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Innovative Marketing and Its Role in the Marketing Strategies of Organizations An Analytical Study

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Abstract

This scientific paper aims to analyze the role of innovative marketing in formulating and developing marketing strategies within organizations, by studying the theoretical concepts of innovative marketing, identifying the most prominent tools and methods used in it, and how it affects general marketing performance. The study highlights the importance of adopting innovation as a pivotal element in strategic planning, especially in a changing and rapidly developing competitive environment. The descriptive analytical approach was relied upon to study the relationship between innovative marketing and marketing strategies, with the help of a number of previous studies and applied models from different institutions. The study concluded that innovative marketing enhances the ability of organizations to interact with market variables and enables them to achieve sustainable competitive advantages by providing innovative marketing solutions that meet changing customer needs.

Keywords : Innovative marketing, marketing strategies, innovation, competitive advantage, marketing performance.

المستخلص

تهدف هذه الورقة العلمية إلى تحليل دور التسويق الابتكاري في صياغة استراتيجيات التسويق وتطويرها داخل المنظمات، وذلك من خلال دراسة المفاهيم النظرية للتسويق الابتكاري، والتعرف على أبرز أدواته وأساليبه، وكيفية تأثيره على الأداء التسويقي العام. وتُبرز الدراسة أهمية تبنّي الابتكار بوصفه عنصرًا محوريًا في التخطيط الاستراتيجي، لا سيما في ظل بيئة تنافسية متغيرة ومتطورة بسرعة. واعتمد الباحث على المنهج الوصفي التحليلي لدراسة العلاقة بين التسويق الابتكاري واستراتيجيات التسويق، مستعينًا بعدد من الدراسات السابقة والنماذج التطبيقية من مؤسسات مختلفة. وخلصت الدراسة إلى أن التسويق الابتكاري يعزز قدرة المنظمات على التفاعل مع متغيرات السوق، ويُمكّنها من تحقيق مزايا تنافسية مستدامة من خلال تقديم حلول تسويقية مبتكرة تستجيب للاحتياجات المتغيرة للعملاء.

الكلمات المفتاحية: التسويق الابتكاري، استراتيجيات التسويق، الابتكار، الميزة التنافسية، الأداء التسويقي.

The First Axis: Methodological Framework

Introduction:

In light of the rapid changes in the global business environment, and the intensification of competition between institutions at various levels, innovation in marketing has become one of the decisive factors for the survival and continued growth of institutions. Marketing is no longer viewed as a traditional process based solely on promoting products or services, but has become an integrated system that requires creativity, the ability to adapt, and the provision of atypical marketing solutions that respond to changing markets and evolving customer needs.

The development of digital technology and changing consumer behavior have imposed new challenges on organizations, prompting them to reconsider their marketing strategies and search for more effective methods to achieve competitive differentiation. Here the concept of "**Innovative Marketing**" emerges as one of the modern concepts that represents a qualitative shift in the way organizations adopt to reach their audience, achieve customer satisfaction, and enhance the market value of the brand.

This scientific paper seeks to **analyze the role of innovative marketing in formulating and developing marketing strategies for organizations** , by studying the concept and its dimensions, and reviewing its impact on institutional performance, with a focus on how it contributes to achieving modern marketing goals in a dynamic business environment.

Study Problem:

Despite the tremendous progress in the fields of marketing, many organizations still rely on traditional methods in marketing their products and services, which leads to their weak ability to compete in contemporary markets. The absence of innovation in strategic marketing planning and implementation may prevent the achievement of the desired institutional goals. Hence the problem of the study arises in the following question:

What is the role of innovative marketing in developing marketing strategies for organizations ,and the extent of its impact on their competitive performance?

Study Questions:

Based on the main problem of the study, which revolves around the role of innovative marketing in developing marketing strategies for organizations, the following sub-questions can be formulated:

To what extent do organizations realize the importance of innovative marketing in the contemporary business environment?

How does innovative marketing contribute to formulating effective marketing strategies?

What factors promote or hinder the application of innovative marketing within organizations?

Objective of the Study:

This study aims to:

Explaining the concept of innovative marketing and its various dimensions.

Study the impact of innovative marketing on institutional performance and competitive advantage.

Providing practical recommendations to organizations on how to effectively employ innovation in marketing.

Importance of the Study:

The importance of this study is that it sheds light on one of the modern concepts in marketing management, and reveals the extent of the ability of innovative marketing to bring about a qualitative shift in institutional performance. The study also contributes to providing a theoretical and analytical framework that organizations can benefit from in developing their marketing strategies, especially in light of the accelerating technological and economic challenges.

