

**Donchenko M., Shulandt L.**  
**N. Shumilova, research supervisor**  
**Dnipropetrovskiyi Montazhnyi Tehnikum**

## WHAT ARE THE NEW TRENDS IN MARKETING

Trends come in the form of “fashions” that built on the rush for youth and social media marketing – more direct, more collaborative, more engaging. The trends are divided into four groups – the new concept and more enduring, evolving concepts – the strategic impact and those with more short-term, tactical results.

### *1. Marketing fashions = New concept + tactical impact*

- Black marketing – bringing together a range of “below the radar” techniques including events, parties and sponsorship to target niche audiences, particularly useful where advertising is banned.
- Augmented reality – from Google's futuristic glasses that can tell you everything from product ingredients to special offers.
- Branded voices – building a personality behind your brand, either the founder or endorser.
- Spreading happiness – brands around the world went happy crazy over the last year, partly as a feel-good response to global economic stagnation.
- Freemium pricing - from apps to games, customers are now familiar with the idea of getting the product free, and then paying for the addiction-driven updates and upgrades. Now it's time to apply the model to every other market.
- Viral advocacy - word of mouth is free and believable, but digital gave it even more impact.

### *2. Marketing breakthroughs = New concepts - strategic impact*

- Zero moment of truth-in a search-driven, digitally enabled engagement process - there is a clear moment when potential customer will choose to love or hate you — we call it the ZMOT - the Tripadvisor rating, or carbon emission of cars.
- Upward innovation - the best ideas come the bottom upwards, not the top down - the poorest, most deprived markets; or the congest, most open-minded consumer; or the freshest un-normalized employee.
- Diffusion brands - most brands recognize that one brand just can't work for everyone, and to address the aggressive price strategies, they need a second brand.
- Subscription pricing - the biggest trend in pricing is not to sell products around transactions but to sell a subscription.

### *3. Marketing enhancements = Evolving concepts + tactical impact*

- Urban formats - now that most of us live in cities, marketers need to adapt to urban priorities, in particular space, time and convenience.
- Brand storytelling - as people seek authenticity and brands are seen as

superficial, stories give them more depth, more enduring, and easier for people to tell others.

- Predictive economics - data is a huge challenge and opportunity for every marketer. We can drown in it, or dive deep and find amazing insights. But it's most powerful when it can predict future behaviour, and link it to commercial potential.

- Wellbeing themes - more enduring than the happiness wave, is health and wellbeing which goes well beyond healthcare and food.

- Guest designers - much more than celebrity endorsement, then is about using the skills, and image, of others to enhance your brand.

- Brand gaming - "gamification" is not just a gimmick for kids, but more engaging ways to immerse your customers in your brand, before or after purchase.

- Integrated communication - the fastest cost-saving, and impact gain can come by connecting your messages and media - bringing together agencies and activities to talk with one voice, building a more interactive and coherent experience.

#### *4. Marketing transformations = Evolving concepts + strategic impact*

- Emerging markets - marketers are the growth drivers, and their biggest opportunity is obviously the fast-growing economies east and south, but don't forget other types of markets.

- Borderless segments - we obsess about geographical boundaries, thinking domestic and international, but customers are more similar in their clusters across geographies than within them. Forget nationalism, think niches and motivations.

- Crowd creativity - the best ideas are out there, not in your business. So build a crowdsourcing platform and let customers solve your toughest problems, or together build the best new ideas.

- Concept innovation - brands are not about products, not about companies, but about bigger ambitions to make life better. Innovate around a concept like learning, or exploring, in a way that connects but is more than what you do.

- Social innovation - ultimately we are all here not just to make money, but to make the world a slightly better place. How can you innovate around a higher purpose that creates value for customers, for society, as well as y our shareholders.