УДК 658.821
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MANAGEMENT OF MARKETING SUPPORT OF LOGISTICS SERVICES

The full-scale military aggression of the Russian Federation against Ukraine has fundamentally changed the economic conditions and business requirements, especially in the field of logistics services. Logistics companies face numerous challenges, such as infrastructure destruction, threats to the safety of employees and cargo, and changes in consumer needs. In this context, there is an urgent need to develop marketing strategies that meet new realities and ensure continuity of supply.

For instance, the company "Nova Poshta" adapted its services during the war, focusing on delivering humanitarian aid and essential goods to conflict zones. In such conditions, it is crucial to reorient marketing efforts towards social responsibility and population support. Companies must focus on creating a positive image through transparent communication, prompt response to customer needs, and maintaining high-quality services even under challenging conditions. The military conflict significantly alters consumer priorities and demand for logistics services. Consumers primarily seek uninterrupted access to essential goods and services in crisis conditions. For example, the demand for rapid delivery of food, medicine, and other basic goods has sharply increased, forcing logistics companies to adapt their services to ensure timely delivery.

The "Meest" company has adapted its services by introducing new routes and increasing delivery frequency. This approach allows quicker responses to demand changes and ensures customers receive necessary goods. Meanwhile, it is essential to consider changes in consumer behavior. A growing demand for remote services and online orders requires companies to invest in digital solutions and innovative technologies.

Marketing analysis became a critically important tool for predicting changes in the logistics sector during and after the war. Data analysis on current market trends, consumer behavior, and the economic situation allows companies to anticipate future needs and risks since accurately forecasting demand is a cornerstone of effective supply chain management. For example, the company "Ukrposhta" uses extensive data analysis to optimize logistics routes, which helps reduce costs and increase delivery efficiency. Studying the competitive environment and monitoring legislative changes are also important aspects of marketing analysis.

Innovative marketing tools such as digital platforms, big data analytics, and process automation are becoming an integral part of the strategy for supporting logistics companies. For instance, mobile applications that allow real-time tracking of deliveries significantly improve customer interaction. The company "Justin" has implemented a mobile application that enables customers to track parcels to change delivery addresses, enhancing the flexibility and convenience of services.

Using social media and other digital channels to communicate with customers is also important. For example, regular updates on delivery status, new services, and special offers can be effectively disseminated through social media, email newsletters, and SMS notifications. This helps maintain customer connections and increase their loyalty. Furthermore, process automation significantly enhances the efficiency of the company's operations. Modern technologies for managing warehouse inventory, route planning, and order processing reduce costs and improve service quality.

After the military conflict ends, logistics companies should focus on restoring and developing their marketing strategies. This includes creating new products and services, expanding markets, and actively engaging customers. For example, launching new services such as rapid delivery using drones can become a critical competitive advantage. Companies also need to invest in infrastructure and equipment modernization to support economic recovery and enhance competitiveness. An important aspect is restoring trust and the company's reputation, which can be achieved through transparent communication, quality service, and active social responsibility. For example, supporting local communities, rebuilding infrastructure, and helping those affected by the conflict can significantly enhance the company's image.

In conclusion, adapting marketing strategies during and after military conflict is critically important for logistics companies. This includes promptly responding to current challenges, strategic planning for the future, investing in innovations and technologies, and active social responsibility. The readaptation of marketing strategies ensures supply continuity in crisis conditions and lays the foundation for sustainable development in the future.

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