

# Innovative Marketing Approaches in Management for Business Success

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## Abstract

To explore the importance of innovative marketing methods in management in achieving business success, specific methods, business cases and implementation suggestions, so as to help enterprises enhance market competitiveness and achieve sustainable development. This paper comprehensively expounds the theoretical basis of innovative marketing methods, analyzes their importance, introduces in detail common innovative marketing methods such as social media marketing, content marketing, experiential marketing and word-of-mouth marketing, and demonstrates them by analyzing the cases of outstanding foreign enterprises such as Coca-Cola. It also puts forward some implementation suggestions, such as paying attention to consumer demand, cultivating innovative thinking, strengthening team cooperation and continuous learning. To provide enterprises, governments, academia and other relevant parties with a comprehensive understanding of innovative marketing, help them make more informed decisions in business practice, and promote the healthy development of the business environment. A comprehensive and systematic study of the application of innovative marketing methods in management, combined with in-depth analysis of actual cases, provides theoretical support and practical guidance for enterprises to formulate innovative marketing strategies, and fills some gaps in relevant research in this field.



Full Text Article



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## Introduction

As the global economy continues to evolve and market competition becomes more intense, the challenges facing enterprises have reached an unprecedented level. In this environment, finding out how to achieve business success through innovative marketing methods has become a core focus of enterprises (Katarzyna Bachnik, 2024).

Innovative marketing methods mean that companies, on the basis of traditional marketing paths, closely adapt to the dynamics of market evolution and the subtle changes of consumer demand, boldly adopt new marketing concepts, means and cutting-edge technologies to significantly improve marketing effectiveness and enhance the core competitiveness of the company.

In today's era, the digital wave is raging, and the value of data is more and more prominent. According to a report by well-known market research firm Statista, the global big data market has broken the \$200 billion mark by 2023 and is continuing to expand at an alarming rate of about 20% annually. Take Walmart as an example (Neha Rishi, 2024). Through in-depth mining and analysis of vast amounts of consumer shopping data, including purchase frequency, product preferences, consumption time and other multi-dimensional information, it accurately targeted the target customer group. Based on these insights, Walmart was able to tailor and personalize its marketing plan, achieving a 30% increase in advertising accuracy, which in turn significantly improved marketing effectiveness and sales conversion.

The influence of social media is even greater, and it has become an indispensable part of people's daily lives. According to Hootsuite, a global social media management platform, the number of social media users worldwide has surpassed 4 billion, with users spending an average of more than 2 hours a day on social media. For example, Coca-Cola Company takes full advantage of the communication power of social media platform to launch global brand marketing campaign. Through the publication of creative and infectious brand stories, interactive topics, and user-participatory marketing campaigns on major social media platforms such as Facebook, Twitter, and Instagram, we have successfully attracted the active participation and interaction of hundreds of millions of users (Lanxiang Yang, 2024). This not only greatly enhanced the close connection between the brand and the consumer, but also significantly increased the brand's visibility and reputation globally, further driving the sales growth of the product.

Experiential marketing is also emerging as an important tool to attract consumers. Apple is an example of experiential marketing, with its worldwide retail stores not just as a place to sell, but as carefully designed temples of technology and art. A variety of experience areas have been set up in the store, allowing consumers to freely try Apple's various products and deeply experience the outstanding quality, innovative design and unique charm of their products. This immersive experiential marketing model has enabled Apple to establish a loyal fan base worldwide, laying a solid foundation for its continued commercial success.

Cross-border cooperation marketing also opens up new horizons for enterprises and brings new development opportunities. For example, Louis Vuitton's cross-border collaboration with street fashion brand Supreme is a classic example. Once the two joint collections were launched, they caused a sensation in the global fashion world, instantly becoming a popular product that consumers were racing to chase (Vu Pham Minh, 2023). According to the fashion industry media coverage, the sales of the joint series broke hundreds of millions of dollars in a short period of time, not only for

both brands to attract a large number of new customer base, but also further expand the market boundary and commercial value of the brand.

Green marketing has also received much attention with the rise of environmental awareness. Tesla's outstanding performance in the field of electric vehicles is a successful example of green marketing. By promoting electric vehicles, Tesla not only meets the urgent needs of consumers for environmentally friendly travel, but also actively establishes a good social image of the company in terms of sustainable development. Relevant data show that Tesla's share of the global electric vehicle market has steadily increased year by year, as of 2023, its market share in some areas has exceeded 30%. This achievement cannot be achieved without its continuous efforts and innovative practices in green marketing.

