

On the question on the basics of the functioning of the territory marketing strategy in the conditions of processes digitalization

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Abstract — This research is aimed at identifying opportunities for the development of the economic potential of municipalities as an element of the marketing strategy of the territory. The basis of the territorial economic potential considered various tools are considered, the main of which the authors assume strategic planning, the assessment of which will allow to form a competent balance of indicators for which the optimization processes will go. Since the process of strategic planning is assessed, it can be considered as a certain program of actions, the result of which is a marketing plan for the development of a territory always based on economic potential. By optimizing the processes of strategic planning, they can be considered as a program of actions, the result of which is a marketing plan for the development of a territory, always based on the economic potential. That is why the assessment of the economic potential of a territory is necessary as an initial element of strategic planning, as well as a basic element of a marketing plan. The authors suggest that such assessment of the economic potential of a territory is necessary as an initial element of strategic planning, as well as a basic element of a marketing plan. The article consider this aspect within one of the territories of the Sverdlovsk region, which is actively developing and positioning itself as part of the territory's marketing strategy. In the course of the research, we consider the real and potential features of the economic potential of the territory and the main directions for managing the situation.

Keywords — *territory marketing, strategic assessment, agglomerations, strategic planning, economic potential, assessment of the strategic planning process.*

I. INTRODUCTION

Strategic development of territory marketing is one of the most painful points of economic development of any region. Issues, related to this, are regularly discussed, various assessment parameters are studied and systems, that allow to determine the competitiveness of a territory are developed. The conceptual basis of reorganizations carried out in Russia is the construction of an open system of a market economy. The successful development of such an economy requires the solution of multifold problems, including tasks of various urgency: short, medium, long term, or combinations thereof. One of the most important problems objectively became the subject of territory marketing, which has both its own prerequisites and significant consequences, affecting primarily the well-being of the population living in the territory [2]. The genesis of marketing is associated with the policies of enterprises located in the territory aimed at the realization of manufactured products with minimal costs. In the process of

transition from a scarce economy to an abundance society, the need for a systematic search and development of new markets increases [1].

Marketing is comprehended as a certain installation, or a concept for the management and employees of an enterprise, which implies a focus on the needs and requirements of the customer (marketing as a principle). Marketing is beginning to be comprehended as the target application of certain techniques (marketing as a means), as well as a systematic search for solutions that require knowledge of related disciplines (marketing as a method). These related areas should include not only psychology, sociology, demography, but also the technological features of the production and use of the manufactured product [2].

II. MATERIAL AND METHODS

This allows to schematically reflect the development of marketing as an integral part of the reproduction process of enterprises of the territory associated with the realization and marketing of manufactured products. The formation of these four elements of marketing began to comprehend as an essential part of the concept of enterprise management, based on commercial principles.

As the initial we take the definition given in the cited source: The concept of "marketing" covers the scope of pre-sale preparation of goods based on consistent consumer orientation, the concept of enterprise management, aimed at overcoming problem spheres in its activities, and is also a means of ensuring public interests by informing and explanatory work [Ibid. P. 6].

III. RESULT AND DISCUSSIONS

Thus, the concept of marketing begins to be considered much wider than the original, representing a set of methods of influence on the public sphere, i.e. social or socio-economic one. Territory marketing implies not only and not so much the limited marketing research of a specific territory, as taking into account the needs and interests of the territory in the ongoing regional policy [4.p.4]. In this case we are talking about a specific local territory bounded by the boundaries of a municipality or several municipalities that constitute a united economic space [1. P. 10]. The united economic space involves the free movement of goods, services, money, as well as the relatively free movement of labor within the boundaries of a municipality or territory. Freedom of migration and movement means the absence of borders, regulated by general legislation

or local acts, within the territory [3. P. 5]. At the same time, as noted in the literature, taking into account the interests of society is not the main task, but represents a special kind of restrictions in the activities of the enterprise or - we add - the functioning of the territory to fulfill its goals [5].

Thus, territory marketing has significant features, unlike enterprise marketing. These features, in our opinion, include the following circumstances:

1. A wider scope of marketing application in the case when it is not about a single enterprise or organization, but about a territory or region [2. P. 29]. Both commercial and non-commercial marketing, as well as all its types and varieties, should be used here, since per se the marketing of the territory is complex.

2. Territory marketing is carried out on the territory delineated by borders (administrative, geographical, economic, informational and other) within which enterprises and organizations are located, the totality and functioning of which is a single economic space. The listed types of borders may not coincide, which is explained by the economic and geographical position, transport infrastructure, features of settling and landscape. All this requires a concurrent inter-municipal interaction in the form of socio-economic integration, equity financing, the creation of temporary creative groups or other forms of management.