Study Hypotheses

Based on the study problem and objectives, the following hypotheses were formulated:

There is a statistically significant relationship between applying innovative marketing and achieving a competitive advantage for an organization.

Innovative marketing positively affects the development of marketing strategies in organizations.

The effectiveness of innovative marketing depends on the organization's level of adoption of modern technologies and organizational flexibility.

Study Methodology:

This study relies on the analytical approach, which is concerned with collecting information and data from theoretical and field sources, then analyzing them with the aim of arriving at objective results that contribute to clarifying the role of innovative marketing in the marketing strategies of institutions.

In this study, we will:

Analysis of the concepts and dimensions of innovative marketing.

Studying its impact on marketing strategies and the effectiveness of institutional performance.

Using tools such as: content analysis, previous studies, modern marketing models and theories to support the analysis.

The study does not aim to test field data or conduct direct questionnaires, but rather focuses on qualitative and cognitive analysis to understand the marketing phenomenon in question more deeply.

Previous Studies:

Previous studies are an important reference for understanding the theoretical and practical framework of the topic of innovative marketing, and contribute to clarifying the research gap that this study seeks to address. The following is a review of the most prominent relevant studies:

1 - Study (Al-Shammari, 2021): "The role of innovative marketing in enhancing the competitiveness of industrial enterprises"

The study aimed to analyze the impact of applying innovative marketing concepts in a number of industrial institutions in the Kingdom of Saudi Arabia. The results showed that adopting innovation in marketing contributes significantly to improving brand image and increasing customer satisfaction, which reflects positively on market share.

How it relates to the current study:

This study intersects with our research in analyzing the impact of innovation on marketing performance, with a difference in the type of sector (industrial versus the current study, which may include multiple sectors).

2- Study (Ali & Ahmed, 2020): "Innovative Marketing Strategies and Customer Loyalty in the Digital Age"

This study examined the relationship between innovative marketing strategies and customer loyalty in a digital environment. I used a quantitative approach to analyze data from emerging technology organizations and concluded that innovation in digital marketing (particularly across social platforms) increases customer engagement and emotional connection to the brand.

How it relates to the current study:

It supports the hypothesis regarding the role of innovative marketing in enhancing customer satisfaction and loyalty, but it focused on the digital aspect only.

3 - Study (Abdel Fattah, 2019): "The impact of marketing creativity on improving institutional performance: a field study on the services sector"

This study targeted service institutions, and found that creativity in advertising, service design, and interaction with customers led to a significant improvement in performance indicators such as customer satisfaction, response speed, and market expansion.

How it relates to the current study:

This study is considered one of the closest studies to the topic of the current paper, in terms of the analytical approach and interest in institutional performance as a product of innovation.

General Analysis of Previous Studies

It is clear from previous studies that there is a consensus on the importance of innovative marketing as a factor influencing the success of organizations, but most studies focused either on a specific sector (industrial or service) or on a specific dimension of innovation (such as advertising or digital marketing). Hence, the importance of this study comes in its approach to the subject from a comprehensive analytical angle that includes concepts, strategies, influences, and influencing factors, across various sectors.

The second axis: Conceptual Framework

The theoretical framework represents the basic foundation on which the study is built, as it addresses relevant concepts and terminology, and presents theories and models that help explain the relationship between innovative marketing and institutional marketing strategies.

First: The innovative marketing concept:

Innovative marketing is defined as: "the use of creative ideas and methods in designing, presenting and promoting products and services, in a way that achieves added value for the consumer and distinguishes the organization from its competitors."

This concept is based on going beyond traditional marketing methods, and adopting new strategies based on flexibility, customization, and effective interaction with customers .

Second: Characteristics of innovative marketing:

Customer Focus: Deeply understanding customer needs and expectations and meeting them in an unprecedented way

1 – Adapting to changes in the market and in consumer behavior, flexibility and rapid response

2 – Use of technology: Employing digital tools such as artificial intelligence, data analytics, and social media platforms.

4 – Creativity in promotion and communication: new presentation methods, and innovative and attractive marketing messages .

Integration between departments: activating the role of marketing in cooperation with research and development, production, and customer service.

Third :The difference between traditional marketing and innovative marketing

Marketing is one of the vital activities in any organization, but rapid transformations in markets, changing consumer behavior, and technological developments have imposed the necessity of reconsidering traditional marketing methods and moving towards more flexible and creative models, which is known as innovative marketing.

