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## FEATURES OF INNOVATIVE MARKETING

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### Abstract:

The development of new technologies and the pace of implementation of completely new types of goods and services based on them lead to the fact that the market situation and consumer needs are changing more and more. The consumer says what he wants to buy, where, how he looks and at what price.

**Keywords:** New technology, potential customer, strategic market, active communication, product development.

A new approach to understanding the concept of marketing, namely target groups, is based on closer work with potential customers from a strategic market segment. By dividing the same consumer groups and defining strategic segments through marketing research, the company will save significant amounts of money and achieve greater productivity in future relationships with existing and potential customers. Active communication with selected market sectors allows you to attract the attention of a significant part of consumers, and many of them become customers of the company.

It is for this reason that, since the beginning of the XXI century, most of the market leaders in various industries began to combine into single communication services the departments responsible for advertising, PR, Direct sales, and internal relationships of firms. The number of companies using integrated marketing communications is growing.



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The effective use of innovative marketing strategies in enterprises is important for the effective implementation of the tasks of building industrial potential in Uzbekistan. This issue is defined in the action strategy for the development of the Republic of Uzbekistan for 2017-2021 as one of 4 important tasks "further modernization and diversification of industry by transferring high-tech processing industries, first of all, to a qualitatively new level aimed at accelerated development of production of finished products with high added value based on deep processing of local raw materials." Effective implementation of these tasks requires the development and improvement of innovative marketing strategies at industrial enterprises in Uzbekistan.

Innovative marketing is a set of marketing technologies aimed at creating, expanding and supporting new products or services. The peculiarity of innovative marketing technologies is that they do not work with a physically existing product, but with its concept being developed. This creates great difficulties in conducting marketing research, unlike traditional marketing. Innovative marketing is a systematic integration of the entire innovation cycle, starting from studying the market conditions of innovations, business design of an innovative project, its implementation and ending with the transfer of innovations to the market, the spread of innovations and making a profit.

The object of innovative marketing is intellectual property, new materials and components, new products, new processes, new sales markets, new ways of promoting goods and services, new organizational forms of management.

Creating innovations has always been important in our country. On the other hand, the commercialization of innovations was either not perfect or not at all. However, today the competition is won by those who are able to organize not the production of innovations, but their practical application.

The emergence of new forms of competition between enterprises increases the relevance of adapting to the market, functioning in it and the effective use of innovative marketing strategies. An innovative approach in this regard serves as an important factor in ensuring strategic competition for enterprises. The formation of a marketing strategy that ensures the sustainable functioning of automotive industry enterprises in the domestic and foreign markets is becoming important for the economy of Uzbekistan. A number of scientific studies aimed at ensuring the competitiveness of enterprises have been conducted and the expediency of



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considering marketing strategies as the main means of increasing competitiveness through their systematization has been substantiated.

Innovative marketing makes it possible to better meet the needs of the consumer, capture the market by shifting the priority in modern business from "functional" products to "innovative": functional products serve to meet the most important, necessary needs and in most cases are bought without looking at the place of purchase (had—seen — bought);

On the other hand, innovative products represent the latest word in technology and fashion, demand for them is difficult to predict, and their life cycle is much shorter. A new product involves any innovation or change to an existing brand that the consumer considers important. However, the degree of novelty may vary and be considered in several stages. For the company, goods that have never been produced before will be innovative goods.

Instead of concluding, the innovation marketing package is a set of practical measures to influence the target market and potential consumer of innovations, as well as timely response to changes in the competitive environment and consumer wishes.

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