

ABSTRACT

The article highlights the relevance of scientifically applied research methods and tools of innovative marketing, which is due to the importance of the impact of information technology on the socio-economic development of society and human civilization in general. The essence of innovative marketing is revealed as a type of human activity, which involves the use of research and development to identify, form and meet consumer demand through market exchange processes to achieve its own goals. The content of innovative marketing methods is established that have economic, administrative and socio-psychological nature and are manifested by a set of appropriate individual tools. The object of research is the economic and social process, the development of methods and tools of innovative marketing which takes place in the context of digital transformations. The subject of research is a set of theoretical, methodological and practical aspects of the development of methods and tools of innovative marketing. The purpose of scientific work is to substantiate the theoretical and methodological provisions and develop practical recommendations for the development of methods and tools of innovative marketing. Component and characteristic features of universal, basic and special formats of economic tools of innovative marketing are revealed. The administrative characteristics and socio-psychological tools in the context of content marketing, social networks, neuromarketing, guerrilla marketing are presented. Perspective directions of further researches of development of methods and tools of innovative marketing are substantiated.

Keywords: innovative marketing, methods, tools, social networks, neuromarketing, guerrilla marketing, target audience, market segment, content.

INTRODUCTION

The relevance of scientific research of methods and tools of innovative marketing is due to:

- the importance of the impact of information technology on the socio-economic development of domestic society and human civilization in general;
- the prospects of using digitalization in the real economy, the processes of which receive an additional positive impetus due to the timely response to dynamic changes in the internal and external environment, based on a reliable, operational and sufficiently complete information database;
- the need for innovative development of economic entities as a condition of avoiding direct competition with powerful global brands, strengthening competitiveness through permanent improvement of product offerings, increasing the number of sources of income, using the budget of the national economic complex and local governments to reimburse research costs of research work.

An additional argument for the development of methods and tools of innovative marketing is that the strategy of successful functioning of national economic complexes of countries that are leaders in world economic development is closely linked with their success in research, creation of new knowledge, high-tech production and mass production of innovative products. The combination of market principles with an innovative model of economic systems allows nations to enjoy the modern benefits of civilization, increases competitiveness through participation in the global division of labor, promotes access to international financial sources. The mechanism for bridging the existing gap between Ukraine and the countries that are leaders in world economic development is the practical use of methods and tools of innovative marketing. The purpose of the study is to substantiate the theoretical and methodological provisions and develop practical recommendations for the development innovative marketing methods and tools. The object of research is the economic and social process, the development of methods and tools of innovative marketing which takes place in the context of digital transformations. The subject of research is a set of theoretical, methodological and practical aspects of the development of methods and tools of innovative marketing.

The logic of the study of methods and tools of innovative marketing involves the consistent solution of such tasks as: clarifying the essence of innovative marketing; establishing the content of methods and tools of innovative marketing as economic categories; identification of components of economic tools of innovative marketing; disclosure of characteristic features of universal, basic and special formats of

economic tools of innovative marketing; coverage of the components of administrative tools of innovative marketing; clarifying the essence of socio-psychological tools of innovative marketing; substantiation of perspective directions of further researches of development of social and psychological tools of innovative marketing.

RESULTS AND DISCUSSION

Research shows that the system of methods and tools of innovative marketing is a kind of trigger to stimulate production and services for their withdrawal and sale in domestic and global markets. From a functional standpoint, innovative marketing is a type of human activity that involves the use of research and development to identify, shape and meet consumer demand through market exchange to achieve participants' buying and selling goals. Research and development components complement the traditional marketing chain and generate its qualitatively new essential content and properties.

The "Great Explanatory Dictionary of the Modern Ukrainian Language" defines a method as a technique or system of techniques used in any field of activity (science, production, etc.), as well as a method of action, struggle, etc. [1]. Tools are treated as tools. The set of such tools [1]. Thus, the methods and tools of innovative marketing reflect economic categories that reflect the dialectical unity and difference between the general and the individual, which are marketing phenomena of reality.

Methods of innovative marketing (as general) are manifested through a set of appropriate tools (as individual measures), which in their content have an economic, administrative and socio-psychological nature. The application of these tools is in relation to each element of the marketing system and is implemented by businesses in different scales of markets - local, regional, national, global. Thus, innovative marketing is generated by the action of basic and applied science, changes under the influence of appropriate methods and tools, manifests itself in markets of different scales.

Economic tools of innovative marketing are reflected in universal, basic and special formats. The latter relate to the direct use of innovations. The list of universal economic instruments includes: forecasting, planning, investing, financing (lending), commercial calculation of production and economic activities, pricing, accounting.