As an emerging marketing method, live streaming is also rising rapidly around the world. Take Amazon.com as an example, it is actively expanding its live streaming e-commerce business to show global consumers the characteristics and advantages of various products through the live streaming platform. The anchors interact with consumers in real time during the live broadcast, promptly answering consumers' questions, and effectively promoting the sales of products. According to market research firm eMarketer, the global live e-commerce market reached hundreds of billions of dollars in 2023, and is expected to maintain rapid growth in the next few years (Hitmi Khalifa Alhitmi, 2023).

In conclusion, in the context of the changing global economic landscape and the extremely fierce market competition, Enterprises must continuously innovate marketing methods, sharply discern the changing trends in the market, accurately grasp the pulse of consumer demand, and actively adopt new marketing concepts, means and technologies, in order to be unbeaten in the fierce market competition and achieve long-term commercial success.

## **Importance of innovative marketing methods**

### ***2.1 Improving the competitiveness of enterprises***

In today's highly competitive market environment, competition among enterprises has intensified. Consumers face a multitude of choices, and attention becomes a scarce resource. Traditional marketing models are becoming homogeneous, making it difficult to attract consumers' attention effectively. For example, in the smartphone market, many brands are fiercely competitive, and it is difficult for companies to shine a light if they rely solely on traditional advertising and price competition. And innovative marketing methods provide enterprises with the opportunity to break through the constraints. Apple, for example, uses innovative marketing methods to focus not only on the promotion of product features, but also on the lifestyle and cultural values that the product represents. Each year's launch event becomes the focus of global attention, creating a strong sense of expectation and topicality through carefully planned displays, unique product demonstrations, and interactions with the media and consumers. This innovative marketing has made Apple products extremely recognizable and attractive around the world, and the market share has long maintained a leading position. According to market research firm Counterpoint Research, Apple's share of the global high-end smartphone market reached 35% in 2023, far exceeding other competitors. Innovative marketing methods help enterprises create unique marketing value, such as

brand story, personalized service experience, etc., so that enterprises stand out from many competitors and win the favor and choice of consumers.

## ***2.2 Satisfying consumer demand***

With the development of the social economy, the living standards of consumers have improved significantly, and the consumption concept has also undergone a profound transformation. Consumers are no longer satisfied with basic product functions, but put higher demands on the quality, personalization, and experience of products or services. They are eager for products and services that meet their unique needs and values. Innovative marketing methods provide a powerful tool for companies to gain insights into consumer needs. Through big data analysis, social media interaction, and market research, enterprises can accurately capture consumer interests, purchasing behavior patterns, and potential demand. For example, Amazon.com uses its huge user data and advanced data analysis technology to provide consumers with personalized product recommendations, greatly improving the convenience and satisfaction of consumer shopping. Based on these precise needs insights, companies can develop more targeted products and services. For example, automakers have launched new energy resources smart cars based on consumer demand for environmental protection and intelligence, and demonstrated their advantages to consumers through innovative marketing tools, such as online virtual test drive and intelligent driving experience activities. This not only meets the increasingly diverse and personalized needs of consumers, but also improves consumer satisfaction and loyalty to the enterprise, earning the enterprise a long-term stable customer base.

## ***2.3 Promoting enterprise development***

Innovative marketing methods have a positive impact on the development of enterprises in many ways. First, it helps companies to explore new market areas. With the market becoming saturated, companies need to find new sources of growth. Through innovative marketing, businesses can identify unmet market needs or potential consumer groups, thereby opening up new directions for their business. For example, with the increase of health awareness, the demand for fitness equipment is growing. Some enterprises have combined fitness equipment with smart technology through innovative marketing methods, launching smart fitness equipment with online courses, sports data analysis and other functions, and targeting the home fitness market with precision marketing, successfully opening up new market shares. Second, innovative marketing can expand the business scope of the enterprise. Enterprises can expand the boundaries of their business and achieve diversified development through cooperation with other industries and cross-border marketing. For example, cosmetics brands have collaborated with fashion brands to launch joint products, attracting the fan base of both brands through innovative marketing campaigns, not only increasing product sales, but also expanding the brand's influence and business scope. In addition, innovative marketing can increase a company's revenue streams. Through innovative pricing strategies, sales channel expansion, and value-added service provision, enterprises can increase the added value of products or services, thereby achieving revenue growth. At the same time, innovative marketing also helps to improve the brand awareness and reputation of the company.

