

STRATEGIC INNOVATIVE ORIENTATIONS OF MARKETING COMMUNICATION ACTIVITY OF ENTERPRISES OF EU AND UKRAINE COUNTRIES

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Modern international approaches to the interpretation of the “marketing innovations” concept, which is periodically reviewed by the international expert community in accordance with changes in the business environment in modern conditions, are studied. A comparison of the approaches, set out in the 3rd and 4th Oslo Manual editions (a joint publication of the OECD and Eurostat) made it possible to identify and analyze some differences. On the one hand, the Oslo Manual 3rd edition distinguishes four types of innovation: product, process, marketing and organizational. On the other hand, the Oslo Manual 4th edition distinguishes two types of innovation only: product and business process innovation. Marketing innovations are included in business process innovation.

The authors researched the implementation of marketing innovations in EU countries, according to the Community Innovation Survey CIS 6 (2008) -CIS 10 (2016), and identified the priority role of new methods of promotion. The share of enterprises that implemented organizational and marketing innovations during 2008-2016 was reduced. This confirmed the assumption that less expensive marketing innovations are more actively implemented in times of economic instability, and the share of product and process innovations increases when the economy stabilizes. The results of the analysis the ratio of different new marketing methods for enterprises in the EU showed the undeniable advantage of new promotion technologies.

The results of the analysis of current trends in the advertising and communication market of Ukraine also show that the growth rate of digital Internet advertising is faster (+ 29%). The 76% increase in Digital Out-of-Home advertising indicates the widespread use of digital technologies not only on the Internet, but also offline.

The authors studied the peculiarities of the introduction of new methods and technologies of promotion at domestic enterprises by interviewing the heads of marketing services of Dnipro enterprises in 2016 and 2021. The survey showed that enterprises are increasingly using digital technologies and include it in the integrated marketing communication mix. However, only a third of companies make sufficient use of various digital marketing opportunities and include digital off-line tools, including QR codes, Smart TV, and mobile applications, in their integrated marketing communication mix. The article substantiates the need to develop and implement a digital marketing strategy by domestic enterprises.

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