

UDC 336.6
SCSTI 15.31.31

AFFILIATE MARKETING

O.A. Tsapova¹, N.Y. Mikhaylova¹, A.N. Tsygankov¹

¹NKSU named after M.Kozybaev, Petropavlovsk, Kazakhstan

Abstract

This article reflects the modern concept of marketing-relationship marketing. The formation of effective interaction between an employee and an employer is one of the main factors that determine the sustainability of the development of social and labor factors in the labor market. The paper will present the content of the organization of social partnership and partnership relations as a fundamental component of building this type of networking and adapting the concept of partnership marketing to them. Due to the peculiarities of today's stages of society formation, there is a need to create a new approach to managing socio-economic systems at the macro and micro levels. The new approach, in contrast to the previous stages, changes the process of networking between the subjects of financial relations. In addition, the author considers the issues of social partnership as a regulatory component of social and labor relations; the possibility of building a social partnership system based on the concept of partnership marketing and the advantages of their adaptation. Attention is paid to and analysis of various approaches to the definition of modern marketing and partnership marketing is carried out. We also consider such a phenomenon as guerrilla marketing.

Key words: marketing concepts, affiliate marketing, partnership relations, guerrilla marketing, social partnership, regulation of market activity.

СЕРІКТЕСТІК ҚАТЫНАСТАР МАРКЕТИНГІ

О.А. Цапова¹, Н.Ю. Михайлова¹, А.Н. Цыганков¹

¹М. Қозыбаев атындағы СҚМУ, Петропавл, Қазақстан

Аңдатпа

Бұл мақала маркетингтің қазіргі заманғы тұжырымдамасына - маркетингтік қатынастарға арналған. Еңбек нарығындағы әлеуметтік-еңбек қатынастарының дамуы оның тұрақтылығын, жұмысшылар мен жұмыс берушілер арасындағы тиімді өзара әрекеттесуді анықтайтын жетекші факторлардың бірі болуды болжайды. Бұл мақалада өзара әрекеттестіктің осы түрін құрудың және маркетингтік серіктестік тұжырымдамасын бейімдеудің негізі ретінде әлеуметтік серіктестік, серіктестік жүйесінің мазмұны қарастырылады. Макро және микро деңгейлердегі әлеуметтік-экономикалық жүйелерді басқарудың жаңа тәсілінің қажеттілігі қоғамның қазіргі даму кезеңінің ерекшеліктерімен, алдыңғы сатылардан айырмашылығы, экономикалық қатынастар субъектілерінің өзара әрекеттесу процесінің өзгеруімен сипатталады. Мақалада әлеуметтік серіктестік мәселелері әлеуметтік-еңбек қатынастарын реттеуші ретінде қарастырылады; экономикалық қатынастардың қазіргі кезеңіндегі маркетингтік серіктестіктің құрамдас бөліктері, маркетингтік серіктестік тұжырымдамасы мен олардың бейімделу артықшылықтарына негізделген әлеуметтік серіктестік жүйесін құру мүмкіндігі. Қазіргі заманғы маркетинг пен маркетингтік серіктестіктің анықтамасына әр түрлі көзқарастар талданды. Партизандық маркетингтің феномені де қарастырылады.

Түйінді сөздер: маркетинг тұжырымдамасы, серіктестік қатынастар маркетингі, серіктестік қатынастар, Партизан маркетингі, әлеуметтік серіктестік, нарықтық қызметті реттеу.

МАРКЕТИНГ ПАРТНЕРСКИХ ОТНОШЕНИЙ

О.А. Цапова¹, Н.Ю. Михайлова¹, А.Н. Цыганков¹¹СҚГУ им. М. Козыбаева, Петропавловск, Казахстан

