

Extended Foreign Experience in Implementing Marketing Strategies**Musayeva Shoira Azimovna**

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Abstract: This article describes international best practices for successful marketing strategies. Studying the results of marketing strategies of international companies allows you not to be mistaken. Choosing the right marketing strategy will help the company to take its rightful place in the market.

Keywords: Company, strategy, activity, result, machine, brand, analysis, risk, model.

Develops his own marketing strategy based on the company's strategy. Effective use of foreign experience in the development of marketing strategies, depending on the field of activity. Below we will consider which marketing strategies of foreign companies have achieved what results.

The well-known shoe company Toms Shoes, instead of traditional advertising campaigns, launched a motivational marketing strategy "Buy one pair of shoes and get another as a gift". Supported, decided to donate a second pair of shoes to those who needed it, attracted many buyers and strengthened his reputation.

Walgreens, a pharmacy chain that has implemented a relationship marketing strategy based on the belief that customers are willing to pay more for their favorite brands rather than just entice them to buy, found that when products are sold in stores, the Internet, mobile app sales are 6x exceeds the sales of retail stores.

Coca-Cola is looking for new ways to integrate its offline marketing strategy with new technologies, creating an engaging customer experience. The company developed carbonated beverage filling machines and asked customers to accept them. This campaign enhances brand harmonization with a sense of happiness, and also allows consumers to directly experience a real product.

The Phantom from the Rolls-Royce Year of the Dragon collection sold out very quickly. Although the price of the car is higher than the price of other luxury cars, the demand has increased due to the limited supply. In doing so, Rolls-Royce implemented a scarcity-based marketing strategy.

Some companies are spending a lot of money on big data analytics. This is to attract new customers to them. Brand promotion make which the channels across better shows that the results are achievable. Walmart is the world's largest company English big tradenetwork as, you Information from the database develops a mass marketing strategy using. Stigma Congratulations the documents functional extractor big Company **from seasonal marketing strategies** widely used. They host seasonal events. This helps to attract new customers and renew existing contacts. Events may vary depending on the season or national holidays. Mother's Day is an important working day he thinks.

While Apple co-founder Steve Jobs was alive, the brand held massive press conferences to announce each new product. This tradition continues today. With this, Apple launched a marketing PR strategy.

There are viral marketing strategies, such as allowing customers to discuss your products and services, offering them embedded content in apps, and creating an environment for them to share with friends. While WestJet used such viral marketing, the 2013 New Year videos were watched by 800,000 customers, and the New Year's miracle was watched by more than 13 million people in 200 countries. U This is being actively discussed in the UK, Australia, Japan, Poland and Malaysia. Such attention is estimated at a million dollars.

Differentiation strategy Based on the wisdom of ancient people, the rule is "Never put all your eggs in one basket." A company operating simultaneously in several directions does not depend on external factors. The well-known company Adidas initially specialized in the production of sports shoes. Now there are many products under this brand. This includes a variety of bags and pens, shirts and baseball caps, and other athletic and sports equipment. As for the risks of a marketing strategy, it focuses on:

- maximum impact despite potential threats;
- minimal risks without high-level requirements;
- another combination of the two approaches.

For example, when a company launches a new product on the market, it poses a big risk that can bring good profits if the agrarian laughs. By contrast, diversification strategies carry minimal risk.

Market development strategy This is an example of a marketing strategy used to attract new customers. For this, the geography of sales is expanding (strategy of geographic expansion) or customers are attracted to the area developed by the company (new strategy for creating a market).

A good example of this is the behavior of Johnson & Johnson, which quickly created a new group of baby shampoo buyers with nothing.

According to statistical analysis and demographics, the company is in danger: sales have fallen due to a decrease in the birth rate. Johnson & Johnson marketers have found that many adults also occasionally use baby shampoo. Based on this, the company built an advertising campaign, and sales of goods rose sharply.

Often, market development strategies use an approach such as finding new ways to use a product. A classic example of this method is Du Pont, which invented nylon. There have been many ways to use this material, but over time, it all proved to be useless.

However, Du Pont found new ways to use nylon. Then came women's stockings, men's jackets, rugs and tires, and even parachutes. When a new direction was found in the use of materials, the company's revenue increased again.

Among other things, this variant of the marketing strategy can be aimed at expanding the market space. Consumers use the company's products they can hear the simple idea that the intensity should be increased.

For example, Procter & Gamble is trying to convince people that if you double a single dose of Head & Shoulders shampoo, it will be much more effective.

New product development. There are many examples of marketing strategies, and this approach to business development depends on certain risks. Before launching a new product on the market, it is important to make sure that it is in demand by consumers. Or at least there should be an opportunity to create artificial demand.

It is also necessary to assess the risks and reserves of the company, the ability to develop a similar product with competitors, compare costs and compare the planned profit. We need to know how to overcome the conservatism of people who question everything new.