3. If general marketing focuses on choosing the best distribution channels for products, then such an approach to the territory is impossible. Communication in this case should not be determined by product distribution channels, but by searching for, creating and advertising such attractive features or advantages that would be of interest to potential labor, investors, shareholders in order to attract their attention to the given territory.

4. In any limited area, the intersection and localization of the economic interests of both the population of the territory and those living outside the territory occur. Observing the general principle of a market economy, the parity (equality) of the interests of all subjects-carriers of economic interests must be considered. However, the focus on meeting the needs, primarily, of the indigenous population, or those, permanently residing in the territory, requires their interests be taken into account first of all, priority.

5. The competitive advantages of a territory may not have a value form of expression. More precisely, we are talking about the possible absence of an adequate value form of expression of competitive advantages. In addition, the "mediation" of competition by territorial extent may additionally lead to its implicitness and manifestation proximity in time. This explains the need for careful work on the image of the territory, the need to distinguish advantages by forming the image of the territory as a special product.

6. Obtaining advantages by forming the image of the territories also has its own features. In more detail, it will be considered in the second chapter. Here it should be noted the importance of market segmentation by consumer categories; focus on the production and supply of services (to see, hear, participate can only here and now); attraction to the formation of the image of service and related products providers.

Based on the above, we define territory marketing as a set of principles for managing a territory (municipal entity) in order to

achieve sustainable economic development, to fully implement the economic interests of the population living on it and the means or ways to create opportunities and conditions to attract potential and real participants of transactions performed in the territory or about the facilities of the territory, which is greatly facilitated by digitization. There are several different definitions of what need to be assessed strategically in the territory marketing system and what is assessment. Since the process of strategic planning is assessed, it can be considered as a certain program of actions, the result of which is a marketing plan for the development of a territory based on economic potential. Accordingly, an assessment of the economic potential of a territory is necessary as an initial element of strategic planning, as well as a basic element of a marketing plan. A feature of the modern economic situation is the need to use digitalization in this process, which facilitates the development of economic potential and at the same time allows it to be assessed in modern conditions. We will consider this aspect in the framework of the Yekaterinburg agglomeration, which is actively developed and positioned as part of the territory marketing strategy and uses a number of digital platforms for efficiency.

The economic potential of the municipality as part of the Yekaterinburg agglomeration is highly differentiated. There is a group of municipalities with very low potential: Verkhneye Dubrovo, Beloyarsky, Aramilsky; mid-level territories: Sysert, and Zarechny; group of territories with high economic potential: Ekaterinburg, Verkhnyaya Pyshma and Berezhovsky. The core of the agglomeration is Yekaterinburg, which produces about 66% of the volume of shipped goods and services of the agglomeration [8, p.4]. It is planned to divide the Yekaterinburg agglomeration into three sectors: North, south-west and south-east. North and South-West concentrates large manufacturing and mining industries. Southeast has a significantly lower industrial potential, but at the same time it is densely populated and has great potential for the development of agricultural production and logistics, as well as a large residential potential. Currently, the following prerequisites are being formed for the formation of a world-class multimodal transport and logistics hub in the Yekaterinburg agglomeration:

- In Yekaterinburg, two railway corridors "China-Europe" are connected: Transsib and highway China - Kazakhstan - Chelyabinsk - Ekaterinburg. On the Chelyabinsk - Yekaterinburg section, it is planned to create a high-speed highway with an operational speed of up to 250 km / h.

- The modernization of Koltsovo Airport allows to count on the prospective growth of air cargo from 25.5 thousand tons in 2014 to 31.8 thousand tons in 2030 [9, p.4].

- The development of the road network in the Yekaterinburg agglomeration increases the availability of the hub site for trucks.

- The project "International Transport and Logistics Hub" is included in the "Development Strategy of the Sverdlovsk Region until 2030".

However, the implementation of this process is impossible without digital platforms, the analysis of information, its effective use for making management decisions requires the presence of "smart systems", especially "smart city". The localization site of the hub is the site near the Koltsovo International Airport. When designing the Yekaterinburg-Chelyabinsk high-speed highway, the creation of the Koltsovo

high-speed railway station and the construction of a railway line to the hub site are considered.

The international transport and logistics hub will be a lever for the active development of the entire Yekaterinburg agglomeration.

