

MARKETING CONCEPT AND BUSINESS STRATEGY: THE UKRAINIAN COSMETIC BRAND ZOLA

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***Анотація:** У статті розглядаються бізнес-стратегії та маркетингова діяльність українського косметичного бренду Zola. Проаналізовано постійну увагу до потреб споживачів та розробку нових продуктів як маркетингову концепцію.*

***Ключові слова:** ZOLA, косметичний бренд, маркетингова стратегія, глокалізація, б'юті-індустрія.*

Abstract: The article considers the business strategies and marketing activities of the Ukrainian cosmetic brand Zola. The continuous attention to the changing needs of customers and the development of new products as a marketing concept are analyzed.

Keywords: ZOLA, cosmetic brand, marketing strategy, glocalization, beauty industry, digital marketing.

Introduction

Marketing refers to a broad concept covering organization of production and sales of products, which is based on consumer requirement research. All companies must look beyond their present situation and develop a long-term strategy to meet changing conditions in their industry. Marketing management, therefore, consists of evaluating market opportunities, selecting markets, developing market strategies, and planning marketing tactics and controlling marketing results.

Statement of basic materials

The philosophy of the brand is based on quality and innovations. Each formula is a result of modern technologies and a striving for perfection. ZOLA positions itself as professional cosmetics for eyebrows, eyelashes, and makeup, oriented toward both masters (brow artists, lash makers, makeup artists) and final consumers. The brand demonstrates premium-level value, but with prices that make them accessible.

The marketing strategies of the ZOLA brand are aimed at combining professionalism, quality, and community trust. The company makes a significant emphasis on digital marketing — it maintains active pages in social networks, creates educational content, and promotes the personal brand of the founder, which adds trust. Sales are primarily oriented towards the online format, where the consumer has quick access to the full assortment, promotions, and convenient payment methods.

An important role belongs to education: through ZOLA Academy, the company forms a community of professionals who grow together with the brand. This approach not only strengthens client loyalty but also turns the masters themselves into brand ambassadors. The assortment strategy is built on product variety — from professional lamination means to care cosmetics. This allows the brand to satisfy the needs of both specialists and regular users.

Furthermore, the marketing strategy is built on the principles of globalization. The art of ZOLA's brand globalization lies in the ability to combine Ukrainian roots with international standards of beauty and marketing. The brand successfully adapts global trends of the beauty industry to the local needs of the Ukrainian consumer, preserving its own authenticity. ZOLA creates certified, safe, and professional products that meet global quality requirements, but at the same time emphasizes Ukrainian production and support for domestic specialists.

Conclusion

To conclude, the ZOLA brand is a vivid example of a modern Ukrainian business that combines professionalism, authenticity, and global thinking. Its success is the result of clearly built market positioning and thoughtful marketing strategies aimed at community development. ZOLA creates not just cosmetics, but an entire ecosystem with training, partnership, and professional growth.

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