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1st correspondence course Advertising

Innovative Marketing

Being able to adapt to consumer behavior and new technologies while maintaining a strong customer focus is essential to successful marketing.

Considering the popularity of smartphones, some companies are coming up with apps that are very fast to download and easy to use. Many companies, knowing their target audience, come up with ways to make shopping more convenient and enjoyable for their customers. Creating an incredible customer experience means giving consumers what they may not even yet realize they want. Therefore, some companies try to anticipate the needs of consumers and this makes it possible to develop new directions in marketing.

The following presentation looks into the expertise of 5 world famous companies, and their innovative marketing ideas which contributed to the success of their business.