Basic economic tools of innovative marketing use modern scientific achievements at both macroeconomic and microeconomic levels. Being levers of market economy, they are united by scientific soundness, applied character, purposefulness, measurability of results. The range of basic economic is extremely wide, as it includes: taxation, budgeting, tariffs, fees and duties, insurance, subsidies, benefits, economic sanctions, penalties, material incentives, wages, bonuses, dividends, income, profits, profitability and more.

Special economic tools of innovative marketing are combined by the presence of legal protection for the results of human intellectual activity, scientific and applied novelty, economic reward for the use of the object of intellectual property rights. These instruments are issued security documents certifying the priority, authorship and ownership. Special economic tools of innovative marketing include:

- patents for inventions and utility models;
- disposal of intellectual property rights;
- lump sum payment;
- royalties;
- combined payment;
- royalties;
- know-how;
- leverage;
- goodwill;
- franchising;
- commercial concession, etc.

Administrative tools of innovative marketing reflect the measures of regulatory, standardized, instructional and methodological influence used to streamline the market activities of economic entities on the basis of the latest developments. Socio-economic effectiveness of these tools is largely determined by their consistency, quality and system. Common features of administrative tools of innovative marketing are:

- target orientation;
- hierarchy;
- linearity;
- subordination;
- obligatory;

- discipline;
- responsibility;
- diversity.

WITH socio-psychological tools of innovative marketing are measures of social and psychological impact, aimed at market segments of consumers and address the inner world of man using the latest advances in basic and applied science and modern practice. After all, the social is interpreted as related to the lives and relationships of people in society; generated by the conditions of social life, a certain environment, system [1]. Psychological - associated with mental activity; which is based on knowledge of human psychology, its inner world [1].

Common features for social and psychological tools of innovative marketing is the appeal to man as a person with his inherent worldview, psychotype, intelligence, feelings, life values and market behavior. A person with his inner world and relationships with other people is the object of marketing influence exercised by economic entities to achieve their own market goals. As a result, the social and psychological tools of innovative marketing are closely interconnected and interdependent.

This is confirmed by content marketing, which is based on the vital need of people to be in society and communicate. This need is objective in nature, because man is a consequence of the evolution of their own socio-historical activities and culture. The innovative nature of content marketing is manifested in the creation and dissemination of communication channels (websites, social networks, etc.) relevant and valuable information in order to attract users of the target audience to the brand to obtain the desired socio-economic result.

Social and psychological tools of innovative marketing have their own features and functional purpose. Thus, the social tools of innovative marketing in Internet programs are designed to: explore the various socio-economic processes of the market environment; structure consumer communities at different levels (from households to nations and the international community in general); to influence the market behavior of target segments, taking into account such properties of the functioning of social networks as: informativeness, accessibility, common interests, communication, confidentiality, security, effectiveness, etc.

Common interests unite people into homogeneous communities (groups), the range of which in social networks in Internet programs is extremely wide, because it covers various spheres of life - family, household, management, various sectors of the economy, production, music and more. The development of social networks is facilitated by the interaction of diverse groups of common interests, as well as informativeness, accessibility, efficiency, democracy, communication, confidentiality, security, and effectiveness. Further constant strengthening in Internet programs is due to the use of mobile applications for messages in the form of texts, photos, video and audio recordings.

A wide range of users will benefit from the interaction of social and mobile networks, constantly increasing the number of their supporters. This is confirmed by the practice of the most famous social networks of the world, such as Facebook, Foursquare, Google+, imo.im, Instagram, LinkedIn, WhatsApp, Twitter, LiveJournal and more. Ukrainian social networks (Folk, Connect.ua, Profeo, kozakam.com, Ukrainci.org, antiweb.com.ua, etc.), serving different social groups of the population, at the same time act as target groups of advertising influence.

Social networks provide information about products, allow users to evaluate brands, help advertise, generate demand and stimulate sales, sell and buy. As tools for innovative marketing, such networks must provide user-friendly interfaces. Simplified management of network devices encourages users to post interesting tweets, comment on them with followers and retweet in the interests of business.

Educational filters are important social tools of innovative marketing in Internet programs. Their use allows you to keep on the appropriate platform users whose appeals on certain topics are stored in the information database of the network. Due to the accumulation of such information, entrepreneurs receive target groups of advertising influence, to which users are sent thematic publications and product offers corresponding to their requests.

Psychological tools of innovative marketing use modern information technologies and technical means, addressing the inner world of man, his intellect, feelings and behavior, to solve specific problems of commercial, social, environmental, emotional and other content. The main feature of these tools is the personification of appeals through psychological technology. Their basis is:

first, the targeting of interaction on an individual basis through the development of mobile devices (phones, smartphones, tablets, laptops, smart devices of users for easy awakening, kitchen equipment management system, smart table, etc.);

secondly, the availability of digital models with the possibility of dialogue and multilateral communication through free access to content using the cloud computing service, online payment systems, digital platforms, digital services;

third, the prevalence of electronic communications, which provides both online research through targeted surveys and monitoring of market behavior of consumers, and overcoming geographical constraints and coverage of marketing communications of remote and geographically dispersed customers;

fourth, interactivity of communication and dialogue at the individual level with consumers, each of whom has the opportunity to create their own content and exchange information with representatives of this market segment, as well as go beyond the segment and specific market and influence purchasing decisions by other customers;

fifth, the ability of a person to know the world around him through thinking and reason, and the ability to access his senses both at a distance - through sight, smell, hearing, and in direct contact through taste and touch.

