

## THE ROLE OF MARKETING IN INCREASING THE INVESTMENT ATTRACTIVENESS OF THE INDUSTRIAL REGION

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In contemporary market conditions, the question how to create the region's image and to increase the investment attractiveness is becoming more relevant.

The purpose of the article was to study the investment attractiveness of the industrial region on the example of Zaporizhzhya region and to develop a marketing strategy for the region, using tools of investment marketing and marketing of territories.

The concept of marketing approach to the development of the strategy of increasing the region's attractiveness implies focusing on the investors' needs. The main stages of a regional promotion plan include analysis of the territory's resources and the needs of the target groups, using SWOT and PEST analysis, image and positioning analysis, competitive advantage, target audience; setting tasks and developing a plan to meet customer needs, identifying tools and channels for implementation.

Zaporizhzhya region, as a center of metallurgy, mechanical engineering and energy plays a significant role in the economic structure of the whole country. However, for the further active development of this region, its image and investment attractiveness have to be increased.

According to the analysis of the investment climate of Zaporizhzhya region, heavy industry enterprises are the basis of its economic structure, therefore, for the further development of investment potential, it is necessary to introduce innovative technologies that mitigate the negative impact on the environment and increase the level of competitiveness of these enterprises. To ensure favorable conditions for their development, it is advisable to create technoparks, industrial business incubators. In addition, it is important to develop small and medium-sized businesses, which will allow creating high value-added industries, reducing competition in the labor market, and expanding jobs.

In our opinion, the most effective marketing tools in terms of attracting investment are, the further development of a loyalty program for investors. Moreover, it is important to provide information for investors through the creation of an investment portal on the Internet, participation in international forums and exhibitions, regular organization of investment events in the region, the development and dissemination of analytical information, such as catalogs of investment proposals. For Zaporizhzhya region, the most effective marketing communication is public relations (PR) - press, brand ambassadors, sponsorship. Also important is cooperation with interested individuals, legal entities and personal communication with investors.

In the result of the research was made a conclusion, that the features of the region, such as infrastructure development, entrepreneurial activity, and workforce qualification by analysis, play a significant role in attracting investment funds. With the help of marketing means of communication - city branding, development of investor loyalty programs, information support and PR activities in the Zaporozhye region it is possible to create a positive image of the region and the necessary conditions to increase investment attractiveness.

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