

Advertising strategies as a means of influencing existing and potential buyers of advertised products

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Introduction. In the modern industrial market, competition between producers is increasing every time. Therefore, it is important to attract the attention of consumers to a specific company and product. The urgency of the topic is determined by the fact that research of advertising strategies as a means of influencing existing and potential buyers will allow the company to gain an advantage in meeting the needs of consumers and profit.

Materials and methods. In the process of research, general scientific and special research methods were used. In particular, when clarifying the essence, the identification of specific features used methods of comparison and substantive-etymological analysis, which allowed to consider the problems studied in the relationship and interdependence; methods of complex system analysis and synthesis, comparison; methods of expert estimation, grouping and comparison, etc.

Results. One of the best ways to attract the attention of potential buyers is to develop a well-grounded advertising strategy, based on an advertising appeal. The expediency of using an advertising strategy at an enterprise is to determine the meaning of the product's advertising so that a potential buyer gives him an advantage over other competing products on the market, that is, to determine what meaning it should be invested in an advertisement that is a real property the product should inform the advertising and what target audience it should be addressed. An advertising strategy allows consumers to be informed about a specific benefit, a solution to a problem or other benefits of material or psychological properties that gives the purchase of the product, based on the understanding that the product can solve the existing problem or that which may arise from the consumer. Ownership of a product, and in relation to products of industrial and technical purpose - use - allows the consumer to psychologically engage in what he likes or what he considers important for himself. Advertising strategy is a complex planned action to create awareness of consumers belonging to a certain target audience, about the advertised product by creating an advertisement, in accordance with its needs and the main characteristics of the advertised products of industrial and technical purpose.

Conclusions. The development of advertising strategies will better reveal the properties of the product in a relationship with the consumer and his environment of consumption, which will ensure the achievement of marketing objectives of product management in advertising message.

References

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