

Starytska O.P.,
cand.sc.(econ.), assistant professor of economy entrepreneurship department
Starystkiy T.M.,

cand.sc.(econ.), assistant professor of marketing department
Ternopil Institute of Social and Information Technologies

INNOVATIVE MARKETING AS A TOOL OF IMPROVING THE ENTERPRISES ACTIVITIES EFFICIENCY

The purpose of this publication is to substantiate and determinate the effective using of innovative marketing as one of the means of Ukrainian enterprises rising from the economic crisis.

In today's world, innovation is an effective means of competitiveness increasing as it leads to the creation of new products and entering new markets, increase in investment and reduction of all types of costs.

Innovative marketing is, on the one hand, a large proportion of risk, but on the other - higher returns in case of proper course choosing. Innovative marketing is part of a company's strategic plan. One of the basic principles of innovative marketing is the creation of a new product or change of existing production technology to such an extent that the result appears to be a brand new product.

Innovative Marketing is also the search of new niches, markets and segments. One of the successful strategies of this is the Blue Ocean Strategy. Its main principle is to find those characteristics of a product or service that are important to consumers, but the competitors do not possess them. One of the best examples of this strategy implementation is Cirque du Soleil.

In industrialized countries, the marketing concept of company development has been of major importance for decades. The complex of innovative marketing includes the innovation strategy development, market analysis and operational marketing.

The main objective of strategic innovative marketing is to develop a strategy directed at innovation implementation into the market. Therefore, the bases of strategic market research is to analyse market conditions and subsequently develop market segments, organise and form the demand, model the buyer's behaviour.

The key point of marketing strategy is to study and forecast the demand for the new product based on a thorough study on how the consumer perceives the innovation.

Operative innovative marketing is the final stage of marketing system, the essence of which is to develop specific forms of innovative marketing concepts implementation. Operative marketing is aimed at maximizing profits and sales, promoting the company's reputation, developing market segments. It is closely linked with the notion of "marketing components", which are the operational variants of decisions taken in the process of marketing management on an enterprise.

While implementing innovative marketing it is needed to take into account the stages of new clients' perception.

Another mistake is when the staff of a marketing department is not engaged into the innovative marketing. Innovative teams - groups that are engaged in innovation, including marketing - should consist of experts from various fields. Gathering them together arises the potential to work on new approaches, products or services, removes the fear of failure, reveals the freedom of ideas and opinions. The group should include people from the top management level and those directly responsible for the company's strategy development.

The need to use strategic and operational marketing by Ukrainian enterprises has been substantiated. Possible directions of innovative marketing implementation have been investigated. The analysis of innovative marketing various means has been carried out, in particular, the surveillance and analysis of customer needs, the choice of pricing strategy, the connection of work with end users, retail, commercial agents and wholesalers, modern promotion tools. It has been proved that implementation of innovative solutions and using the package of innovative marketing measures could create new jobs, improve the general level of economic development, and facilitate the creation of world-renowned trade marks.

Key words. Innovation, marketing, innovative marketing, strategic marketing, operational marketing.

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