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## **METHODICAL APPROACHES TO THE CHOICE OF MARKETING STRATEGY FOR MODERN UKRAINIAN BANK**

The article is to develop a methodical approach to the choice of the bank marketing strategy in terms of complicated and dynamic external environment.

The paper investigates methodological approaches to the choice of bank strategies in a competitive environment that is still increasing.

The comparative analysis of the dynamic capabilities of a number of Ukrainian banks with the market development data using a four-figure indicator, which includes formal estimates of production capacity, financial capacity, diversification of income and competitive position of a particular bank, is made.

The estimation of dynamic indicators performance of 20 Ukraine banks is carried out. According to the results obtained, the strategies used by the banks from the analyzed sample are determined. The recommendations for improvement of Ukraine banking are given.

According to the high level of competition in the banking market of Ukraine the application of the integrated marketing strategy is recommended. The main principles of its implementation are the following: use of the most marketing tools and the number of channels to attract customers, regular testing of the chosen set of tools and channels, regular analysis and total presence (total distribution).