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PROMOTION POLICY FOR CORPORATE CLIENTS

Promotion is creation and maintenance of constant communications between the firm and market with the aim of activating product sales and forming positive image by the way of informing, convincing and reminding of firm activities.

Marketing promotion policy is a perspective course of the firm actions directed to secure interaction with all the subjects of marketing system with the aim of satisfaction consumers' needs and receiving profits.

As we know customer and corporate clients have different needs and different ways of satisfaction them. Therefore the firm must make differentiation in work with different clients to satisfy their needs the best way. And so receive bigger profit.

The main differences between customer and corporate clients are:

Table 1

| Corporate clients | Customer |
|--|--|
| <ul style="list-style-type: none"> • Buy commodity satisfying specific need of the firm | <ul style="list-style-type: none"> • Buy commodity satisfying needs of one person or family |
| <ul style="list-style-type: none"> • Have need for pointing out economical advantages | <ul style="list-style-type: none"> • Has need for pointing out psychological advantages |
| <ul style="list-style-type: none"> • Involve a lot of people in decision making | <ul style="list-style-type: none"> • Involve one or several people in decision making |
| <ul style="list-style-type: none"> • Has a big problems if disruption of supply occurs | <ul style="list-style-type: none"> • Feel slight irritation if disruption of supply occurs |
| <ul style="list-style-type: none"> • Emphasize personal sales | <ul style="list-style-type: none"> • Emphasize mass media |

As appears from above customer and corporate clients are fundamentally different. That's why technology of promotion for corporate clients is fundamentally different too. The main features of that technology are:

1. There are fewer purchasers on B2B market. It restricts choice of methods of promotion on the whole and advertisement medium particularly. As everybody knows «not to swat a fly with a sledge hammer» - TV, full-scale companies outdoors, periodicals for the broad masses is not suitable. Only methods of promotion that permit to inform target audience is available. They are personal sales, particularized magazines, exhibitions etc.

2. Taking a decision about purchase they are guided by rational motive more than emotional and physiological one. This factor influences most of all on pithy part of the ad. This part is the main one for B2B market. Ad ought not to press on psyche.

3. Decision about purchase is taken by people with different social status. It may be owner or employer. Their motives are quite different. Owner thinks about economic benefit for business. Employer may think about personal benefit or something else.

4. Purchaser on B2B market wants to have long – term, constant and trusting partnership as now one else. He isn't interested in "new taste". The main criterion of choice is comfortable, constant and understandable conditions of supply.

Links with every particular purchaser is also very useful thing in the process of forming promotion policy. Because it gives real information about real needs and real characters of purchaser. Knowing real needs and characters of purchaser the firm can form most effective promotion policy. Therefore it can satisfy needs of customers and receive profit.