The territorial development of transport and logistics functions is less defined in comparison with industry. This is due to the high competition of municipalities for the placement of logistics centers and the direction and is highly dependent on the direction and pace of development of the transport frame of the Yekaterinburg agglomeration. In the foreseeable future, significant changes in the geography of the logistics hubs may occur. In the short term, the following transport and logistics centers are seen:

- Yekaterinburg - development of cargo traffic on the Trans-Siberian Highway (China-Europe transport corridor), proximity to Koltsovo airport, construction of a Yekaterinburg-Chelyabinsk high-speed railway with a station in Koltsovo, reconstruction of the M5 highway - all these factors increase the development possibilities of logistic functions in the agglomeration center;

- Verkhnyaya Pyshma - Development of transport infrastructure: building a northern railway bypass, improving communication with Yekaterinburg, developing the ERAR - increases the probability of forming a logistics center in Verkhnyaya Pyshma;

- Beloyarsk - development of the Siberian tract (Yekaterinburg - Tyumen) and increased connectivity with the southwestern sector of the Yekaterinburg agglomeration increase the transport and logistics potential of the city district. However, prospects for creating a local logistics center of small capacity look more realistic.

Such centers need for digital platforms.

A promising direction is also the processing of Internet mail traffic arriving in the Urals. This market is constantly growing (the growth rate in the regions reaches 30% per year or more). Ekaterinburg ranks third in the Russian Federation after Moscow and St. Petersburg in volume of orders in online stores. Creating a high-speed highway will speed up this process. On the hub site can be placed large e-commerce companies [9, p.4].

Projects under the state programs of the Sverdlovsk Region can contribute to the solution of the stated tasks: "International Transport and Logistics Hub"; "Transport mobility of the population", which, accordingly, will increase the economic potential of the Yekaterinburg agglomeration and can actively function in the implementation of digital technologies.

The formation of innovative sectors in traditional industries also completes the economic potential of the Yekaterinburg agglomeration. The development perspective is the formation of an innovative technology park for digital processes, designed to gather SME enterprises that can arrange horizontal cooperation with large businesses in the short term. The most important function of this park will be the formation of a training system (engineering staff, management, skilled workers and middle managers) who will be able to form a group of SME enterprises that outsource products and services that have strong demand from large business companies. In this regard, a promising technology park is defined as an educational technology park that forms the economic component of the Yekaterinburg agglomeration. For the operation of such a park, it is necessary

to develop a system (technology) of the transparent training of professional personnel, in which the competences of large business and educational institutions of the Yekaterinburg agglomeration should be combined, as well as provide digital training for the processes. This implies a compilation of the best educational practices that large business uses in solving problems of improving the quality of the man power. As a result, the Educational technology park will become the locking element in the educational chain: profile class at school - modern vocational education (university, secondary vocational institution) - basic department at the university - Center for vocational education and retraining.

The Urals Technopolis project, implemented as part of the state program of the Sverdlovsk Region, can contribute to the formation of innovative digital sectors. A promising direction for the development of financial technologies is the creation of banking IT platforms. Ekaterinburg agglomeration has highly qualified financial experts and programmers, has moderate rental rates for office real estate and significant power supply reserves. All this creates good prerequisites for the placement of IT-divisions.

The southeast sector of the Yekaterinburg agglomeration is convenient for the development of agricultural production: Suburban vegetable and other plant growing directions are actively developed. For the intensification of agricultural production, the creation of a specialized infrastructure of the agro-industrial complex becomes critical. Such infrastructure includes: storage capacity of agricultural products, slaughterhouse, house for freezing of meat, etc. These facilities are usually in private ownership. At the same time, the construction or modernization of such facilities requires significant investments with long payback periods. It is necessary to provide government support for agrarian-related infrastructure projects.

An insignificant number of municipalities within the Yekaterinburg agglomeration have significant prospects for increasing agrarian specialization as part of the agglomeration. Basically, these are territories in the second and third zones of the agglomeration (the territories involved and the peripheral areas of the Yekaterinburg agglomeration). The project "Development of the agro-industrial complex", implemented under the state program of the Sverdlovsk region, can stimulate the development of agrarian production and, accordingly, the economic potential of the Yekaterinburg agglomeration.

IV. CONCLUSION

Thus, the development of the Yekaterinburg agglomeration seems to be quite a capacious and long-term project, built on digital equipment. In the course of its implementation, it is necessary to accumulate a variety of factors and direct them in a single vector of development of the territory. At the moment, the territory has all the necessary conditions for the growth of the economic potential and, accordingly, for the implementation of the strategy and marketing plan for the development of the territory through digitalization.

So, as a recommendation, the author highlights the creation of the necessary measures for the formation of joint economic, investment projects of municipalities that can create stable financial ties between cities. The most basic, in the author's opinion, a well-formed normative legal basis, that ensures the

effective implementation of the marketing plan for the development of the Yekaterinburg agglomeration and the creation of digital conditions, in the author's opinion, is the main thing. The strength of the "foundation" depends on how long, and most importantly how effectively Ekaterinburg agglomeration will be developed.

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