

INNOVATIVE MARKETING: THE RELEVANCE AND NECESSITY OF INTRODUCING NEW INSTRUMENTS

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ABSTRACT

this article discusses the concept of marketing, innovation, marketing innovations, their relevance and the need for implementation. The types of marketing innovations are revealed. New tools used in marketing practice over the past few years are being considered.

Keywords: innovation,
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INTRODUCTION

Innovation means the introduction of new and improved ideas, products, processes or services that can lead to positive changes in business or society. Innovations can include new technologies, production methods, marketing strategies, organizational structures, etc. They contribute to the development and growth of companies, increase efficiency and competitiveness, as well as create new jobs and improve people's quality of life. Innovation is the driving force of progress and helps to overcome the challenges and problems faced by society.

Marketing is the process of planning, implementing and controlling activities aimed at creating, promoting and selling goods and services in order to meet customer needs and achieve profit for the organization.

The main task of marketing is to identify and analyze the needs and desires of the target audience, develop and offer goods or services that will meet these needs, as well as create strategies and tactics to attract and retain them.

Marketing includes many activities such as market research, competitive environment analysis, pricing policy development, planning and conducting advertising campaigns, sales management and customer service.

In modern realities, marketing also includes the use of online promotion channels such as social networks, online advertising and search engine optimization.

Marketing is an important function for any organization, as it helps it attract new customers, retain

existing ones and create increased demand for its products and services. It also allows an organization to differentiate itself from competitors and establish strong customer relationships.

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Thus, marketing and innovation are closely related to each other and interact to achieve common business goals. Marketing helps to determine which innovations will be in demand in the market and how to promote them, and innovations create new opportunities for marketing and business in general.

Marketing innovations are concepts, methods, and technologies applied in the field of marketing to increase business efficiency, improve customer interaction and ensure competitive advantages in the market.

Examples of marketing innovations include:

1. Using social media to attract and interact with customers. This may include creating company profiles on popular platforms, publishing content, conducting online contests and advertising campaigns.
2. Development and implementation of integrated marketing communications. This is an approach in which all the marketing channels of a company (for example, advertising, PR, sales) work together to achieve a common goal and convey a consistent message to customers.
3. Implementation of personalization in marketing strategies. This can be implemented through the use of customer data to create customized offers, recommendations and messages.
4. Involving customers in the product and service development process. Companies can use innovative methods such as crowdsourcing or user voting to get feedback and ideas from customers to improve their products.
5. The development of mobile marketing. With the increasing number of mobile device users, companies can use mobile apps, SMS newsletters, or mobile advertising to reach their audience.

These are just some examples of marketing innovations, and their choice and application depend on the specific needs and capabilities of each company.

There are several types of marketing innovations, including:

1. Product innovations: These are changes in the product itself, such as adding new features, improving quality, redesigning the design, and so on.
2. Price innovations: These are changes in product pricing, for example, the introduction of new discounts and promotions, the development of various packages and tariff plans, changes in the price structure, and so on.
3. Distribution channels: These are innovations in ways of distributing and delivering a product to the end consumer, for example, using new online platforms, developing your own sales networks, partnering with other companies, and so on.
4. Promotion of innovation: These are changes in the methods of marketing communication and product promotion, such as the use of new advertising channels, the development of non-standard promotions, the launch of interesting events and much more.
5. Service innovations: These are changes in the services provided to customers,

for example, the introduction of new service packages, improving the quality of service, the implementation of innovative technologies for the convenience of customers, and so on. These are just some of the types of marketing innovations, and companies can combine different approaches to achieve their goals.

At the moment, marketing is actively developing and gradually moving away from the traditional one. Over the past decade, new innovative marketing tools have emerged such as:

1. Using artificial intelligence and machine learning to analyze data and predict consumer behavior. This allows you to more accurately identify the target audience, personalize offers, and improve the effectiveness of advertising campaigns.
2. The use of virtual and augmented reality to create immersive and interactive advertising campaigns. This allows potential customers to evaluate the product or service more fully and tangibly before purchasing.
3. Development of mobile marketing and mobile applications. This allows you to reach customers anytime and anywhere, as well as create more personalized and convenient interactions.
4. The use of the Internet of Things (IoT) to collect and analyze consumer data and use this information to personalize marketing campaigns and improve customer experience.
5. The use of chatbots and artificial intelligence to automate customer service and request processing, which reduces the response time to requests and improves the overall level of service.
6. The use of blockchain to ensure transparency in advertising campaigns and protect customer data.

Blockchain can also be used to create new distributed marketing models and reward customers.

These innovative tools help companies effectively attract customers, improve their products and services, and strengthen their brand.

Thus, we can conclude that modern marketing is actively developing: scientific research is being conducted, based on which new marketing tools are being created; technologies are emerging that allow you to find your target audience, establish contact with it, and sell goods; marketing is getting cheaper and becoming an increasingly accessible tool for companies. Every year purchases become more and more pleasant for consumers. Music is playing in stores, high-quality and interesting ads can be seen on television and on the Internet, many brands create useful content on social networks, and if you don't like the purchase, you can always write to the company and get feedback. Most organizations are moving towards consumer orientation, seeking attention and brand commitment. This trend will continue in the coming years.

There will be new tools and innovations in marketing that each company will be able to apply in its activities.

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