Аннотация

В данной статье отражена современная концепция маркетинга – маркетинг взаимоотношений. Формирование эффективного взаимодействия между сотрудником и работодателем является одним из главных факторов, которые определяют устойчивость развития социально-трудовых факторов на рынке труда. В работе будет представлено содержание организации социального партнерства и партнерских отношений как фундаментальной составляющей построения данного типа нетворкинга и приспособлению к ним концепции маркетинга партнерских отношений. В связи с особенностями сегодняшних этапов формирования общества возникает необходимость создания нового подхода к управлению социально-экономическими системами на макро- и микроуровне. Новый подход, в отличии от прежних стадий, обладают изменением процесса нетворкинга между субъектами финансовых отношений. Кроме того, автором рассматриваются вопросы социального партнерства как регулирующей составляющей социально-трудовых отношений; возможность построения системы социального партнерства на основе концепции маркетинга партнерских отношений и преимущества их адаптации. Уделяется внимание и проводится анализ различных подходов к определению современного маркетинга и маркетинга партнерских отношений. Также рассматривается такое явление, как партизанский маркетинг.

Ключевые слова: концепции маркетинга, маркетинг партнерских отношений, партнерские отношения, партизанский маркетинг, социальное партнерство, регулирование рыночной деятельности.

Introduction

This article is devoted to the topic of affiliate marketing. In the modern world, there is no exact definition for the word «marketing». Marketing experts have long debated which definition best reflects the essence of marketing. Here are just a few of them:

– Philip Kotler quotes «Marketing management is the art and science of selecting target markets and building better relationships with them. The goal is to identify, attract, secure and grow target counterparties, creating and delivering superior customer value».

– E. Jerome McCarthy gives the concept as marketing. Marketing is the execution of actions it is aimed at ensuring the company's goals by anticipating the needs of the customer or client and direction of the flow of products and services that meet these needs from the manufacturer to the customer or client. There are a huge number of definitions of marketing, but most of them are too complex and sometimes do not give an accurate and clear idea of marketing.

– American marketing Association (AMA): «Marketing is a mechanism for predicting and selling concepts, pricing, promoting and popularizing ideas, products, and services to create exchanges that meet individual and organizational goals».

– Around the world marketing Association (WMA): «Marketing is a core business philosophy that guides factors to identify and meet the needs of certain individuals and companies through exchanges that create superior value for all parties».

– Institute Of Marketing (England): «Marketing is a management mechanism responsible for identifying, planning, and meeting the needs of contractors with profit» [1].

There are many definitions, and in my opinion, none of them reflect the very essence of marketing. Most experts agree that marketing is a process of satisfying needs. But is it? Indeed, if you think about it, in the modern world, a consumer can satisfy his needs for anything even without you. And now, in your absence from the market, he is hardly experiencing problems in satisfying his needs. Restaurants, cars, sparkling water, game

consoles, mobile phones, and so on. Does the consumer have a need for any of the above that only you can satisfy? Of course not! Each consumer has something to eat, something to drink, somewhere to rest, something to drive, and they solve all these problems perfectly without your help. Perhaps all these definitions were once relevant, but not in today's highly competitive world.

In my opinion, the strategy and tactics of interacting with a competitor, anticipating the thoughts and desires of the customer or client - that's what marketing is.

Method of research

In the modern world marketing is a struggle with competitors, not in the market, but in the mind of the consumer. After all, the decision about whether they need certain goods or services is made in the consumers' heads. It is the consumer's head that constantly receives advertising information from billboards, from TV, from radio speakers, or from the Internet, finally. It is there, after weighing all the pros and cons, evaluating the quality of the product or service, and dozens (or even hundreds) of other factors, that a decision is made about the need/necessity of something. And that's where all the interactions with your competitors take place. Not in the market, not in the office, not on the shelves, but in the mind of the consumer! And, until you can handle the competition in the consumer's head, you won't be a winner in the market [2].

Based on all the above, we can conclude:

Marketing is a strategy and tactic of interaction with a competitor in the consumer's mind. This is why, for example, guerrilla marketing develops these days. Originality and non-standard ideas - this is what attracts the customer's attention, and therefore remains in his mind. At the same time, a significant reduction in the manufacturer's costs for product promotion and thousands of customers who want to buy your merchandise. This builds long-term mutually beneficial relationships with key market participants, the subsequent receipt of benefits and its distribution among the participants in the process.