First :traditional marketing:

Traditional marketing focuses on using well-known and established methods, based on outdated concepts that aim to reach customers through one-way channels, such as:

- Television and print advertising.
- General promotional campaigns.
- Pricing based on costs.
- Focus on the product more than the customer.

Its characteristics:

- It is based on experience and repetition.
- Little interaction with customers.
- Slow to adapt to changes.
- It addresses a wide segment without customization.

Second: Innovative Marketing:

It is an approach that relies on using new ideas and unconventional methods to attract customers and provide value to them in a creative way. Innovation is an essential element in all stages of the marketing mix, from product development, to design, to promotion and distribution.

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Its characteristics:

Focuses on the customer and the value provided to him.

Uses data and analytics to understand the market.

It depends on technology and digital platforms.

Flexible and quick to respond to changes.

Encourages interaction and participation with the audience .

Third: Comparison between innovative and traditional marketing:

Innovative marketing	Traditional marketing	item
Customer and value	Product	Primary focus
Digital and innovative (social media, AR, AI)	Traditional (advertisements, publications)	means
Interactive and continuous	From one side	Communication method
High and fast adaptability	Low	Flexibility
Dynamic and value-based	Fixed or cost-based	Pricing
Higher but with greater growth opportunities	Low	Risk
Experience, interaction and engaging content	Discounts and offers	Stimulus to purchase

Fourth: The importance of this difference in the institutional context:

Organizations that still rely solely on traditional marketing may face challenges in keeping pace with the market and meeting the aspirations of new customers.

Innovative marketing opens new horizons for growth and expansion, especially in light of intense competition and digital transformation.

Combining some traditional and innovative marketing tools can form a more effective hybrid strategy in some contexts.

Marketing strategies for businesses:

First: The concept of marketing strategies: The comprehensive plans that the organization develops to achieve its marketing objectives by identifying target markets, developing the appropriate marketing mix, and employing resources efficiently to ensure value for customers and a competitive advantage for the organization."

Marketing strategy reflects an organization's ability to understand its environment, analyze its capabilities, determine its priorities, and implement marketing campaigns based on accurate studies and analyses.

Second: Basic marketing strategy elements (marketing mix)

Product: Designing products that meet customer needs in an innovative and distinctive way.

Price: Setting prices commensurate with perceived value and competitive ability.

Place: Determining the most appropriate distribution channels to reach the target market.

Promotion: Using effective promotion tools such as advertising, public relations, and digital marketing.

People: The role of employees in achieving customer satisfaction.

Process: The efficiency of operations in providing the product/service .

Physical Evidence: Tangible elements that enhance customer confidence in the service .

Third: Types of institutional marketing strategies

Differentiation strategy: Providing unique offers that distinguish the organization from others.

Focus strategy: Targeting a specific market segment with a specialized service/product.

Cost Leadership Strategy: Providing high value at a lower cost.

Market expansion strategy: entering new markets or developing the current market.

Product development strategy: creating new products or improving existing ones.

Fourth: The importance of marketing strategy:

Development of goods and services.

Building the brand in the mind of the consumer.

It provides the company with an advantage over its competitors.

Based on the information collected through market research, the appropriate price for the organization's goods and services is determined

Explain clearly how the organization will reach its pre-defined goals

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Fifth :The relationship between innovative marketing and marketing strategies:

Innovative marketing is not considered a substitute for marketing strategies, but rather a supportive and motivating tool for developing them.

Innovation contributes to redesigning the elements of the marketing mix in unconventional ways that suit the development of the market.

Organizations that employ innovation in their strategies achieve greater flexibility in the face of competitors, and are able to respond quickly to changing customer needs.

Sixth: The role of marketing strategies in the success of institutions:

Directing marketing efforts towards clear goals.

Improving the efficiency of resource use.

Build customer loyalty and increase market value.

Supporting the organization's competitiveness locally and internationally.

Enhance the ability to make informed marketing decisions.

The third axis: field study

First: the study population and sample

The study population consists of workers in the marketing and management departments of educational institutions in Sudan

A simple random sample of (120) questionnaires was selected, and (105) valid questionnaires were retrieved for analysis with a response rate of (87.5%).

