

# International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337  
P-ISSN: 2663-3329  
[www.marketingjournal.net](http://www.marketingjournal.net)  
IJRMMS 2022; 4(1): 17-20  
Received: 18-10-2021  
Accepted: 03-12-2021

**Dr. Rajanikant Verma**  
Associate Professor, Commerce  
Department, Zakir Husain  
Delhi College (Evening)  
University of Delhi Jawahar  
Lal Nehru Marg, New Delhi,  
India

## Marketing, innovation and Indian strategy

**Dr. Rajanikant Verma**

**DOI:** <https://doi.org/10.33545/26633329.2022.v4.i1a.91>

### Abstract

Innovation marketing works at the front end of the development cycle to investigate market opportunities and client needs, gather client feedback during the development interaction, and market the product at the back end. Development promoting in this manner ensures that new items and administrations are prepared for the market and customers. This is about the current requirements during a significant advancement project, but also about the anticipation of future requirements. As a control, innovative marketing includes promoting exercises during the development cycle. Conceptualizing, basic reasoning, consuming thoughts, and creative personalities are all words that can help organization to learn a new way to make money. Online business patterns, via web-based media channels and commercial encouraging interest in market supply. Lodgings have evolved into quarantine cover for patients, and clinical consultation has moved online. The paper exhibits the market innovation on its own way in India.

**Keywords:** Quarantine, conceptualizing, relocating, errands, redesign, acculturated

### Introduction

An advertising innovation is the implementation of a brand-new advertising strategy that involves significant changes in product design or packaging, product placement, product promotion, or pricing. Context: For each new and existing product, new marketing techniques may be used (O'Dwyer, M., Gilmore, A., & Carson, D., 2009) <sup>[15]</sup>. The primary goal of innovation advertising is to open up new markets and, as a result, increase the organization's income. Innovation marketing also aims at repositioning the organization's products as well as meeting the needs of its customers by investing in digital talent. Market studies include the identification of client needs, as well as current and future market desires, as well as the exploration of viable market potentials. The role of advertising innovation is to discover new markets in order to increase income and profitability. Innovation advertising believes in the dynamics of the business world, which are changing on a daily basis, as well as the advertising and marketing techniques. Marketers recognise that traditional advertising and marketing techniques are no longer effective, and businesses are surrounded by innovative marketing strategies that allow entrepreneurs to hint the performance and adjust the techniques to better cater to the clients' wishes. A marketing innovation is the use of a new advertising technique that involves significant changes in product design or packaging, product placement, product promotion, or pricing. The teams of organisation will have a significant impact on organisation's ability to innovate. Creativity, critical thinking, and complex problem solving are all required. All three of these abilities are critical for developing and bringing to life a brand-new innovation that solves a real problem at a reasonable cost. Local communities may be what keeps many organisations alive in the coming months and years, so show organisation's support in any way they can. Innovation is a key component of all well-known manufacturers' advertising methods. Manufacturers of digital advertising technology must engage in exchange and make available opportunities. Discover three outstanding examples of modern advertising strategies used by well-known brands in the industry. Invest in genuine research "This method worked because the organisation came up with something new. "New information drew hyperlinks and became superbly supplied, causing people to share it on social media." This is an excellent time for manufacturers and customers to truly collaborate and empower one another. Examine the prices, because businesses are being impacted—that is a given. However, by adjusting our pricing techniques, the organisation can still meet the clients in the middle. Marketing Managers are required to make numerous marketing efforts to increase brand focus and

**Corresponding Author:**  
**Dr. Rajanikant Verma**  
Associate Professor, Commerce  
Department, Zakir Husain  
Delhi College (Evening)  
(University of Delhi) Jawahar  
Lal Nehru Marg, New Delhi,  
India

visibility in any way that has a positive effect on clients' minds while attempting to squeeze advertising budgets. If the organisation is unable to supply, they may lose market share to a new entrant. After some investigation, the organisations discover that making simple updates and tweaks, and, most importantly, changing the article's date to reflect the most recent revision. Set up automated email marketing campaigns, and livestream with that. Live content has the potential to generate more impressions than posts in newsfeeds. Increase the number of guests the organization can have on their blog- This type of strategy benefits both of us because they can use this guest publish.

### **Objectives of the Study**

The present research has a prime objective to explore the innovating ideas on marketing strategy. It reveals the various techniques which aid to create a brand image of the product. It also helps create brand image social responsibility of the organization and finally recognizes the need of the customers and helps to place the right product to the right market and customers.