Through unique brand communication and socially responsible marketing, enterprises can establish a good corporate image and win the trust of consumers and social recognition. For example, Coca-cola, by actively participating in public welfare activities and combining it with brand marketing, promotes the brand's social image and further consolidates consumers' love and loyalty to the brand. This has laid a solid foundation for the long-term development of the enterprise, making the enterprise more advantageous and sustainable in market competition.

### ***2.4 From the 4Ps to the 4Cs: A Core Shift in Marketing Theory***

The traditional 4P marketing theory emphasizes Product, Price, Place, and Promotion, and enterprises build marketing strategies around their own products and resources. But in the era of innovative marketing, the consumer-centric 4Cs theory has emerged. The 4C theory covers Consumer, Cost, Convenience, and Communication. For example, in the smartphone market, Apple is no longer solely focusing on product performance improvement (the traditional 4P product element), but starting from consumer needs, understanding their desire for convenient operation, personalized features, and brand emotional connection (the consumer element in the 4Cs). Pricing considers the cost of consumer purchase, including the cost of money, time and energy, rather than pricing based solely on the cost of production (cost factor); Through the direct sales model of online and offline integration, consumers can conveniently purchase products (convenience elements); And use social media, offline experience stores and other multiple channels to communicate with consumers in depth, timely feedback and interaction (communication elements), to achieve a precise transformation from 4P to 4C, so as to better drive innovative marketing practices.

The diffusion model of innovation theory is essential to understand the penetration trajectory of a new technology or new product in the market. Taking electric vehicles as an example, when brands such as Tesla entered the market in the early days, they faced consumer concerns about range and convenience of charging facilities, which is a typical obstacle for innovative products in the early stage of market diffusion. According to Rogers' innovation diffusion theory, consumers can be divided into five categories: innovators, early adopters, early adopters, late adopters, late adopters, and laggards. Tesla first attracted innovators who pursued cutting-edge technology and environmental protection concepts, and as product technology improved and charging networks gradually improved, early adopters began to follow. By accurately positioning consumer needs at different stages, enterprises formulate targeted marketing strategies, such as launching more cost-effective models for early Volkswagen, expanding the supercharging network, accelerating the acceptance of products in the market, and providing strong guidance for innovative marketing in the promotion of new technology products.

## **Common innovative marketing methods**

### ***3.1 Social Media Marketing***

Social media marketing has become an indispensable innovative marketing tool for businesses today. The social media platforms represented by Facebook, Twitter, Instagram and so on have brought together a large number of users, providing a broad marketing space for enterprises. Companies can attract user attention by publishing valuable content. For example, a fashion brand

regularly posts shows of new clothing, fashion trend analysis and other content on Instagram, attracting the attention of a large number of fashion enthusiasts and rapidly growing the number of fans. Enhance the interaction with users by conducting interactive activities such as online quizzes, sweepstakes, topic discussions, etc. An electronic product brand launched a Q & A activity on Twitter about new product features, and users actively participated in it, which not only improved the brand's reputation, but also collected users' expectations and suggestions on the product. In addition, accurate advertising is also an important way of social media marketing. Companies use user data from social media to target their ads and improve the effectiveness of their ads. According to statistics, the click rate and conversion rate of social media ads are significantly higher than traditional ads, and the conversion rate of social media ads in some industries can reach 5% -10%. Social media marketing also has the characteristics of fast communication, a popular piece of content can spread quickly in a short time to form a widespread influence. For example, after a brand's creative advertisement is posted on social media, due to user sharing and dissemination, it gains millions of exposure within a few days, greatly improving the brand's popularity and reputation.

