

Світова практика створення логістичних систем управління виявила, що логістичні принципи управління суб'єктом господарювання у сучасних умовах є одним із важливих магістральних напрямів нормалізації розвитку підприємств. Це забезпечить посилення режимів економії трудових, матеріальних, грошових та енергетичних ресурсів, підвищення ефективності управління на різних рівнях, забезпечення потрібної кількості споживчих благ.

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PRECONDITIONS AND CONSEQUENCES OF APPLICATION OF VIRAL MARKETING BY SMALL TRADE ENTERPRISES

With the development of market economy in Ukraine, it is understandable the desire of small trade enterprises to continuous changes and search of new opportunities in accordance with the processes of updating the market.

These actions are requiring considerable efforts by small trade enterprises aimed at improvement and modification of marketing tools by using of new technologies. The response of small trade enterprises to changes in the competitive environment and consumer tastes should be the establishment of new practical knowledge and skills and their orientation to target market and potential customers [4, p. 227–228].

Unfortunately, the practice of activity of small trade enterprises indicates about the inefficient using their marketing tools, because marketing budget subject to reduction in conditions of shortage of material and financial resources.

Therefore, actualization of the effectiveness of marketing activity and the search of optimal strategic decisions are a problem that needs to be addressed [2, p. 105].

Contemporary unconventional marketing reception that is able to make a significant positive impact on marketing management of small trade enterprises in Ukraine is viral marketing. It is characterized by the proliferation of advertising exponentially.

The main distributor of information in viral marketing is the recipients of information. This happens through the formation of content that can attract new recipients of information due to bright, creative, unusual ideas or using natural message [1].

The main sources of origin of viral marketing are:

- non-standard (sometimes provocative) advertising;
- unconventional information on the Internet (on forums and sites);
- interesting, stimulating event (“event marketing”) that cause the need for discussion.

From these sources information “virus” through certain channels, the most powerful of which is the Internet, is transmitted to consumers. At the same time, the Internet today combines the functions possible source of startup of information and effective fast channel of transmission of information.

It is important that in the channels of transmission of information involved leaders of public opinion, which can be divided into two groups. The first group is public figures (movie stars, pop singers, sportsmen, politicians etc).

The second group of “carriers of virus” comprises university professors, journalists, leaders of informal associations. If these groups of people are convinced of the benefits of a new product, the information “virus” includes on conferences, seminars, lectures, websites, blogs, in articles [3, p. 112].

Ukraine’s population today has low level of confidence to advertising. Therefore, the basic principle of viral marketing is that the person who receives the information message should be sure that it is comes from a disinterested person (for example from a friend or stranger).

So, the person will listen positive comments about the product from “lively human” and more likely to buy this product. Conversely,

review promotional video of good person will ignore because it is widespread belief that advertising is decorated product quality [1].

Viral marketing is one of the most effective modern unconventional marketing solutions, and therefore it is necessary to apply it by all. It will help small trade enterprises to survive, middle enterprises – to acquire stability and great enterprises – to get convincing competitive advantages.

Viral marketing is a type of marketing activities that beyond the scope of conventional ways of marketing communications and allows to implement products, to interested buyers by vivid, emotionally rich and attractive advertising.

Literature

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УПРАВЛІННЯ МАРКЕТИНГОВИМИ КОМУНІКАЦІЯМИ НА ПІДПРИЄМСТВАХ

На сучасному етапі розвитку української економіки, коли відбувається перехід до нових відносин з громадськістю, вітчизняні підприємства повинні концентрувати увагу на: удосконаленні комунікаційної діяльності; підвищенні відкритості перед суспільством виробничо-торговельних процесів, техно-