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THE MAIN DIFFERENCES OF INDUSTRIAL ADVERTISING AND ADVERTISING ON CONSUMER MARKET

Industrial advertising is an advertising of industrial goods, business industry advertising. Accordingly, industrial advertising is aimed at entities that are engaged in manufacturing, industrial and procurement have a specific place in the chain of industrial production.

Our studies have allowed to allocate a number of differences between the industry advertising and advertising, which is directed for the retail consumer.

Firstly, the advertising of consumer products is directed for the broad masses of individuals - potential buyers and more or less standardized in their procedures.

Procedural and methodological features of industrial advertising are determined by the mission of industrial enterprises in the social division of labor. Methods of industrial advertising of different classes of manufactured goods (raw materials, components, industrial equipment, industrial real estate, etc.) may be differ.

Secondly, industrial advertising can lead to serious logistical implications in the buyers business. Misunderstanding and wrong formulation of advertising ideas, poor professionalism in bringing this idea to the customer can lead to huge losses. Therefore, the organization and leadthrough an advertising campaign in the industrial market require engaging the professionals with a range of special knowledge (technical, industrial, economic, and patent and licensing rights, etc.).

In the third place. Industry advertising needs a particular argumentation for decision to purchase the goods. Emotional component usually gives a weak effect. Focus is placed on the consumer properties of goods and getting the effect at its purchase in the industrial advertising. It is necessary to select the criteria (technological, economic, ergonomic and other indicators), on which the proposed product is evaluated for and / or compared with the product-competitor. For example, in the oil and gas industry equipment - this is, above all, technological and production factors. The main emphasis in the activities of these companies (and, consequently, in their advertising messages) are the ability to innovate, high-tech manufacturing and product quality. There are significant factors associated with the distribution of goods and marketing (on-line delivery and the complexity

of the supply of equipment, technical support, quality of service).

Fourthly. Any advertising campaign in the industrial market is directly linked to an image problem of the market entity. On the one hand, advertising can generate (or maintain) the preference for a specific target group for the company, which products are advertised. On the other hand, the manufacturer's image helps and is often the main argument in a decision at buying a particular product.

Studying of the peculiarities of industrial advertising will allow to develop a strategy that will ensure a unified course of action in the development of industrial activities.