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DOI: <https://doi.org/10.30525/978-9934-26-529-7-45>

MARKETING STRATEGIES AND THEIR IMPLEMENTATION BY AGRICULTURAL ENTERPRISES

Marketing strategy is a long-term plan aimed at achieving the marketing goals of the organization. It indicates the methods that the company uses to gain competitive advantages and meet the needs of its consumers. Within the framework of the marketing strategy, market conditions are analyzed, the target audience is determined, unique sales offer for products or services are formulated, means of their promotion and communication with customers are selected, pricing strategies and distribution methods are established. This strategy indicates the main direction of the company's marketing actions and helps to effectively manage resources to achieve the planned results [1, p. 74].

Marketing strategy is a detailed concept that has clearly defined goals and tools for their achievement. This strategy is focused on creating such a system of perception of the product by consumers that distinguishes its uniqueness and advantages over competitors, contributing to commercial success and achievement of corporate goals in the field of agribusiness.

The implementation of a marketing strategy requires the consistent use of various tactics at the operational level, including sales, advertising and pricing. In modern conditions, agricultural enterprises are faced with the tasks of maintaining and expanding their market share, as well as the need to find new markets that open up prospects for regional and global expansion [2, p. 36].

The marketing strategic alternatives presented in the table are based on a strategic set of measures (Table 1).

Preparing a marketing strategy for agricultural enterprises is a complex task that requires a thorough analysis of internal resources, assessment of external conditions and the level of competition, as well as the involvement of practical skills to define and implement an effective strategy through Marketing-Mix.

It can be argued that an agricultural marketing strategy is a key element of success for any agricultural enterprise, combining marketing and business approaches. It covers all aspects of agribusiness, from interaction with customers to pricing that attracts new consumers. An in-depth understanding

of this strategy significantly enhances the effectiveness of agricultural business management.

Table 1

Alternative options for implementing a marketing strategy

Strategies	Characteristics
Diversification resources	Product diversification involves adding new crops or varieties and introducing processed products, which allows for an increased variety of products for different market segments. This approach is used when existing market opportunities are limited by the current range. Companies may consider developing new products or services, building on their existing. These new products may be different from existing products or may be completely new to the market, thus increasing the company's presence in the market.
Eco-Production	Brand Developing high-quality products, known for their unique taste or higher quality, attracts demanding buyers and allows you to set higher prices for products. At the same time, positioning the company as an eco-conscious enterprise that refuses to use chemical fertilizers and pesticides attracts consumers who value environmentally friendly products.
PR Strategy	Engaging customers through advertising, PR campaigns, and other marketing initiatives is key to increasing brand awareness and driving demand. Social media, as one of the most effective platforms for business, should be actively used for advertising campaigns and branding. Presenting a product in an original and attractive way can quickly attract the attention of buyers, more than traditional methods. Once you have attracted the attention of potential buyers, the next step is to maintain their interest through high product quality and reliability. Effective branding and marketing help spread information about the product, and a differentiation strategy allows you to get ahead of competitors and improve your position in agribusiness.
Competitive pricing strategy	Offering competitive product prices is important for attracting customers in a competitive market.

Source: compiled by the authors

With the help of strategic marketing advantages, agricultural producers can address a wider range of problems, including such tasks as strengthening their positions in the market by increasing the turnover of goods; taking leadership positions in product quality; responding to consumer requests for the assortment; developing opportunities for diversification of activities; adapting to rapid changes in pricing policy; attracting more customers; and strengthening the resource potential of the enterprise.

References:

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