### **Research Methodology**

The present study has a distinct methodology where the researcher has used only secondary sources of data for conducting the research. The various data/ information have been collected from different books, journals, published literature and a new, innovative concept was created. The methodology reveals the process of relevant data capturing, and the procedure is ethically followed in the study in comprehensive manner.

### **Techniques to Create a Brand Image of the Product.**

#### **Outdoor Statements**

Outdoor design is a complex amalgamation of visual and tactile factors that cleverly uses the surrounding environment to highlight the features of a given service or product. Or, at the very least, that's the descriptions are used to. Banner printing and outdoor design are more than just advertisements in today's world. While the sector is still dominated by the advertising industry, this design field of interest has begun to shift more and more in the direction of cultural and artistic development. In recent years, outdoor design has taken on a new direction that is increasingly focused on abstract art (Kavoura, A., & Stavrianea, A., 2014) [6]. Born from the idea of creating an urban utopia in which art triumphs over consumerism, and inspired by the provocative nature of contemporary art.

#### **Promise of a Brand**

Prior to putting a promise into action, the organisation should identify their strengths, client needs, and values. The employees are at the heart of making brand a success. No emblem promise should ever be made that does not consider the employees' ability to embrace it and deliver authentically. It's a good idea to start defining the promise with the following factors in mind: logo personality, target audience values and emotional motivators, the benefits of doing business with logo, and how precise are in the marketplace. The marketing managers should do homework. Employees and stakeholders should be interviewed. Before making a promise, identify strengths, client desires, and values. The employees are at the heart of delivering brand experience. No brand promise should ever be created that

does not consider the employees' ability to embrace it and provide authentically. The promise begins with a written declaration, but it is critical that everyone understands that it does not end there. It's a way of "living" the symbol. It is no longer a set of rules or a list of features and benefits. Keeping the promise is the responsibility of everyone in the agency, not just client-facing employees. It also includes every point of contact within the organisation.

### **Create an Excellent Image for the Brands**

Obtaining news and content qualities will assist organisation in selecting solid ideas for content advertising, directing the proper examination, and better pitching writers, distributors, and website administrators. When organisation's content is newsworthy, it will be more likely to compete in an ocean of content vying for people's attention (Avlonitis, G. J., & Papastathopoulou, P, 2000) [1]. The key to obtaining those news situations is to comprehend the following news esteems list: sway, idealness, noticeable quality, proximity, the unusual, struggle, money, and human premium. These eight core values influence a story's newsworthiness: sway, timetables, conspicuousness, closeness, struggle, thought opportunity has arrived, and human interest.

### **Make the a Socially Responsible Brand**

In the traditional sense, corporate social responsibility is extinct. Not because no one cares anymore, but because the field has been transformed into something entirely unique at this point. As a result, brands are competing. If organisations don't know where to go from here, consider the Brand Audit administration, which will provide an in-depth assessment of organisation's brand's current situation and identify opportunities for development, particularly in the social obligation field. A Brand Audit will assist organisation in improving organization's image with reason so that it can withstand exposure in a volatile market.

### **Changes in Corporate Social Responsibility**

The Internet has opened up a plethora of opportunities for education and connecting people on an infinite number of levels. The organization stops considering large to be the sole factor that can influence social issues. Everyone has the ability to have an impact in the network realm. The commitment to social issues has increased, which is a huge plus. In any case, this implies that organisations are subject to basic scrutiny (Sheth, J. N. (Ed.). Because people are deeply involved, they expect every business, large or small, to participate in a thoughtful and cost-effective manner. Provide a sense of ownership to the client. Here Are Some Examples of Customer Service Ownership. Relate to a Personal Experience: When a customer comes to organisation because something they bought isn't working properly, don't just say, "That's terrible." Let them know organisation understand their feelings on an individual level by saying something like, "Oh my goodness! There's nothing more perplexing than buying something, bringing it home, and discovering it doesn't work!" Try not to Take the Easy Way Out: It's all too easy to say to organisation's self, "that's the client's problem, not mine," and then leave them all alone to deal with it. Make it the next stride.

### **Make the logo into a work of art**

The customers understand how important a logo is for any organisation or brand. The customers don't have to listen to

the blather on and on about the importance of the logo, how it should be paramount and evergreen, and all that other nonsense. The customer understands it better than the organisation. That is why numerous organisations pay a significant sum to a logo design organisation to make the logo as relatable, applicable, and occasionally perplexing as possible (Rahman, Z., 2004) <sup>[12]</sup>. The organization's logo should tell the story of the organisation. People should be able to identify with it. It must have the appropriate tones and calculations to be effectively justifiable and significant. The customers can express themselves in a million different ways. It can likewise be the beginning stage of excursion towards making an executioner and essential logo plan. The organisation should have a logo creator apparatus which must be helpful and must have an online application. The organisation should make a couple of logos and flow them among the companions and partners to discover their opinion about them.

