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TACTICAL MARKETING

Questions concerning the tactical marketing and also forming of the company development strategy are more than the actual today. The wrong chosen tactical policy, errors in the mission determination, miscalculations in the forming of marketing strategy of the firm can cause considerable losses. Many facilities and time losses arise up because of unbalanced sections of the plan, miscalculations presence in it and also because of performers' low discipline.

The tactical marketing is a regular activity on drafting and realization of optimum combinations of marketing instruments. The communication with clients, management of prices, management of products, management of distribution channels are executed within the framework of the tactical marketing.

The tactical marketing is a planning of the nearest actions with the use of concrete marketing instruments. The tactical marketing is based on drafting of marketing plans and also plans of actions oriented to the special purpose groups. During plans preparation the proper complex of marketing is being made, i.e. combination of commodity, price, sale and distributing. The purpose of the enterprise marketing activity is a marketing complex management and establishing of long-term mutually beneficial relations with customers.

Drafting of the tactical program of marketing activity can include the followings stages: 1) choice of a special-purpose segment, 2) clarification of the purposes, 3) drafting the marketing complex, 4) drafting the plan of actions, 5) realization and control.

If the strategic marketing is dealing with the strategy creation of the market conquest, the tactical marketing is responsible for the tactics and can include the followings actions:

1. Sales promotion,
2. Forming of retailment assortment policy,
3. Searching and attracting of distributors,
4. Coordination of the assortment policy with distributors,
5. Forming of the retailment price policy and distributors,
6. Merchandising at points of sale,
7. Advertising campaigns,
8. Loyalty programs forming.

Successful companies along with reasonable efforts in the area of strategy examine the marketing in a greater degree as a tactical activity which attracts possible clients and approaches them to the decision about the purchase of commodities and

services. In such companies the marketing productivity is measured on the basis of volume of sales, attained due to efforts in the area of the tactical marketing.