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ART GALLERY MARKETING TOOLS

Abstract: *Marketing is an activity that aims to make a profit by satisfying the needs of customers. This is a very generalized definition that shows the essence of any marketing activity - the ability to sell a product or service to a target audience.*

Key words: *marketing, art gallery, goods and services, competitors, strategies*

Marketing is a complex discipline that includes the ability to analyze your niche and competitors, predict consumer demand, skillfully build relationships with the target audience. In short, a professional marketer must understand how to convert the needs of people (B2C) or organizations (B2B) for services and goods into consumer demand.

So, if you briefly describe marketing, it is the activity of meeting the needs of customers. In fact, this is the main goal of all marketing strategies of the company. The following principles help to effectively solve marketing problems: the ability to understand the company's production capabilities, planning activities for the sale of goods or services.

In addition, the company must be able to respond flexibly to changing demand, updating product lines to meet CA needs. In a broader sense, marketing is a complex discipline that includes the ability to analyze your niche and competitors, predict consumer demand, skillfully build relationships with the target audience. In short, a professional marketer must understand how to

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Characteristics. Above, we looked at what marketing is and defined its goals, tasks and principles. Next, we will get to know the five main characteristics of marketing:

1. Analytical. Comprehensive measures to study external and internal factors affecting the company, market and consumer demand. This includes analyzing the niche and competitors, studying CA needs and predicting buying behavior. In addition, the internal activity of the company is also analyzed - how the corporate environment meets the requirements of the time, how the company looks at its competitors.

2. Production. These functions are responsible for introducing new technologies into the production process. The process itself can be divided into several components: organization of procurement, sale of goods and services, warehouse storage, etc. Also, production functions solve the problems of managing the quality and competitiveness of goods in the market, control the compliance of products with quality standards.

3. Management and control. Responsible for planning processes of marketing activities in the company. This includes supporting customers and partners with information, risk management.

4. Sale. All that is responsible for the formation of the price and product policy of the enterprise. In a broader sense, trade also includes measures to expand the demand for goods and services, develop new markets.

5. Innovative. Development and introduction of a new product to the market.

Functionality is supported by the following methods of marketing - survey, analysis of the market situation, monitoring, study of consumer demand. In terms of advertising products, advertising technologies are used in online and offline environments, PR, personal selling, consulting.

Marketing is the process of converting a consumer into a buyer. Marketing tools are used to accomplish this task. Conditionally, they can be divided into four groups: price, product, sales, advertising.

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