



Innovative Marketing

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Advertising



Successful Marketing

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

Creating an incredible customer experience means giving consumers what they may not even yet realize they want.

How do IKEA, Virgin America, Instagram, Netflix, and L'Oréal use innovation in their marketing campaigns?





«5 examples of innovative marketing strategies»

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IKEA

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Virgin America

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Instagram

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Netflix

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L'Oréal



IKEA has always had close ties with innovation

- In 2013, for example, they launched the Catalogue app, which not only gave users access to the company's inventory, but via augmented reality, actually allowed them to view how items would look in their home spaces.



- The app is a great resource for customers at the consideration stage of the buying cycle.



Second-hand platform

- In previous years, for example, IKEA introduced a platform that helped customer sell their second-hand furniture, even going as far as helping users take photos and opening up the brand's Facebook page to act as an online marketplace.






Virgin America's feedback

- Virgin America have a group of 30 frequent air travellers and entrepreneurs who generate ideas for the airline in return for flyer rewards.



- As a direct result of a focus group feedback, Virgin America introduced an in-flight social network enabling passengers to connect during the duration of a flight.
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The opportunities of Instagram



- Instagram has a fantastic affinity with creative industries such as fashion and design, where it has already forged a great number of strong partnerships. The platform has provided these industries with the possibility to present the information in a wider way showing backstage photos for example, or people behind these industries: photographers, make-up artists, and bloggers.
- Today, 86 percent of the top global brands are active on the platform, which is a powerful endorsement for the validity of the platform as a marketing and advertising channel.


The success of Netflix

- Among the keys to Netflix's success is the introduction of customer analysis which deals with consumer behavior and demand.
- What's more, Netflix meticulously analyzed and tagged every movie and TV show imaginable. They possess a stockpile of data about Hollywood entertainment that is absolutely unprecedented."





NETFLIX

- It's no mystery that Netflix takes its data extremely seriously. Data informs their content and production endeavors, as well as their marketing.
 - But analyzing their incredible data resources was just the first step. Netflix invested in organizing this data into ideas that can inform their content with a level of detail that is incredibly innovative.
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L'Oréal's Makeup Genius app

- L'Oréal understands that to provide their digital-era consumers with the pre-purchase option is just as important as allowing them to sample products at makeup stands and counters.
- For this reason they designed an app. L'Oréal's Makeup Genius app allowed users to use their phones to do a digital makeover. Consumers responded positively - the app was downloaded 7 million times.

L'ORÉAL
PARIS






Final thoughts

Judging by the above examples, it's clear that innovation is an incredibly valuable commodity for digital-era brands.

All of the brands mentioned above display a clear focus on customer-centric experiences, and innovative marketing practices enable them to care for consumers so that to enhance their experiences, in ways consumers may not even expect.





Thanks for your attention!