

Innovative marketing trends at modern enterprises

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Marketing plays a key role in the digital transformation of business. The processing of customer data by marketers makes marketing a unique tool for managing digital resources.

According to the Forrester report «Challenge Traditional Leadership To Win at Digital Transformation», «62% of respondents whose companies are undergoing a digital transformation led by a CMO confirm that their business is experiencing double-digit growth compared to 50% of respondents where digitalization is managed by IT directors» [1]. The digital transformation of industry and commerce, as well as society as a whole, has given birth to new terms, principles, methodologies and many other tools to simplify business practices. This is how the concept of «digital marketing» was born, which indicates that the marketing function takes into account a set of factors that determine the effectiveness of systems for selling goods (services) in the era of digital technologies. Internet marketing communications is a system of measures to promote goods and services using virtual analogues of traditional advertising, such as banners and ads, as well as means of promoting a company's website on the network, including through search engines.

The tasks of marketing Internet communications are varied – the organization of internal or external communications of the enterprise (corporate resources). As the information society develops, the effectiveness of communication channels changes: now traditional advertising (directories, banners, announcements, leaflets, booklets) is significantly inferior in efficiency to Internet advertising, so companies should form

their marketing policy taking into account the promotion of products on the Internet. This is possible thanks to virtual analogues of traditional advertising, means of promoting the company's website on the network, including through search engines. The traditional ways of promoting products on the Internet include: a website, search engine optimization, text advertising, catalogs and headings, e-mail marketing.

Marketing innovations in the scientific economic literature are presented as the creation and provision of goods or services that offer consumers benefits that are perceived by buyers as new or improved, while distinguishing between inventions and innovations.

G. Foxol, R. Goldsmith, S. Brown raise the question of the need to distinguish between the concepts of «innovation in marketing» and «consumer innovation», which closely interact with each other. Innovation in marketing, according to the above authors, «is something (trademark, product, idea, service, experience) that members of the social system perceive as new» [2].

Innovation can be a technological change, a new activity, the use of new materials in the production of goods, a new brand. The perception of an object as innovative depends on its perception by each of the participants in the sphere of exchange.

Based on this, four types of innovations are distinguished. The first type of innovation is the repositioning of a mature product that is old or familiar to both the seller and the buyer: offering new value to the consumer and changing the promotion strategy.

The second type of innovation is established brands and products that the consumer market perceives as new, original or unfamiliar. But from the point of view of the organization investing in innovation, this product is not new, it is simply offered in a new target market or segment.

The third type of innovation is products that are familiar to the consumer but new to the organization. This difference in perception may be one of the reasons for failure in the market. Many products are not suc-

successful in the market, as they are only analogues and do not offer the consumer any new consumer value.

The fourth type of innovation is «genuine innovation» both from the point of view of the manufacturer, being its technological achievement, and from the point of view of consumers.

The main goals of innovation are to minimize the cost of products (services) and increase its competitive advantages. For an investment project, the main criterion is its financial efficiency in terms of attractiveness to investors. For an innovative project, not only financial results are important, but also its novelty, which satisfies the needs of consumers and manufacturers. For an innovative solution to be successful, it is necessary to develop a program, a set of measures that will necessarily take into account all types of innovations (the circle of innovations).

There are two directions for organizing effective innovations in marketing process:

- ▮ integration of all stages of an innovation project into a single continuous process, changing the structure of all levels of management and coordinating the links between them vertically and horizontally. Such centripetal tendencies arise when it is necessary to consolidate the resources of an enterprise to perform a specific large-scale task;
- ▮ allocation of marketing of innovative processes into an independent object of management, i.e., separation of innovative structures from units performing traditional functions [3].

It can be concluded that innovative marketing in the enterprise contributes to an increase in profitability from new products and ideas. The complexity of its implementation is determined by the risks, however, the greater the risk, the greater the profit can be, but no one has canceled equally large losses, which repels entrepreneurs. An enterprise can use different types of innovative marketing strategies, each of them can be applied in a given situation, but new ones are being created, because in

today's time, in order to take a leading position in the market, you need to constantly develop what something new and take risks.

Literature

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