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UKRAINIAN MARKETING IN TIME OF FINANCIAL CRISIS

Nevertheless, experts claim that exactly these further developments make it possible for companies to perform new capabilities in product/service promotion, based on “price-quality” principle.

At present Ukrainian market offers a great variety of methods in promotion area that can be divided into ATL and BTL groups, and also PR-activity.

ATL group includes all range of advertising services, connected with media, cinema and outdoor advertising, so it influence on consumers through visual or auditory images.

BTL stimulates the process of sale directly in the point of sale: promo-actions, merchandising, fairs, developing of loyalty programs, Point Of Sale materials and Special events (corporate or intrasectoral events). For product/service promotion BTL methods are used more often this year than direct advertising.

Besides there are such-named through-the-line-agencies (TTL) which use ATL, BTL, and event marketing at the same time.

Application of these instruments allows to widen companies’ capabilities and to strengthen leading positions on a market during crisis time.

Before financial crisis started, majority of companies had preferred methods which embraced different target audiences on a mass scale. When situation changed, the first thing under cut was direct advertising costs.

In that way companies decline from expensive communication forms (TV, outdoor advertising) in favour of less cost-based tools, such as BTL, Internet, advertising print materials.

Ukrainian companies plan their marketing budgets according to 5 main principles:

1. ”Rests” method: company gives money on all marketing elements, the rest of it goes into promotional costs budget;
2. “Increment” method: company builds its budget basically on previous funding level, increasing or decreasing year budget on a definite percent;
3. “Competition parity” method: promotional budget depends on competitors’ activities;

4. “Sale’s share” method: promotional budget depends on sales receipts;

5. Target method: company sets promotional objectives clearly, determines what tasks are needed to be fulfilled to reach the goals, and appraises the budget according to situation.

New promotional technologies are noticed on a market this year, such as: one-selling, couponing, parallel merchandising, promotion without promoter, mobile marketing, “agents of influence”, etc.