### **3.2 Content Marketing**

The core of content marketing is the creation and dissemination of valuable content to meet the needs and interests of consumers. Companies can create content in many forms. Blogging is one of the most common forms used by businesses to attract users and build trust by writing professional industry articles, product use tutorials, corporate stories, etc. For example, a beauty brand's blog published various makeup tips and product reviews, attracting the attention of a large number of beauty enthusiasts and becoming an important channel for them to obtain beauty knowledge. Video content is also becoming more and more popular, and businesses can make product demonstration videos, brand promotion videos, user case videos, etc. Take a technology company, for example, whose product demo video posted on YouTube detailed the features and benefits of the product, attracted a lot of potential customers' attention, and the video was viewed and shared very highly. E-books and white papers are suitable for providing in-depth industry analysis and expertise. Companies can produce e-books and white papers on related topics in response to the needs of targeted customer groups, such as the white paper on investment and management issued by a financial institution, which attracted the attention of many investors and enhanced the brand's professional image in the field of finance. Content marketing can not only attract the attention of consumers, but also improve brand awareness and reputation. Through the dissemination of valuable content, consumers have a greater recognition of the professionalism and credibility of a business and are more willing to choose its products or services. At the same time, quality content is easily shared and disseminated by users, further expanding the influence of the brand. According to the survey, content marketing leads to several times higher customer conversion rates than traditional advertising because consumers develop a deeper sense of identity and trust in the brand when they access valuable content.

### **3.3 Experience Marketing**

Experience marketing focuses on providing consumers with unique experiences in which they experience the value and charm of a product or service. Companies can achieve experiential marketing by organizing events. For example, car brands often hold test drives, allowing consumers to drive the car in person and experience the performance, handling and comfort of the vehicle. During test drive activities, companies can also set up professional explanations and guidance to allow consumers to better understand the product features. Experiential marketing is also an effective way, such as when a home brand opens an experiential store, where the home product is set into a real home scene, allowing consumers to experience the effects of the product in real life. Consumers can feel the different styles of home matching in the experience store and make better purchasing decisions. Providing personalized services is also an important part of experience marketing. Businesses provide consumers with a customized product or service experience based on their needs and preferences. For example, a travel company provides customers with personalized travel route planning, customizing their own travel itinerary according to their interests, time and budget, so that customers can have a unique experience during the travel process. Experience marketing can enhance the emotional connection between consumers and brands, increasing consumer satisfaction and loyalty. When consumers get a good feeling in the experience, they are more impressed with the brand and more likely to become loyal customers of the brand. At the same time, consumers will also be willing to share their good experience with others, thereby bringing word of mouth to the brand. According to research, customer loyalty gained through experiential marketing is 20% -30% higher than customer loyalty obtained through traditional marketing methods, because experiential marketing gives consumers a deeper understanding and recognition of the brand.

## **The marketing road of Coca-Cola**

### ***4.1 Product strategy - Maintain classic products and promote category expansion***

In 1985, in response to the competitive pressure of PepsiCo, Coca-Cola tried to replace the traditional formula with a new formula, but in less than a month, countless complaints and criticism from all over the world, the sales of the new version of Coke was far less than expected, under the pressure of public opinion, the company decided to resume the production of the traditional formula. The "marketing mistake of the century", as it has been called, has boosted sales of classic Coca-Cola. At the same time, the Coca-Cola Company has always adhered to the multi-category, multi-brand strategy and achieved success. Through market research, the Innovation Center of Coca-Cola Company identified 32 possible occasions for consumption of beverages, and accordingly developed sports, water, tea, coffee, health, and family products, and continued to expand the global soft drink blue ocean market.



Figure 1 Family photo of Coca-Cola products

4.2 Brand strategy - Create a mysterious image and speak for the national culture

For more than 130 years, the Coca-Cola Company has carefully guarded the original recipe for its classic Coca-Cola product, only a single copy of which survives, locked away in an underground vault at a trust company in Georgia. The formula has become the top secret of the Coca-Cola Company. It is this mysterious formula that keeps consumers highly loyal to the Coca-Cola brand. Today, Coca-Cola is a typical representative of American culture. During World War II, classic Coca-Cola products became an important military supply for the U.S. army, and after the war, almost every president of the United States was a loyal spokesperson for the Coca-Cola brand, and Coca-Cola also became a must-have drink for voters in American election campaigns. At the same time, since the establishment of the company, Coca-Cola has continued to invest huge amounts of money in advertising, and continuous advertising marketing has greatly promoted Coca-Cola's brand recognition around the world.



