

УДК 339.137.2:622.33(470+571)

**МАРКЕТИНГОВАЯ СТРАТЕГИЯ ПРОДВИЖЕНИЯ ПРОДУКЦИИ В
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Аннотация: В процессе формирования маркетинговой стратегии продвижения продукции угольной отрасли следует провести ряд исследований, в том числе - опросов, помогающих вносить ясность в вопрос о том, в какой среде происходит работа угледобывающей промышленности, чтобы делать затем исключительно корректные и при этом наименее затратные шаги.

Ключевые слова: маркетинговая стратегия, продвижение продукции, угольная отрасль, угледобывающая промышленность.

Abstract: When developing a marketing strategy for coal industry products, it's important to conduct a series of studies, including surveys, to clarify the environment in which the coal mining industry operates, so that appropriate and cost-effective steps can be taken.

Keywords: marketing strategy, product promotion, coal industry, coal mining industry.

When developing a marketing strategy for coal industry product promotion, a series of studies should be conducted, including surveys of suppliers [2]. It makes sense to inquire about their experience working with coal industry organizations. Are they satisfied with the deadlines and volumes of orders, and is there any way to improve the supplier-organization relationship?

Intermediary surveys are an integral part of the survey series, designed to cover the full cycle of participants in the coal industry product promotion process.

Among the questions posed to the intermediary, the following should be highlighted: How does the organization of interest to the survey author influence the overall nature of their activities?

Does this collaboration inspire the intermediary to strengthen their interactions with coal industry companies and make them more effective, in any way?

Finally, it is advisable to survey employees of coal industry organizations to understand which resources, in their opinion, have already been fully utilized, and which could still be utilized to accelerate the organization's development. If necessary, it would make sense to establish a prize among your employees and conduct a competitive interview with each member of the coal industry organization's team, so that they can convey their best ideas to management.

It seems important to understand how, specifically in their area of work, the efficiency of coal production can be increased and significantly greater returns achieved with the same labor costs [3].

Under the same amount of utilities and rent payments. If possible, it would also be worthwhile to conduct a survey among the employees of competitors realizing their potential in the coal industry. It is unknown how the management of these organizations might react to such a situation, but ordinary employees, especially those unaware of the sponsorship of the survey authors, can provide extremely valuable material for reflection [4]. And thereby indirectly contribute to the implementation of plans to improve the work of a given organization.

It is necessary to initially determine the means and methods for information support for the process of developing strategies for the activities of a specific coal industry organization. The best conditions for identifying the means and methods of information support for the coal industry strategy development process are for students from coal industry universities to undertake internships directly at a specific organization. Research, experimental, and survey methods can be used.

When developing a strategy for the coal industry, the capabilities of information support for the development strategy formation process for each coal mining organization should be analyzed [5].

It was no coincidence that coal industry enterprises became the focus of the authors' study, as it was the information support sector that required significant strengthening to formulate an effective development strategy for each coal mining organization.

Next, a comprehensive review of calculations and analytical materials should be conducted to obtain a clear understanding of the direction, pace, and resource requirements for each coal mining organization to develop fully. The lack or inadequacy of fixed assets is not the cause of a given enterprise's stagnation.

Furthermore, it becomes clear that the financial leverage of each coal mining organization is quite significant, although it has been declining this year. The change in the financial stability ratio is within normal limits, indicating a stable position for each organization in the coal mining industry [1].

The existing pricing policy in the industry could have a higher return, as the online retail segment can be exploited significantly more effectively by each company if a proper advertising campaign is organized in a timely manner.

The prices in the coal mining industry are currently among the lowest, which is one of its competitive advantages. Negative aspects include the lack of company advertising and the average level of staff performance.

Each organization in the coal mining industry is currently in a position where it has an advantage over its competitors based on two criteria: industry experience and product range. The development of strategy elements is based on adequate information support and consideration of the priority areas of the core business.

The following set of elements of the penetration strategy exists:

1. Placing banners with advertising information.
2. Planning and implementing various promotions.
3. Creating and maintaining an attractive image for each organization in the coal mining industry.
4. Using social media to disseminate information about each coal mining organization.

The design and fundamentally new content of the official website of each coal mining organization.

This demonstrates the clear priority of information support in the development of strategy for each coal mining organization. They are able to achieve additional economic benefits by incorporating online sales into their core activities.

This activity allows each coal mining organization to clearly understand that by implementing a mobile app, as well as social media pages and a timely and comprehensive website overhaul, they will generate significantly more revenue than the previous year.

This is taking into account that at that time, each coal mining organization did not utilize effective internet resources. This revenue volume will be sufficient to repay loans on time and continue to develop.

The material in this work allows us to conclude that observation, experimentation, surveys, and computer simulations should be considered among the leading tools and methods for information support in the strategy development process for each coal mining organization. The conducted work allows us to draw the following conclusions:

1. Adequate information support enables each coal mining organization to successfully overcome daily challenges and consistently advance its interests in the relevant trade segment.

2. Using each coal mining organization as an example, we used the opportunity to analyze ways to improve the organization's operational efficiency through fundamental changes brought about by improved information support.

3. The management of each coal mining organization selected for analysis came to the understanding that online platforms can provide retailers with immeasurably broader opportunities for promoting their products.

4. Furthermore, the staff of each coal mining organization has developed an improved understanding of the timely and adequate analytical capabilities afforded by online resources.

5. In order to develop a comprehensive understanding of price dynamics for related products, the management of each coal mining organization is currently actively using information contained in electronic information resources.

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