

# IMPACT OF MARKETING CONSULTING ON THE DEVELOPMENT OF COMPANIES

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## **Анотація**

*Консалтинг у маркетингу, який представляє в наш час одну з найбільш значущих частин ефективного існування бізнесу. Поєднавши в собі всі способи й інструменти, рекламний консалтинг здатний допомогти бізнесу отримати більш чітке розуміння ринкової історії, позначити своє місце серед конкурентів і побудувати на основі отриманих відомостей вдалу тактику ведення бізнесу.*

**Ключові слова:** маркетинг, бізнес, менеджмент, ринок.

## **Abstract**

*Consulting in marketing, which is nowadays one of the most significant parts of effective business existence. By combining all methods and tools, advertising consulting is able to help businesses gain a clearer understanding of market history, mark their place among competitors, and build successful business tactics based on the information received.*

**Keywords:** marketing, business, management, market

## **Introduction**

Constant study of its conditions is considered an indispensable condition for the effective formation of the market. This provision allows not only to quickly react to changes, but also to predict the situation on the market and the influence of competitors. Such actions will not only help to avoid certain losses, but will also give an opportunity to find new promising niches for previously existing products, as well as encourage the formation of others. For this, in the field of marketing consulting, multi-faceted business studies are conducted, competitive opportunities and “bottlenecks” are formed, the company’s advertising tasks are developed and the necessary funds are specified. Marketing consulting provides assistance in the implementation of initiatives in the field of business development and strengthening, in determining promising niches and choosing the optimal direction of the company’s activity in the target market, and is also based on marketing analysis and controls all the nuances of the company’s interaction with the outside world. To determine the right consulting strategy, a marketer must determine a large analysis of the volume, sales segment, and evaluate the future prospects of the company’s development.

## **Research Results**

The result of the tasks of advertising consulting is the creation of a qualified doctrine of branding, which involves the formation of an original image of the company and the products it produces and makes it unique on the market. This involves both the creation of a completely different brand and the transformation of an existing one with the purpose of engaging the right audience.

Marketing consulting is necessary when the company is affected by many factors, namely, when the company’s margin decreases sharply, the company’s share of sales decreases, the level of service decreases due to customer complaints. The company creates new markets, develops new projects, creates a branding or rebranding company. New directions of marketing, new tools are emerging. There are questions that cannot be answered by the customer’s team or require an assessment of the work of a qualified contractor.

Consulting can have a significant impact on the development of companies in many aspects, as well as increasing competitiveness when the company team evaluates its competitors, as well as applying their strengths and weaknesses to the company. Based on this analysis, consultants develop strategies that contribute to increasing the company’s competitiveness using new technology to promote business and tools to improve your marketing efforts. This may include the use of data analytics, artificial intelligence, marketing automation, etc. Effective customer communication is designed to help companies improve their communication with customers, leading to increased customer loyalty and satisfaction. This can be achieved by developing effective strategies for communicating with customers, including through social media, email and other channels.

## **Conclusion**

Consulting in marketing does not involve typical conclusions and uniform principles. In each specific situation, experts in this field create a unique model of the company’s further actions. Without exception, all conclusions of advertising consulting are considered the result of an in-depth audit of the company’s activities, based on its history, existing internal reserves and needs.

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