However, if the new product finds its place and potential buyers appreciate it, it is clear that the company's revenue will increase.

The production of new products does not have to be based on new technologies. Sometimes it is enough to look at the process from a different angle. Tetris and Monopoly games, adhesives and adhesives are a good example of such a marketing strategy.

Power strategy suitable for medium and large companies, the costs of which will be much lower than the costs of a manufacturing enterprise with a large production hall and small batches.

In addition, serious businesses can invest in large-scale research, build a well-developed marketing network, and run large advertising campaigns. For example, the manufacturers of Marlboro cigarettes and Electrolux, Toyota and KamAZ refrigerators make full use of their advantages.

Companies that specialize in the production of custom products often use a specific part strategy. These firms have small but stable customers. This allows people to buy highly specialized products from specific manufacturers, provide them with ongoing funding and make very good profits.

EBay, an electronic auction company, or a company that sells Porsche sports cars, is using this marketing strategy.

Pioneer strategy. means creating new market segments or radically changing existing ones. It is not only about updating the product, but also about finding solutions that are cost-effective in many ways.

A good example of such a marketing strategy is the well-known company Apple, which released the first personal computer under the Zenit trademark.

Or take the famous McDonald's. When the company decided to open its restaurants in South Korea, Taiwan and Japan, it was in great danger. First, most Asian consumers are not familiar with American cuisine. Second, McDonald's conveyor-based cooking and customer service system was also new to Eastern culture. Thus, the company was looking for a certain type of franchisor who was willing to take a number of risks in search of benefits.

Positional protection. A marketing policy limited to the individual protection of companies is not a forward-looking strategy. The veracity of this claim is borne out by the example of Henry Ford, who created nothing more than the Model T car and ultimately bankrupted the company with revenues of more than \$ 1 billion.

Other examples are Bayer, Aspirin, and Coca-Cola. Despite the popularity of these companies, their position on the market cannot be called absolutely stable.

Realizing this, the owners of Coca-Cola began acquiring businesses that produce various fruit juices, as well as diversifying the production process, despite the fact that the company occupies almost half of the global soft drink market. The conclusion here can be the following: in any case, an enterprise should not live only on defense, it is impossible to win a war with the strengthening of defense.

Side protection Marketing strategy refers to focusing on the weakest section of the border when a company is building a defense system.

General Motors' owners did not take manufacturers from Europe and Japan seriously and were not properly prepared for the attack.

Japanese automakers Pinto and Vega could not boast of high quality when creating an inexpensive subcompact, the price was not cheaper than foreign cars, but Japanese companies managed to capture a certain share of the American market with their cars.

Minor seizures in marketing strategy, instead of passive defense, it means inflicting a small blow on the enemy. Here's an example of a person's interest in health: Taking a small amount of vitamins to prevent illness is much easier than swallowing a handful of medications. There are several methods of small attack strategy.

In this case, the company attacks a competitor with small forces, then begins to threaten a second time, and then launches small attacks a third time. Your actions

as a result, the activities of your competitors will be disrupted, so it is time to attack in all directions.

A successful example of such a marketing strategy is Seiko, which offered 2300 different watches to distributors around the world.

Once all the planned actions are completed, you need to build on the success. This requires maintaining a high level of competitiveness.

Counter attack. Marketing strategy refers to a retaliatory attack against an enemy attack. Many business leaders want to stick with this strategy. Managers are convinced that passive monitoring of changes in the market will not benefit the company.

Northwest Airlines has many routes, but one of the most lucrative is the Minneapolis-Atlanta flight.

The rival, Northwest Airlines, is a small airline that launched an attack on Northwest Airlines, offering passengers a large number of discounts and organizing a large advertising campaign. Northwest Airlines did not remain in debt, which, in turn, lowered the cost of the Minneapolis-Chicago flight.

The Northwest risked losing its main source of income and was forced to return to old prices.

Reduction of required staff. Even large companies cannot effectively defend their territories due to limited resources. In this case, competitors can attack simultaneously in several directions. And the best way out here is a strategic retreat.

But downsizing does not mean the company is going out of business. The company is giving up an area that it cannot protect. Instead, all resources are focused on finding new promising directions in more profitable areas. Competitive production will be consolidated, but the goals will remain the same.

Examples of such a marketing strategy are the work of companies such as General Electrics, Heinz, Del Monte and General Mills. This style may sound strange, but it is often used by leaders in any industry.

In short, foreign companies use various marketing strategies to gain or maintain their position in the market. In a market economy in our country, companies will have to act on the basis of international experience. After studying the marketing strategies of foreign companies, the following suggestions and recommendations are given:

1. Companies need to rethink existing marketing strategies;
2. Separately, you should analyze the results of marketing strategies of foreign companies;

3. Each company must develop its marketing strategy taking into account the international competitive environment;
4. It is recommended to discuss the results of the implemented marketing strategies at quarterly General Meetings of Shareholders, Supervisory Board meetings and management meetings.

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