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**PROBLEMS AND WAYS TO IMPROVE THE MARKETING OF THE ADVANCED  
DEVELOPMENT TERRITORIES**

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**Abstract**

The paper reveals the the problem of increasing the effectiveness of marketing of territories of priority development. It describes the theoretical provisions on the nature, goals, advantages of priority development territories and concluded the importance of marketing places in the implementation of strategic vectors for overcoming the economic and technological backwardness of regions and cities. At the same time, on the basis of an assessment of the existing practical situation, it was determined that the territories of advanced social and economic development do not have the expected population of residents (investors). As a result of a selective study, the general problems of promotion, individual flaws in the organization of the information support system for the target audience, the frequency of use of the basic factors for positioning territories of priority development were identified. The best practices of applied marketing are systematized and additional ways of increasing the attractiveness of territories for investors are proposed.

**Keywords:** marketing of territories, territories of priority development, investment attractiveness of places, promotion of territories.



2016-2018 гг. [1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100]

23 %  
(рис. 1).



Fig. 1. Sources of information about territories of advanced social and economic development, % of the number of sample territories

80 % , 15  
(рис. 2).

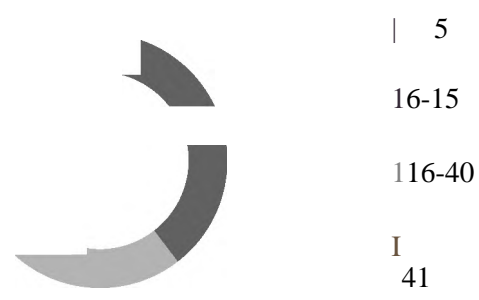


Fig. 2. Structure of territories of advanced social and economic development by the number of residents, % of the number of sample territories

1.

Table 1

Assessment of the availability of information about territories of advanced social and economic development in the Internet

1	2	3	4	5	6	7	8	9	10	11
1	( )	+	+	+	-	-	-	-	-	-
2	( - .)	+	+	+	+	+	-	+	-	+
3	( )	-	+/-	+/-	-	-	-	+	+	-
4	( )	-	+	+	-	-	-	-	-	+
5	( )	+	+	+	+	-	-	-	+	-
6	( .)	+/-	+	-	+	+	+	+	-	-
7	( )	+	+	+	+	+	+	-	-	-
8	( - .)	+	+	-	-	-	-	-	-	-
9	( .)	+	+	-	+	-	-	-	-	-
10	( .)	+	+	+	+	+	+	-	+	-
11	( )	+	+	-	-	-	-	-	+	-
12	( .)	+	+	-	+	-	-	+	-	-
13	( )	+	+	-	+/-	-	-	-	-	-
14	( )	+	+	-	+	-	+	-	-	-



1	2	3	4	5	6	7	8	9	10	11
15	( )	+	+	+	-	+	+	+	+	-
16	( )	-	+	+/-	+	+	-	+	+	+
17	( )	+	+	+	+	-	-	-	-	-
18	( )	+	+	+	+	+	-	+	+	+
19	( )	+	+	+	+	+	+	+	+	+
20	( )	+	+	+	+	+	-	+	+	+
21	( )	+	+	-	+	-	-	-	-	-
22	( )	+	+	+	+	-	-	-	-	-
23	( )	+/-	+	+/-	+	+	-	+	-	-
24	( )	+	+	+	-	+	-	-	-	-
25	( )	+	+	+	+	+	-	+	-	-
26	( )	+	+	-	-	-	-	+	-	-
27	( )	+	+	+	+	-	-	-	-	-
28	( )	+	+	+	+	+	-	+	-	-
29	( )	+	+	+	+/-	-	-	+/-	-	-
30	( )	+	+	+	+	+	+	+	+	-

: «+» -

, «-» -

, «+/-» -

(97 % 83 % )

( . 3),

( 20 %

(23 %

33 %


I

. 3.

, %

Fig. 3. Representation of key factors of territories of advanced social and economic development positioning in the means of their promotion, % of the number of sample territories

1.

«  
 ( ),  
 » (27.08.2015, <https://tass.ru/info/2215388>),  
 29.12.2014 473- ( . 26.07.2019) «  
 - »

2.

«  
 (http://kr-  
 rk.ru/ishchem-investora/territoriia-operezhaiushchego-sotsialno-ekonomicheskogo-razvitiia-  
 nadvoitsy-promyshlennyi-park-nadvoitsy)

(  
 19 ( 2016 . 940  
 « »).  
 (http://kareliainvest.ru/acts/  
 territoriya-operezhayushchego-sotsialno-ekonomicheskogo-razvitiya-nadvoitsy/)

19

3.

«  
 ( )  
 (https://erdc.ru/about-  
 tor/#anchor\_statistics), « » (https://russiaindustrialpark.ru/  
 toser-yuzhnaya), (http://investinsakhalin.ru/ru/  
 toser/yuzhnaya/),

4.



« ... »)

5. ...

« ... ».

6. ... ( ... ) ... ( ... ) ... « ... » ( ... 2).

2  
Table 2

Promotion tools in relatively successful Russian territories of advanced social and economic

		( ... )
1	2	3
( ... )		
« ... » ( ... )	: ... :	( ... )
« ... ».	- ... :	( ... )
	( ... ) :	( ... )
	« ... » ( ... )	( ... )
/	« ... » « ... » « ... » « ... »	( ... )

1	2	3
	« , », , : , , , , .	( )
/	,	( )
	, , , , .	( .)
	- , - ,	( .)
	( ) ( <a href="http://online.pubhtml5.com/gsie/mlhy/#p=10">http://online.pubhtml5.com/gsie/mlhy/#p=10</a> )	( .)
	, , , ,	( .)
	( ) , , ,	( .)
	(facebook.com>chustoser)	( )
( )		
	« » ( 300 )	( )
		( )
	, . 100-200 . ,	( .)
	:« . ,« » ,« . . . » ,« - . »	( ), ( ), ( )





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- 39-
1. 62-67.
16. . . . 2016.
4. 107-112.
17. . . . 2016.
- 3 (83). 32-37.
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