



INTERACTIVE METHODS OF SELLING GOODS AND PROPER ORGANIZATION OF SALES

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Abstract. In marketing, effective promotion of goods and services is a set of measures that ensure brand recognition. Events may be different in form and content, held online and offline, but the goal is the same. A potential consumer must identify a product or service among other similar ones, remember how the offer of this particular business project differs, and want to make a purchase.

Keywords: marketing, trade policy, goods and products, target audience, promotion strategy and etc.

Promotion is designed to stimulate sales. The product promotion strategy depends on the target audience (potential buyers), budget, and type of product. To summarize, we can distinguish exclusive goods, the purchase of which is typical only for a certain group of the population, and goods of general demand. The latter are acquired by all people; they are necessary for everyday activities. Promotion of exclusive products may include the following methods:

- event marketing – holding exhibitions, professional conferences, meetings, conventions. The goal is to let the target audience try the product and evaluate its benefits through direct contact;
- formation of a positive image in the media space - we use the “power of words”, using the opinions of key journalists, experts and bloggers in a particular field. Involving representatives of science, if we are talking about a product made using high technology;
- Internet marketing – if the target audience is represented in certain communities and blogs, review articles or videos about the product are prepared, opinion leaders are attracted, and advertising is carried out in thematic resources.

Services are promoted through classic advertising, as well as various events, exhibitions, and presentations. The final strategy depends on the target audience, the cost of the service, and the degree of “readiness” of the market. For example, it is advisable to promote household services, furniture repair and dry cleaning at home using targeted and outdoor advertising. And legal services can be presented to a narrower audience using contextual advertising. Exhibitions and presentations here imply the involvement of a potential client in the process of providing a service, which allows him to make a purchasing decision.

Having a website for a company has long ceased to be a competitive advantage. If earlier the companies represented on the Internet could be counted on one hand and they were industry giants, today even a small individual entrepreneur has his own website (be it a business card site, landing page or a full-fledged website). The company’s website has become a powerful tool for promotion, increasing sales and profits. A high-quality promotion strategy involves a number of activities, which generally consist of a site audit and monitoring the actions of competitors. An audit is necessary for any resource. It makes it possible to see “in cross-section” the effectiveness of its work: how effective the tools are, how modern the design is and takes into account the needs of the target audience, whether there are new opportunities that operate in the IT environment and increase the efficiency of the Internet platform. The more often an audit is carried out and the more quickly changes are made to the operation of a resource, the greater the likelihood of it getting into

the top positions of search engines. For new sites that have recently been created, an audit is a tool that allows you to test the site for its suitability and identify weaknesses.

Black methods are fraught with consequences (banning the site), but companies continue to use them for promotion. These include: purchasing a huge number of links on various exchanges, cloaking (a discrepancy between the page material and the name of the link that “dropped out” in the search engine), doorways (an automatically created resource that the user lands on when making a request in search engines, but does not contain the necessary information) and so on.

Gray methods are less dangerous and include: abuse of those tags that can affect the site’s position in the search engine, sharing articles or links between sites that are not related to the subject of the request, etc. White hat methods are completely legal and can be used by companies for promotion. This includes regularly updating information on the website, posting information about the company on various thematic resources and specialized catalogues, filling the website with reviews and comments, creating call-to-action buttons, etc.

Promotion on the Internet is impossible with the efforts of one tool. It is important to understand this and use all possible resources. First of all, it is necessary to start from the target audience and subsequently build the entire promotion strategy based on its preferences. All of the above is just a basis from which to build upon when forming a promotion strategy. There is no single approach or rule that will make promotion one hundred percent effective. Only the use of diverse techniques and tools (or their competent combination) will achieve the required result. It is also worth noting that using the Internet does not provide a complete picture of the effectiveness of a company’s promotion strategy. It is also necessary to use offline sources of promotion, which include outdoor advertising, radio advertising, point-of-sale advertising, POS materials, fairs and exhibitions.

The strategy for effective website promotion is determined depending on its type. There are business card sites, information portals and “article” sites, corporate portals, landing pages (landing pages) and online stores. The purpose of a “business card” is to convey to the consumer that at a certain address there is a company selling a certain product or service. Information portals and “article books” must attract the attention of the target audience with interesting content so that users stay on their pages longer and click on advertisements. Corporate portals are full-featured “representatives” of a business on the Internet; they exist to support and improve the company’s operations and interact with clients and partners. Landing is a website for selling one product or service. And the online store offers many products of a certain niche. The goal determines the means of promoting the site.

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