, which measures the perception of so if they are public companies or brands, ranking top ten countries with the best perception of the world shows a significant correlation between the brand of the country and its economic status. NBI is based on the responses of 20,000 respondents in 20 countries, who are asked to indicate their level of agreement with the expressions that characterize the 50 countries in six categories: exports, governance, culture, people, tourism and investment.

In 2008, Germany was the leader of this ranking. Not a surprise that France, Britain, Canada, Japan and Italy also entered the top ten, while the U.S. (in the seventh place in the top ten) have been the undisputed leader for knowledge about the country (over 91% of respondents while demonstrating a level of knowledge about America). In 2009, the United States was accordingly rated - country's number one brand, which coincided with improvement in the U.S. reputation in the world in connection with the election of President Obama.

According to the rating "Doing Business, Ukraine dropped to the 145-th step in 2009, and in report on the competitiveness of Ukraine has lost 10 points compared with 2008 year, down from 72- to 82-th place with 134 because of the following factors: institutional instability, lack of access to finance, corruption, tax regulations and political instability (the possibility of coups) [2]. The main argument of marketing in Ukraine should become an active government policies aimed at addressing these factors while maintaining the openness of the economy.

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