### Understand the Client

KYC stands for Know Organisation's Customer and, in some cases, Know Organisation's Client. KYC, also known as KYC check, is the required cycle of distinguishing and confirming the customer's character when opening a record and intermittently over time. Finally, banks should ensure that their customers are indeed who they claim to be. Identification of the client. Prior to examining a client's recognisable proof records, it is critical to confirm their authenticity and examine all available data for any irregularities i.e. CDD (Client Due Diligence), EDD (Enhanced Due Diligence) (EDD). The goal of KYC rules is to prevent criminal elements from using banks for tax evasion exercises. It also enables banks to better understand their customers and their financial transactions in order to better serve them.

### Advertising Techniques

If organisation's new to marketing or simply looking for new ways to get things moving, the organization are there to help (Kavoura, A., et. al., 2017) <sup>[5, 7]</sup>. When done correctly, organisation will notice an increase in sales and a boost to organisation's main concern. Organisation may not have an immediate line to the world's hotshots as a local business, but that doesn't mean organisation can't carry out this type of promotion successfully. Some powerhouses and celebrities will charge a fee to advance items, while others will gladly do so in exchange for free items (Beverland, M., 2007) <sup>[2]</sup>. TV commercials reach a larger audience, which aids in deal closing. Be genuine if organisation want to make an effective TV commercial. Create content that focuses on providing solutions and new items for real people.

### Colour Psychology

The study of colours as a predictor of human behaviour is known as shading brain science. Shades have characteristics that can elicit specific emotions in people. Many of these implications are widespread because they affect the mind, but some are simply social. When travelling, it is prudent to investigate the recognised and unacknowledged tones for any family or social occasion.

### Additive Manufacturing 3D Printing

3D printing is a process that involves building an item one

slender layer at a time. On a fundamental level, it is additive rather than subtractive in nature. With added substance fabrication, organisation can print multiple mobile parts in a single piece, potentially saving time and material. When melded testimony demonstrating (FDM) first appeared in the 1980s, the term was naturally received by the traditional press.

### Future Descriptive Projections as Guide Innovation.

A portion of the experts in this solicitation believe that the general climate of web-based media will change over the next decade. Some believe that there will be repercussions for innovation organisations and their leaders, including significant updates to their foundation. Some anticipate that serious efforts will be made to separate such firms, and others anticipate the ascension of new stages aimed at making their clients' general benefits primary. It is critical to complete and introduce a strategy sooner or later in the advancement interaction or in a start-up. It is critical to ensure project support or to seek financing, whether from within or outside the organisation.

The figures are an important component of any field-tested strategy. As a result, new dangers and opportunities can emerge more explicitly, assisting us in avoiding additional unanticipated clarifications. There is no tried-and-true strategy, but similar funding or business points gathering can often provide us with a proforma model (Masterman, G., & Wood, E., 2007) <sup>[9]</sup>. They should, for the most part, be brief, but they should include monetary assessments and thus figures with some alternate courses of action. Many of these plans have genuine flaws, particularly in the areas of showcasing and money.

In both cases, appraisals of expected pay are poor or lack clarity in the premises on which they are based, there is a lack of depth in the investigation of likely contenders, and there is a weakness in options in comparison to potential dangers. The estimates are made under much more severe conditions of vulnerability than in ordinary working hypotheses, and thus it is advantageous to set up edges and alternatives for the potential effects of the dangers. It is best to begin from the right point of view, based on elements that are critical to comprehend and manage.

