

**Kasyanova A.  
K.P. Pilova, research supervisor  
National Mining University**

## **MARKETING WARFARE STRATEGIES**

Strategy is the organized deployment of resources to achieve specific objectives, something that business and warfare have in common. In the 1980s business strategists realized that there was a vast knowledge base stretching back thousands of years that they had barely examined. They turned to military strategy for guidance.

Marketing warfare strategies are a type of strategies, used in business and marketing, that try to draw parallels between business and warfare, and then apply the principles of military strategy to business situations, with competing firms considered as analogous to sides in a military conflict, and market share considered as analogous to the territory which is being fought over. It is argued that, in mature, low-growth markets, and when real GDP (gross domestic product) growth is negative or low, business operates as a zero-sum game. One person's gain is possible only at another person's expense. Success depends on battling competitors for market share.

The main marketing warfare strategies are:

1. Offensive marketing warfare strategies - are a type of marketing warfare strategy designed to obtain an objective, usually market share, from a target competitor. In addition to market share, an offensive strategy could be designed to obtain key customers, high margin market segments, or high loyalty market segments.
2. Defensive marketing warfare strategies – are a type of marketing warfare strategy designed to protect a company's market share, profitability, product positioning, or mind share.
3. Flanking marketing warfare strategies - are a type of marketing warfare strategy designed to minimize confrontational losses.
4. Guerrilla marketing warfare strategies - are still new and fresh and not as explicitly explored academically as other marketing methods, a more tacit

approach is used in the gathering of competitor information to use tactics to undermine a competitors legitimacy and increase the exposure and sales of the offensive organization.

Companies typically use many strategies concurrently, some defensive, some offensive, and always some deterrents. According to the business, offensive strategies more important that defensive one, because, only by offensive strategies, we can gain market share.