Second: Study tool (questionnaire)

A questionnaire was designed to measure the study variables, and it consisted of three main axes:

Innovative marketing axis (10) paragraphs

Marketing strategies axis (8 paragraphs

The focus of competitive advantage and institutional performance (7 paragraphs

A five-point Likert scale was used:

1	Strongly disagree
2	disagree
3	Neutral
4	agree
5	Strongly agree

The first axis: innovative marketing

The organization relies on new marketing ideas continuously.

The organization uses modern digital means in its marketing campaigns.

Customer data is analyzed before marketing decisions are made.

Management encourages creativity in marketing work.

The organization relies on interactive content to communicate with the audience.

Marketing strategies are updated regularly.

The organization uses artificial intelligence or data analysis tools.

Customers are involved in developing services.

The organization has flexibility to modify its marketing plans.

The organization adopts a culture of innovation in all its activities.

The Second Axis: **Marketing Strategies**:

The organization has a clear and writing marketing strategies.

The target markets is precisely defined

Second Axis: Marketing Strategies:

The organization has a clear and written marketing strategy

The target market is precisely defined

Services are priced based on perceived value

The organization relies on an integrated marketing mix

Marketing performance is evaluated periodically

The organization uses a differentiation strategy

New services are continuously developed

Offers are tailored to customer needs

Third Axis: Competitive Advantage:

The organization enjoys a strong reputation compared to its competitors.

The organization achieves high student recruitment rates than its competitors.

Customers demonstrate high loyalty to the organization

The organization achieves continuous growth in its market share.

The organization offers services that are difficult to imitate

The organization is characterized by its rapid response to the market

The organization achieves high customer satisfaction

Fist: Reliability Test (Cronbach Alpha)

The overall reliability coefficient for the questionnaire was (0.89), a high coefficient indicating a high degree of internal consistency in the instrument.

Second: Arithmetic Means:

Item	Average deviation	Variable	degree
Innovative marketing	0.63	4.12	high
Marketing strategies	0.71	3.95	high
Competitive advantage	0.68	4.05	high

Third: Hypothesis Testing (Correlation and Regression Analysis)

First Hypothesis:

There is a statistically significant relationship between innovative marketing and competitive advantage

Correlation coefficient = 0.74

Significance level = 0.05

Result: There is a strong, positive, and statistically significant relationship

Second Hypothesis:

Innovative marketing influences the development of marketing strategies

Beta value = 0.68

R^2 = 0.52

Significance level = 0.000

Result: Innovative marketing explains 52% of the variance in marketing strategies

Resalt:

- Based on the preceding analysis, the study reached a set of key findings:
- Innovative marketing plays a crucial role in improving the public image of educational institutions and increasing their competitiveness
- There is a strong correlation between the level of innovation in marketing tools and the degree of student satisfaction and loyalty to the institution.
- Educational institutions that rely on modern digital marketing technologies achieve higher attraction rates compared to institutions that rely on traditional methods.
- There remains a clear deficiency in adopting innovative marketing concepts within some educational institutions, due to weak staffing or a lack of strategic vision.

Final Results

The results of the field study demonstrated a strong positive impact of innovative marketing on developing marketing strategies and achieving a competitive advantage. It showed that institutions adopting innovative marketing practices achieve higher performance compared to traditional institutions, thus supporting the study›s hypotheses and reinforcing the presented theoretical framework..

Recommendations

- Based on the findings, the study recommends the following:
- Establishing specialized units for innovative marketing within educational institutions, responsible for developing flexible and modern marketing strategies.
- Enhancing training and capacity building for staff in marketing departments of educational institutions, with a focus on digital and creative marketing skills

- Adopting a participatory approach between students and administration in designing marketing campaigns, which enhances the credibility of marketing messages and increases student engagement.
- Activating partnerships with technology and digital media companies to develop innovative marketing solutions that align with developments in the educational market
- Working to build a strong and distinctive corporate identity based on the unique educational values of each institution, and promoted through targeted interactive channels

Conclusion:

Innovative marketing is a cornerstone of modern marketing strategies, particularly in educational institutions, which have become increasingly competitive and adaptable. This study highlights the importance of integrating innovation concepts into institutional marketing activities, given its clear impact on enhancing brand image and increasing the satisfaction and loyalty of target groups, especially students.

The study›s findings indicate that relying on traditiona marketing methods is no longer sufficient for educational institutions to keep pace with the rapid transformations in the work environment. True success is now linked to their ability to think creatively, leverage modern technologies, and create interactive experiences that make a lasting impression.

Therefore, investing in innovative marketing is no longer an option but a strategic necessity that must be integrated into the institutional vision of any educational institution aspiring to excellence and sustainability.

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