### Conclusion

Today, the concepts of advertising and advancement are getting closer to catching a specific type of advancement driving showcasing rehearses under-sticking the turn of events and commercialisation of items and administrations along the plan, marking, conveyance, advancement, and estimating measurements. Promoting advancement research is thus divided and not fully tested in all areas. One possible explanation for the lack of research on promoting development could be related to the fact that the concept is relatively new. Advertisers must gradually integrate various marketing developments in order to connect with their customers and create new incentives for them. This necessitates promoting practices and systems that adjust inventive item offering with a solid brand building up obvious worth, plan to work with the achievement of the task and increment tasteful encounters, ideal commercial focusing, and an estimating technique that can catch the attention of clients and create new relationships with them (Falat, L., & Holubcik, M., 2017) <sup>[3]</sup>. Because promoting advancement is frequently viewed as correlative to item

development, a large number of articles in this survey consider perspectives relating to both item and showcasing advancement, thus obscuring ideas of item, plan, and brand, for example. As trades change due to changes in exchanges, correspondence, and conveyance, digitalisation highlights the blurring of boundaries even more. During the new year, the horticulture trades barely dropped in value. The organisation is also dealing with a few issues at the production level, which are related to small-scale land holdings, a lack of basic information sources, and a lack of skilled labour for collecting and post-harvesting strategies. Pilfered seeds and planting material are exacerbating the country's bloom makers' woes. Inadequate virus chain executives are not only influencing the fate of gardening, but also negatively affecting it. Significant difficulties encountered by blossom exporters at the advertising stage are associated with item enhancement, separation, vertical reconciliation and development, quality, and natural issues. With the growing inclusion of grocery stores in the bloom exchange, coordinating calculated is also becoming a critical factor for blossom exporters. Considering the past, it is indigenizing greenhouse innovation for business creation. Item expansion and value expansion, such as the extraction of oil, colours, and the production of dry blossoms, should be encouraged.

#### References

1. Avlonitis GJ, Papastathopoulou P. Marketing communications and product performance: innovative vs non-innovative new retail financial products. *International Journal of Bank Marketing*, 2000.
2. Beverland M. Can cooperatives brand? Exploring the interplay between cooperative structure and sustained brand marketing success. *Food Policy*. 2007;32(4):480-495.
3. Falat L, Holubcik M. The influence of marketing communication on financial situation of the Organisation—a case from automobile industry. *Procedia engineering*. 2017;192:148-153.
4. Kaplan MD, Piskin B, Bol B. Educational blogging: Integrating technology into marketing experience. *Journal of Marketing Education*. 2010;32(1):50-63.
5. Kavoura A, Saka's DP, Tomaras P. *Strategic innovative marketing*. Springer, 2017.
6. Kavoura A, Stavrianea A. Economic and social aspects from social media's implementation as a strategic innovative marketing tool in the tourism industry. *Procedia Economics and Finance*. 2014;14:303-312.
7. Kavoura A, Sakas DP, Tomaras P. *Strategic innovative marketing*. Springer, 2017.
8. Mihart C. Modelling the influence of integrated marketing communication on consumer behaviour: an approach based on hierarchy of effects concept. *Procedia-Social and Behavioral Sciences*. 2012;62:975-980.
9. Masterman G, Wood E. *Innovative marketing communications*. Routledge, 2007.
10. Prikhodko K, Danilevskaya E, Savina K, Shupenko R. *Innovative opportunities and reserves of contemporary marketing communication*, 2019.
11. Ross DK, Allen CR. *The Art of Marketing. Using Art Installations to Enhance Brand Image. Zeszyty Naukowe Wyższej Szkoły Bankowej w Poznaniu, Zarządzanie marką w szkołach wyższych: wybrane problemy; Brand Management in Higher Education Institutions: Selected Aspects*. 2012;44:271-282.
12. Rahman Z. Developing customer-oriented service: a case study. *Managing Service Quality: An International Journal*, 2004.
13. Reychav I, Weisberg J. Going beyond technology: Knowledge sharing as a tool for enhancing customer-oriented attitudes. *International Journal of Information Management*. 2009;29(5):353-361.
14. Rafiq M, Ahmed PK. A customer-oriented framework for empowering service employees. *Journal of Services Marketing*, 1998.
15. O'Dwyer M, Gilmore A, Carson D. Innovative marketing in SMEs: an empirical study. *Journal of Strategic Marketing*. 2009;17(5):383-396.
16. Sheth JN. (Ed.). *Models of buyer behaviour: conceptual, quantitative, and empirical*. Marketing Classics Press, 2011.
17. Sadiq W, Abdullah I, Aslam K, Zulfiqar S. *Engagement marketing: the innovative perspective to enhance the viewer's loyalty in social media and blogging e-commerce websites*, 2020.
18. Thackeray R, Neiger BL. Use of social marketing to develop culturally innovative diabetes interventions. *Diabetes Spectrum*. 2003;16(1):15-20.
19. Wohlfeil M, Whelan S. Event-marketing as innovative marketing communications: Reviewing the German experience. *Journal of Customer behaviour*. 2005;4(2):181-207.