Fig. 2 Coca-cola product chart



### *4.3 Marketing strategy - insist on low price sales and enter the global market*

No matter which market in the world, the Coca-Cola Company requires that the product must be affordable for everyone, so the Coca-Cola Company has always promoted the low price strategy. In the African region, because the residents' income is too low, they have also introduced 2 liter and 3 liter large bottle packaging to achieve small profits and high sales. So, even during the Great Depression, or in third World countries, Coca-Cola's sales were still very good. The Coca-Cola Company has shown a strong sense of opportunity in the historical expansion of globalization. In 1978, on the same day that China and the United States announced the establishment of diplomatic relations, the Coca-Cola Company announced its return to the Chinese market, becoming the first international consumer goods company to return to China, and established its first bottling plant in Beijing in 1981.

Global marketing strategy is the key factor for the success of Coca-Cola Company. Its strategy is mainly reflected in three aspects: through global standardized products, the formation of a unified market in the world, in order to obtain economies of scale and experience effect; Make use of cost differences among countries, carry out global division of labor, and build regional advantages; Through global operation, global coordination and global competition, it brings a strong scale advantage to the Coca-Cola Company and further strengthens the brand moat.

The logic behind Coca-cola's global marketing is profound. On the one hand, it adheres to classic formulas, strengthens the core values of the brand at the product level, and ensures brand recognition by a unified global taste. On the other hand, a low price strategy is not simply low price dumping. For example, in emerging markets, by optimizing the supply chain, reducing costs in local canned production, entering at relatively low prices, and rapidly grabbing market share, while using large-scale advertising and sponsorship of sports events to enhance brand awareness, balancing profitability and brand image. From the perspective of brand culture cultivating consumer loyalty, Coca-cola's century-old happiness and sharing culture is deeply rooted in the hearts of consumers. Marketing activities such as "Nickname Bottle" and "Lyrics Bottle" closely connect the brand with consumer life scenes, stimulate emotional resonance and strengthen loyalty.

**THE COCA-COLA COMPANY AND SUBSIDIARIES**  
**Operating Segments and Corporate**  
(In millions)

**Three Months Ended**

|                              | Net Operating Revenues <sup>1</sup> |               |                   | Operating Income (Loss) |               |                   | Income (Loss) Before Income Taxes |               |                   |
|------------------------------|-------------------------------------|---------------|-------------------|-------------------------|---------------|-------------------|-----------------------------------|---------------|-------------------|
|                              | June 28, 2024                       | June 30, 2023 | % Fav. / (Unfav.) | June 28, 2024           | June 30, 2023 | % Fav. / (Unfav.) | June 28, 2024                     | June 30, 2023 | % Fav. / (Unfav.) |
| Europe, Middle East & Africa | \$ 2,339                            | \$ 2,188      | 7                 | \$ 1,252                | \$ 1,133      | 11                | \$ 1,267                          | \$ 1,147      | 10                |
| Latin America                | 1,650                               | 1,378         | 20                | 920                     | 797           | 15                | 887                               | 802           | 11                |
| North America                | 4,812                               | 4,367         | 10                | 1,312                   | 1,216         | 8                 | 1,324                             | 1,227         | 8                 |
| Asia Pacific                 | 1,512                               | 1,567         | (4)               | 647                     | 673           | (4)               | 648                               | 675           | (4)               |
| Global Ventures              | 768                                 | 765           | 0                 | 92                      | 78            | 19                | 94                                | 78            | 20                |
| Bottling Investments         | 1,539                               | 2,042         | (25)              | 98                      | 122           | (20)              | 548                               | 577           | (5)               |
| Corporate                    | 30                                  | 30            | 1                 | (1,689)                 | (1,618)       | (4)               | (1,740)                           | (1,626)       | (7)               |
| Eliminations                 | (287)                               | (365)         | 22                | —                       | —             | —                 | —                                 | —             | —                 |
| Consolidated                 | \$ 12,363                           | \$ 11,972     | 3                 | \$ 2,632                | \$ 2,401      | 10                | \$ 3,028                          | \$ 2,880      | 5                 |

