

less than it was planned. With the help of a marketing program is required before the end of 2014 to increase sales by 20%.

External indexes are a level of knowledge. During questioning adult users of alcoholic products was set that awareness of the TM Bostavan among buyers is very low, and only 10% of the total number of respondents (13 500 people.). The marketing program is to provide the level of awareness of potential consumers about TM Bostavan not less than 50%, thereby increasing customer loyalty.

For achievement of marketing aims marketing program will include the following activities:

- An increase of visibility of TM Bostavan is in retails and wholesales, through activities of merchandising (providing attractive visibility showcases computation, brand price tags, posters and inserts)

- Conducting tasting events in HoReCa

- Establishing brand stands with the products;

- Attracting hostesses and tasters for informing more buyers of products TM Bostavan

Carrying out these activities will allow to attain the put aims and to increase a market share TM Bostavan on the market of alcoholic beverages in the segment of wine products.

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## **MARKETING FOR RENEWABLE ENERGY COMPANY**

In this article I'd like to talk about some effective techniques for advertising renewable energy sector. First of all every company should pay attention to its website, because the website is perfect way to tell consumers how they can benefit from what you have to offer. The website should be found very easily. Ways to get people there usually include:

- pay per click advertising,

- search engine optimization (SEO),

- email marketing and inbound links from relevant websites.

Another effective technique is direct marketing. When talking about it we mean sending out letters: by post or by door-drop (unaddressed). Success of your company depends on how good the list is, as well as the content of your mailer. As with advertising, your company's headline, as well as your company's call to action is crucially important. As far as email marketing is concerned it is cheaper way of direct marketing using email. It can be very effective, as you can get people to take action by clicking a link to a sign up, etc. It also offers a great way of keeping in touch with

leads, prospects, and existing customers and so on. When your company sends them regular newsletters you are demonstrating your expertise over time, so that when consumers are ready to buy you're still at the front of their mind.

As far as social media is concerned today there's too much buzz about your "being" on Facebook, Twitter, Linked-in and so on. Your company is likely to waste a lot of time by trying to deliver sales to most renewable energy installers. However, Facebook, Twitter and others can be useful for your company while it's trying to build relationships, to find out about, and talk about, the latest developments in the market, keeping in touch with consumers.

Strategic alliances, referral systems, public relations and testimonials are also considered to be effective techniques for advertising renewable energy sector. Teaming up with firms who are in a different market to your company, for mutual benefit, is called strategic alliances. Here is example. Recent research found out that when someone moves house is a trigger for thinking about installing renewable energy. Teaming up with estate agents or surveyors to find ways that you can help each other is a good example. There are lots of local networks that formalize systems of businesses referring to each other. Your company can build its own networks of complementary companies, so that both companies will refer business to each other. Good referral networks are built on trust, and it's easy to get started - just refer people you know to companies that you trust. When we are talking about public relations we mean editorial coverage: on radio and TV, in local papers, magazines, etc. We consider editorial coverage to be much more effective and much more trusted at building your reputation than advertising.

It is very good for your company to use testimonials across all its marketing. And in order to get the best out of them, always ask your consumers to be specific about why they liked your company's service or product.

Upselling existing customers may be very difficult for some renewable energy businesses, because it is much more expensive to find a new customer, than it is to sell your product or service to an existing customer. Your company should offer a wider range of renewable energy, and possibly also energy efficiency, products and services. In such case there are a lot of opportunities for your company to help customers improve their property over time. If customers like your job first time, your company will be the first one of call for the next time. For the customer it is very good as well because they get a whole building approach.

We know that advertising is the first thing most people think of when they talk about marketing. However, now in this article we proved that there are plenty of other ways of getting renewable energy technology into domestic and commercial buildings, many of which are more cost effective than traditional advertising.