Marketers did not set themselves the task of expanding the set of marketing tools with new techniques, the result of which was to copy the work of competitors and achieve the same results. In the process of active work, marketers might not have noticed that marketing is already unsuitable for all practical purposes, but they themselves are inclined to say that marketing is only at the stage of decline in its life cycle. Currently, marketing does not enjoy the attention of investors, except that to a certain extent its core skills are present in entrepreneurship. Marketing is not inclined to innovation and development, thereby creating all the best competitive values [3].

Marketing in its traditional form has become one of the areas that impede the changes that occur as a result of the introduction of new technologies. Management on the principles of marketing meant limiting the possibilities in controlling and implementing a creative approach to innovations and new technologies and rather interfered, instead of directing changes in the appropriate direction. However, the introduction of new technologies in the activities of companies occurs regardless of the existence of support from marketers. At present, marketing specialists are increasingly finding themselves in an unusual role for themselves when they have to react to change rather than carry it out [4].

It must be recognized that marketing as a modern management concept requires transformation, new benchmarks and other uses. Solving problems in the framework of IGO partnerships marketing can be a useful and appropriate approach for marketers, returning to them the role of determining the strategic guidelines of the company. In addition, at the present stage, not only the current practice of marketing is discussed and questioned, but also

many of its individual components. Some of them will allow you to modify marketing, thereby starting a new stage, where marketers will be able to carry out organizational changes and act as a buyer's protection. From time to time, marketers face problems that combine such issues as hypotheses about individual preferences in the product and service, reducing the time horizons of entrepreneurship in General and for marketers point-by-point, changing methods to market segmentation, as well as establishing communication networking with individuals who wait for counterparty service on their own during their entire existence, as well as with direct participation of the client in making decisions about pricing.

These issues are discussed below. The time horizon available to marketers to achieve results has shrunk. Companies are increasingly choosing financial management rather than marketing. Now venture investors and financial managers have significantly reduced the time frame available for generating income and profits. But a particular market may suggest that sales cycles and internal problems, such as product development steps, may still take a long time. In addition, buyers do not tolerate suppliers who take money and run away.

Many people express a desire for long-term cooperation to jointly create new business values. Marketers miss a lot of opportunities, focusing more on trading than on relationships. However, those professionals who focus on relationships take into account that customers seek long-term cooperation with a company or its trademark. Given this fact, the marketer should provide internal support for the idea of creating long-term integrated groups with customers for the mutual benefit of the buyer and the supplier. As a rule, relationships that exist only at the insistence of the seller are unsuccessful. The problem is to identify various ways of long-term cooperation and joint creation of strategic values for buyers and suppliers. These values should benefit both parties.

Conclusion

This means that, firstly, companies should move on to striving to establish relationships, and secondly, to recognizing their ignorance of the full measure of the benefits that a customer can bring. At the very early stage, specialists should establish with which group of buyers they want to establish relationships, and also what type of relationship should be maintained. Often, companies make the wrong decisions when choosing target customers. At the same time, the marketer plays a double role: he defines a permanent contingent of contractors with whom the company is obliged to maintain and strengthen relations, and supports the changes that are necessary to make within the company to achieve this goal. This is the vital role of marketing experts, which once again puts them at the center of entrepreneurial work as leaders in forming partnerships [5].

In traditional marketing, the price of the product is set, and the product and price are offered to the market in a set, the cost can be discounted depending on competition and other market conditions. With the help of price, they try to provide income from the investment made by the company in a more or less permanent product.

References:

1. Akulich, I.L. marketing interaction / I.L. Akulich. M.: Higher school, 2010. – 256 p.
2. Bank marketing / under the editorship of A.V. Falco. M.: Veche, 2016. – 304 p.
3. Internal Predictor of the USSR. Solving problems of national relations in the framework of the Concept of Public Security. – M.: Kontseptual, 2012. – 220 p.
4. Kusch S.P. Marketing relationship on the industrial markets / S.P. Kusch. M.: Higher school of management, Saint Petersburg University Press, 2016 – 272 p.
5. Lobanova, T.N. Banks: organization and personnel. Modern concept of management. Specialized training case study course: monograph. / T.N. Lobanova. M.: BDC-press, 2013. – 108 p.