Source of data: company financial reports

## 1. Suggestions for implementing innovative marketing methods

### 5.1 Focus on consumer needs

Focusing on consumer needs is central to implementing innovative marketing methods. Companies should gain insights into changing consumer demands in a variety of ways. Market research is one of the most common methods. Companies can regularly conduct surveys, interviews and other research activities to understand consumers' expectations, preferences and use experiences for products or services. For example, a food company found that consumer demand for healthy foods was growing through a questionnaire, so it adjusted its product strategy, launched a series of low-sugar, low-salt, and no-added healthy ones, and introduced them to the market through innovative marketing methods. Consumer feedback is also an important source of information, and enterprises can collect consumer opinions and suggestions in a timely manner by establishing customer feedback channels, such as online customer service, comment box, social media interaction, etc. For example, an e-commerce enterprise learned that consumers pay more attention to logistics speed and packaging by analyzing customer feedback on social media, so it optimized the logistics distribution process, adopted a more environmentally friendly and aesthetically pleasing packaging design, and improved consumer satisfaction. Focusing on market trends and competitors' dynamics also helps companies better grasp consumer demand. Companies should pay close attention to industry development trends, the application of new technologies, and the marketing strategies of competitors to discover potential changes in consumer demand and market opportunities. For example, with the rise of the smart home market, some traditional home appliance companies have paid attention to market trends, The timely launch of smart home appliance products and the adoption of innovative marketing methods, such as cooperation with smart home platforms and experiential marketing, have met the needs of consumers for intelligent living and occupied a competitive advantage in the market. By paying attention to the changes in

consumer demand, enterprises can adjust their marketing strategies in a timely manner, innovate marketing methods, and provide products and services that are more in line with consumer needs, thereby improving marketing effectiveness and market competitiveness.

### **5.2 Cultivate innovative thinking**

Cultivating innovative thinking is the key to enterprises implementing innovative marketing methods. Companies can improve their employees' ability to think creatively through training. The training can include innovation theory, methodology, and case studies to give employees an understanding of the importance and methodology of innovation. For example, organize an innovation thinking workshop, inviting a professional innovation tutor to teach employees the techniques and tools of innovation thinking, such as brainstorming, mind maps, etc., and give employees practical case studies on how to apply innovation thinking to marketing. Encouraging employees to innovate is also an important way to foster innovative thinking. Enterprises can establish an innovation incentive mechanism to reward employees who come up with innovative marketing ideas and proposals, such as bonuses, promotion opportunities, honor certificates, etc., to inspire employees to innovate. An Internet company, for example, established the Innovation Star award, which recognizes and rewards employees every month for their outstanding performance in marketing innovation, which enables employees to think proactively about and experiment with new marketing methods. Creating an innovative corporate culture also helps to cultivate innovative thinking. Companies can promote a culture of openness and inclusiveness that encourages employees to be brave enough to try new things and not be afraid to fail. Google, for example, is known for its corporate culture that encourages innovation, with employees having 20 percent of their working hours free to explore projects they are interested in. This culture inspires employees' potential to innovate and leads to many innovative products and marketing methods for the company. In addition, companies can organize employees to participate in industry seminars, innovation forums and other activities to broaden the horizons of employees, understand the latest developments and innovative trends in the industry, and provide external support to cultivate innovative thinking. By cultivating the innovative thinking capabilities of employees, enterprises can continuously introduce novel marketing methods, adapt to market changes, and enhance the innovative capabilities and market competitiveness of enterprises.

### **5.3 Strengthen teamwork**

Strengthening teamwork is essential to implementing innovative marketing approaches. Enterprises can establish cross-departmental teams to bring together people from different departments such as marketing, product research and development, and customer service to jointly carry out marketing innovation work. Cross-departmental teams can take full advantage of the professional strengths of various departments to share resources and work together. For example, when launching a new product, the marketing department is responsible for developing the marketing strategy. The product research and development department provides product technical support and innovation highlights, and the customer service department collects customer feedback and provides suggestions for improving products and services. Through the cooperation of cross-

departmental teams, it can better meet consumer needs and improve the market competitiveness of products. Conducting team building activities is also an effective way to strengthen team cooperation. Enterprises can organize team development training, outdoor reunion activities, etc., to enhance communication and trust among team members and improve team cohesion. For example, a company organizes team members to participate in outdoor expeditions, during which team members need to collaborate with each other and overcome difficulties together, which not only enhances the feeling among team members, but also improves the team's ability to collaborate at work. Establishing effective communication mechanisms is the foundation of teamwork. Enterprises can ensure that information is clear among team members and keep abreast of project progress and issues by holding regular team meetings and using project management tools. For example, using item management tools like Trello, team members can update task progress in real time, ask questions, and solve solutions, facilitating collaboration and communication among team members. In addition, companies can encourage knowledge sharing and exchange of experience among team members to promote the overall ability of the team. By strengthening team cooperation, enterprises can better integrate resources, leverage the wisdom and strength of the team, drive the implementation of innovative marketing methods, and improve marketing effectiveness and corporate performance.

