

Soroka M.
Lviv Polytechnic National University

NEW FORMS OF MARKETING or INNOVATIVE MARKETING

Nowadays we often face with new forms of marketing. Such tendency is clear, because the traditional approach to managing of business does not bring good results. The marketing classics (Philip Kotler, Peter Drucker, Michael Porter, Theodore Lewitt, David Ogilvy, Jack Trout, Al Ries and others) developed in their numerous publications the main essence of marketing, which consists of orientation on the necessities of targeting consumers, establishment of clear aims and production of goods (providing of services) to get profit.

New forms of marketing can reveal itself in different areas of activity of Ukrainian enterprises (for example, in the process of investment resources attraction for supporting continuous production). So, therefore the need to define the marketing of investments appears, i.e. conception of qualitative new development of enterprises, industries, regions, even countries.

Guru of the modern marketing Philip Kotler with co-authors offers the practical approach to the decision of problem of bringing in of capital. He comes from that the search of investors is analogical to the search of clients and consumers, and that is why marketing instruments are fully applicable [1]. Analysing pluses and minuses of different sources and their influence on a capital structure, it is possible to forecast as investors and creditors choose perspective borrowers.

Understanding of appearance of thought of investors and creditors allows exactly to define, who of them optimum benefits for business. Also such conceptual approach guarantees their sponsorship in a long-term prospect. Today more and more leaders of business, financial directors and specialists in marketing, managers of middle and higher link and businessmen begin to search more effective forms of marketing.

Today popular conception also is marketing of places. How to create powerful and perfect cities and territories in Europe? Single Europe becomes the largest market in the world, and never before the question of achievement of superiority at the European and global market was not so sharply. For a feeling a situation place competition forces will bring back to life and will generate new partnerships and

star players. To create more possibilities, communes and cities must be able to attract investors, enterprises, citizens and tourists. Places, like commodities and services, need master and exact marketing. “Marketing of places” is the first book, offering the systematic analysis of reasons on which many European places got in a difficult situation, and giving useful recommendations, how to regenerate in a new millennium. A book abounds the examples of the European places, realizing different strategies of decision of problem of competition. Here are great successes, in which application of principles of marketing of place, and difficulties and errors, resulted in the attempts of places to compete for resources. A book offers the ways of exit from quite a few of various difficult situations places appear in which. “Marketing of places” helps accountable for making decision people in Europe to develop a strategic marketing plan, aimed at the construction of the best future and prosperity of their territories, while places which entrust the future will of case and inertia appear behind [2].

In other words, we have to use new technologies of marketing (Partnership Marketing, Direct Marketing, Global Marketing, Guerilla Marketing, Marketing of places, Internet-marketing) more frequently. Specialists call such displays of marketing as innovative. Although we cannot mix up innovative marketing (innovative forms of marketing like nothing done or experienced before) with marketing of innovations, which is the conception of providing innovative products and technologies with the purpose of marketing success.

Marketers in many industries know that innovation through new product development is vital to remain competitiveness. But product decisions are not the only area affected by new developments. Innovation can influence almost all marketing areas. Below is a sampling of how innovation has affected different marketing areas [3]:

Marketing Area	Effect of Innovation
Marketing Research	Creates new ways to conduct research including more sophisticated methods for monitoring and tracking customer behaviour and analyzing data.
Targeting Markets	Allows for extreme target marketing where marketing-to-person is replacing mass marketing. For customer service, technology makes it easier to manage relationships and allows for rapid response to customer’s needs.
Product	Creates new digital products/services. Incorporation of innovation into existing product/service enhances value by offering improved quality, features & reliability at a lower price.
Promotion	New techniques allow better matching of promotion to customer activity and individualized promotion. Makes it easier for sellers to offer product suggestions.

Distribution	Creates new channels for distribution and transaction (e.g., electronic commerce) that include making it easier for buyers to place orders. Allows more control over inventory management and closer monitoring of product shipment
Pricing	Enables the use of dynamic pricing methods.

Ready we perceive new ideology of business today in Ukraine or not - time will show. But we must remember that innovative way of the development is single correct for us.

References:

1. Philip Kotler. *Attracting Investors: A Marketing Approach to Finding Funds for Your Business* / « », 2008. – 200 c.
2. *Marketing Places Europe: How to attract investments, industries, residents and visitors to cities, communities, regions and nations in Europe* / // ' , ' , ' , ' . - : . - : , 2005. - 384 .
3. Internet-source: www.knowthis.com/principles-of-marketing-tutorials/managing-external-forces/innovation-in-marketing from 11/21/2009.