

SITUATIONAL APPROACH IN TRANSPORT MARKETING

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The situational approach in transport marketing is a strategy based on adapting marketing actions to changing situations and contextual conditions in transport and logistics. This approach takes into account various factors such as seasonal fluctuations in demand, changes in the economic environment, technological innovations and the competitive environment.

The theoretical basis of the situational approach includes the application of concepts such as segment-oriented marketing strategy, market research, statistical data analysis and the principles of flexibility and adaptation.

The main aspects of the situational approach in transport marketing include:

1. Identification of market segments: Based on data analysis, companies identify the most promising market segments where there is a need for their transport services;

2. Adapting marketing strategies: Companies adapt their marketing strategies and tactics based on changing market conditions and competitive environment;

3. Price and promotions management: Taking into account the situational context, companies determine the optimal prices for their services and develop promotions and special offers to attract customers;

4. Flexible planning of advertising campaigns: Companies respond to changes in the situation by reconfiguring advertising campaigns and channels of communication with clients;

5. Optimisation of marketing communications: With the use of modern technology and tools, analytics companies are adapting their communication strategies to maximise the impact on their target audience.

Current development topics in this area may include:

1. Data and analytics integration: Using big data and analytics to better predict demand, identify customer needs, and manage marketing campaigns;

2. Personalisation and customisation of services: Advances in technology allow companies to create personalised and customised offers for customers, taking into account their individual needs and preferences;

3. Optimising multimodal transport networks: Marketing strategies should take into account the diversity of transport modalities and offer customers the best options for delivering goods;

4. Environmental Responsibility and Sustainability: With the growing emphasis on environmental sustainability, companies should integrate a message of environmental responsibility into their marketing strategies.

5. Innovation in marketing and advertising: The introduction of new technologies, such as virtual and augmented reality, provides new opportunities to develop creative marketing campaigns and capture customer attention;

6. Customer Experience and Feedback Management: An important aspect of the situational approach in transport marketing is the active management of customer experience and feedback.

Companies should endeavour to create positive and memorable customer interaction experiences, and use feedback effectively to improve their services.

In conclusion it should be underlined that all these aspects reflect the importance of adaptability and flexibility in transport marketing and the urgent need for persistent and continuous development and innovation to compete successfully and highly efficient in the current global market that is, undoubtedly, a key to success.

References

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