## Conclusion

Innovative marketing methods are undoubtedly the core key elements of business success. In today's complex, dynamic and competitive business environment, companies adopt innovative marketing methods, It can enhance its competitiveness in a comprehensive way, more precisely meet the changing and increasingly diverse and individualized needs of consumers, and strongly promote the continued development and growth of the enterprise.

Focusing on consumer needs is the cornerstone of innovative marketing. Companies should always maintain a keen market insight, and use scientific market research methods such as questionnaires, in-depth interviews and big data analysis to gain insights into the dynamics of consumer demand, the evolution of consumer habits and potential market trends. For example, market research data from Nielsen shows that consumers' interest in healthy and environmentally friendly products has continued to rise in recent years, and companies can adjust their marketing strategies to launch green and healthy products that meet consumer needs and bring them to market through innovative marketing methods. Only by innovating closely around consumer needs can companies truly win the favor and loyalty of consumers and thus gain a place in the market.

Cultivating innovative thinking is the source of motivation for innovative marketing. Enterprises should actively create a culture of innovation and encourage employees to be brave enough to try new marketing ideas and methods. The innovative potential of employees can be stimulated through internal training courses, the organization of innovation seminars and the establishment of innovation incentive mechanisms. Google, for example, has always advocated a culture of innovation, and employees have 20 percent of their working hours free to explore innovative projects. This environment that encourages innovation has encouraged Google to continually introduce novel strategies in areas such as ad marketing, such as precision advertising based on user interest, which have brought tremendous business value to the company. Cultivating employees'

ability to think creatively can provide a constant stream of ideas and inspiration for the company's marketing innovations, so that the company can always maintain a leading position in the fierce market competition.

Strengthening teamwork is an important guarantee for innovative marketing. The marketing activities involve many departments of the enterprise, including the marketing department, R & D department, sales department, customer service department, etc. There is a need for close collaboration and efficient communication between various departments to ensure the smooth implementation of innovative marketing strategies. For example, during the promotion of new products, the marketing department is responsible for formulating marketing strategies and promotional programs, the R & D department provides product technical support and innovation highlights, the sales department is involved in bringing products to market and communicating with customers, and the customer service department collects customer feedback and provides suggestions for improving products and services. By establishing cross-departmental teams, clarifying the responsibilities and collaboration processes of each department, and strengthening team-building activities, such as team development training, regular communication meetings, etc., we can enhance team cohesion and collaboration capabilities and jointly promote innovative marketing efforts.

Continuous learning is the key to the continual development and refinement of innovative marketing methods. The concepts, techniques and means of marketing are constantly being updated, and companies must maintain their enthusiasm and motivation for learning. You can keep up to date on the latest developments and trends in innovative marketing methods by participating in industry seminars, training courses, and reading professional books and journals. At the same time, enterprises should also pay attention to the success stories of outstanding enterprises at home and abroad, learn from their advanced marketing experience and practices, and apply innovative applications in their own realities. For example, Coca-cola keeps learning and trying new marketing methods, from traditional advertising to social media marketing, content marketing, etc., and always maintains the vitality of innovation in the field of marketing, so that its brand in the global scope to maintain a very high visibility and reputation.

In short, to achieve commercial success in the fierce market competition, enterprises must attach great importance to the application of innovative marketing methods. Focusing on consumer needs, fostering innovative thinking, strengthening teamwork and continuous learning are key elements of an innovative marketing strategy. At the same time, enterprises should actively learn the successful experience of outstanding foreign enterprises and continuously explore innovative marketing paths suitable for their own development, so as to adapt to market changes, meet consumer needs, enhance corporate competitiveness, and achieve sustainable business development goals. Only in this way can enterprises win in the increasingly complex and changeable market environment and create more brilliant business achievements.

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