Thus, an important psychological tool of innovative marketing is neuromarketing. Its general idea is to purposefully influence potential consumers to obtain the desired business behavior of buyers when they decide to buy goods. Neuromarketing uses the latest scientific achievements in the field of psychology, medicine, biology, neurobiology, neurophysiology, sociology, etc.

The tools of neuromarketing practice are diverse, because they affect a person's market behavior through his consciousness and subconscious. Electroencephalography, magnetoencephalography, electroneuromyography, magnetic stimulation, etc. are used to identify factors that stimulate neurons and cause the generation of electrical oscillations in the cerebral cortex. This measures and analyzes the response of the nervous system and its basic structural units - neurons to color, aroma, sound, touch and other stimuli.

In neuromarketing, colors are used to attract attention, to distinguish the products of the market entity among the relevant counterparts, to increase brand awareness. Due to a certain selection of colors, the buyer's mood is formed regarding the emotional perception of the enterprise and its product offers. Therefore, the correct color solutions of neuromarketing for goods, corporate identity, trademarks, printing constants, site, packaging, advertising, etc. enhance the positive image of the enterprise, increase sales, increase the economic efficiency of production and economic activity. Further research on the color palette and their use in neuromarketing is associated with the presence of people with extremely different color preferences (the color and taste of friends does not exist),

Neuromarketing also uses sound as a psychological tool that serves as a factor influencing consumer behavior. Auditory perception is reflected in the human mind and activates his emotional sensuality. Therefore, musical accompaniment in retail outlets is an important component of advertising influence, sets customers up for pleasure and stimulates sales. Further research on musical accompaniment in neuromarketing is associated with different preferences of people for melody and with structural changes in this area. Because even different generations have significant differences in musical preferences.

Among the important psychological tools of innovative marketing is guerrilla marketing. It involves the promotion of goods without direct advertising, when a potential buyer does not guess that he is the object of advertising influence. At the heart of guerrilla marketing are methods of influencing customers through clacking, storytelling, travertising, commercial flash mob, non-standard marketing ("foreign hands", "classic", "judicial", "ambush", "outrageous", "just in time", "just in time", "viral", "sensitive", "trusting", etc.). Each of them has its own zest and uses human feelings, sympathies, emotions.

Psychological tools of innovative marketing are based on the latest technical and technological achievements in the field of information transfer to the target audience. Yes, fences around football fields contain screens with advertisements. The trick is that depending on the country in which the television broadcasts a football match, the advertising on the screens is different, because it must correspond to the ethical, aesthetic and meaningful preferences of specific market segments.

Thus, the dialectical unity of innovation and marketing in the market process is that the marketing system as a holistic unity requires effective innovation of all its components - market research, production and economic activity, pricing, distribution, marketing communication. Market research involves the use of modern information technology, search engines which provide the formation of target audiences for them to

target and interactive marketing. At the same time, the further development of digitalization of the entire marketing complex is an objective basis for the implementation of extended reproduction by business entities.

Methods and tools of innovative marketing are constantly improving, because digital media channels are constantly differentiated and new technical, technological, mobile, software products appear. These processes are generated by consumers, whose number, solvency and consumption traditions form a constantly growing market demand. Its fullest satisfaction involves a balanced combination of economic, administrative and socio-psychological methods of innovative marketing.

CONCLUSION

1. The essence of innovative marketing is revealed as a type of human activity, which involves the use of research and development to identify, form and meet consumer demand through market exchange processes to achieve its own goals.

2. Methods of innovative marketing (as general) are manifested through a set of appropriate tools (as individual measures), which in their content have an economic, administrative and socio-psychological nature.

3. Special economic tools of innovative marketing are combined by the presence of legal protection for the results of human intellectual activity, scientific and applied novelty, economic reward for the use of the object of intellectual property rights.

4. The administrative tools of innovative marketing reflect the measures of regulatory, standardized, instructional and methodological influence used to regulate the market activities of economic entities on the basis of the latest scientific advances.

5. Socio-psychological tools of innovative marketing are measures of social and psychological impact, aimed at market segments of consumers and address the inner world of man using the achievements of basic and applied science and modern practice.

6. Further research of methods and tools of innovative marketing are in the plane of balancing its economic, administrative and socio-psychological components, systemic improvement of levers of influence on market behavior of consumers, active penetration into various spheres of life of digital transformation products.

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