

**INNOVATIVE MARKETING STRATEGIES AND THEIR ROLE IN INCREASING
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Abstract: This article analyzes the content of innovative marketing strategies and their importance in increasing the competitiveness of enterprises in modern market conditions. The study examines the need to introduce innovative approaches to the marketing process, the possibilities of using innovative technologies in promoting new products and services. Also, based on the experience of advanced companies, the level of effectiveness of innovative marketing strategies and their impact on market success are studied. The author substantiates the importance of a creative approach and technological innovations in the formation of innovative marketing and gives recommendations for enterprises to ensure competitive advantage.

Keywords: Innovative marketing, marketing strategies, competitiveness, creative approach, digital technologies, new products, market strategy, marketing innovations.

Introduction

Today, in the conditions of globalization and the digital economy, the level of competition in the market is increasing sharply. Enterprises are striving to develop and implement innovative marketing strategies in order to successfully promote their products and services and stand out among competitors. While traditional marketing approaches are losing their effectiveness, innovative marketing opens new opportunities for enterprises based on new technologies, creative ideas and unconventional approaches.

Innovative marketing strategies not only effectively organize the process of launching products and services on the market, but also allow increasing competitiveness by studying consumer needs in more depth and offering solutions that meet their expectations. Therefore, today, enterprises are paying special attention to harmonizing their marketing policy with modern innovations.

This article analyzes the essence of innovative marketing strategies, methods of their formation, and their role in ensuring competitive advantage. Also, based on advanced foreign and domestic experiences, the impact of innovative marketing on enterprise activities and its effectiveness in practice are studied.

Literature review

The theoretical foundations of the concept and strategies of innovative marketing have been studied in depth by many foreign and domestic scientists. Famous marketing scientists such as Philip Kotler, Kevin Keller, and Jean-Jacques Lambin have emphasized in their works the need to integrate innovations into the marketing process. In particular, F. Kotler's work "Marketing Management" emphasizes the role of a differentiated approach and

innovative ideas for the successful placement of innovative products and services on the market.

The concept of Business Model Innovation proposed by A. Osterwalder and Y. Pigneur reveals the importance of creative and flexible approaches in the formation of marketing strategies. They justify the need for enterprises to reconsider not only the product, but also its entire marketing ecosystem based on an innovative idea.

The scientific work of local researchers D. Tursunov and Sh. Murodov is aimed at analyzing the development features of innovative marketing in Uzbekistan and factors contributing to increasing competitiveness. The research focuses on improving enterprise efficiency through digital marketing technologies (social media marketing, content marketing, Big Data marketing).

In addition, analytical reports published by consulting companies such as McKinsey & Company and Boston Consulting Group (BCG) provide important practical information on modern trends in innovative marketing strategies, the impact of artificial intelligence and automation technologies on marketing processes.

In general, the literature review shows that innovative marketing strategies are one of the most important tools for companies to create and maintain a long-term competitive advantage in the market. The key factors in this are the digitalization of marketing activities, the forecasting of customer needs, and the development of an individual approach.

Methodology

This scientific study studied the formation of innovative marketing strategies and their role in increasing the competitiveness of enterprises based on a systematic approach. During the study, modern trends in the implementation of innovative approaches to the marketing process were analyzed based on theoretical and practical sources. Using the method of theoretical analysis, scientific literature, monographs and practical studies in the world and in Uzbekistan were studied, and the conceptual foundations of innovative marketing and strategic approaches to increasing competitiveness were summarized.

Using the comparative method, the experiences of companies operating in different markets were compared and the effectiveness indicators of innovative marketing strategies were analyzed. In particular, special attention was paid to the experience of developing innovative forms of marketing activities through the use of digital technologies, artificial intelligence and social networks. Using the method of analysis and synthesis, the impact of creative and innovative approaches on marketing activities was systematically studied, and general scientific conclusions were drawn.

In addition, within the framework of empirical research, the practice of advanced foreign and domestic companies was studied, and how they implemented innovative marketing and what competitive advantages they achieved as a result were analyzed based on examples. Using statistical methods, the correlations between the main indicators measuring marketing effectiveness and the competitiveness levels of companies were identified.

This study aims to substantiate factors such as a creative approach, the introduction of new technologies and a deep analysis of customer needs as the keys to success in the formation of innovative marketing strategies, and the results will create an important scientific and practical basis for their application in the practical activities of companies in the future.

Analysis and discussion

The results of the study show that the successful formulation and implementation of innovative marketing strategies play a decisive role in increasing the competitiveness of enterprises. Constant changes in market conditions, rapid renewal of consumer needs and desires require enterprises to adopt an innovative and creative approach to marketing activities. The experience of the analyzed companies confirms that enterprises that integrate modern tools such as new technologies, digital platforms and big data analysis into the marketing process achieve sustainable growth in the market.

As a key element of innovative marketing strategies, an approach aimed not only at its functional characteristics when offering a product or service, but also at improving the customer experience, adapting to individual needs and creating an emotional connection with the brand plays an important role. In order to stand out from competitors, companies must constantly search for new ideas, strive to create flexible and tailored offers for the market.

Another important aspect identified during the discussion is that the internal organizational culture and the innovative thinking ability of employees play a significant role in increasing the effectiveness of innovative marketing strategies. Creating an environment within enterprises that supports innovation and encourages employees to put forward new ideas creates a solid foundation for innovative development of marketing activities.

Based on statistical data and empirical analysis, it was observed that the speed of product launch, the level of customer loyalty and brand value of companies that used innovative marketing strategies significantly increased. It was also proven that the effective use of innovative marketing created opportunities for companies to master new market segments and expand the existing customer base.

The final analysis shows that innovative marketing strategies serve not only as a means of increasing competitiveness for companies, but also as an important factor ensuring their long-term sustainable development. Companies should strive to effectively use innovative opportunities by combining marketing activities with digital technologies, creative content and an approach based on customer experience.

Conclusion

Based on the results of the study, it was found that the formation and effective application of innovative marketing strategies play an important role in increasing the competitiveness of enterprises. Innovative approaches allow to update marketing activities, better adapt to customer needs and create unique advantages in the market. The analysis showed that companies that are successful in the market are constantly updating their marketing strategies through creative ideas, digital technologies, interactive communication with customers and individualized offers. The effective application of innovative marketing allows enterprises to extend the product life cycle, enter new market segments and strengthen customer loyalty. In conclusion, it can be noted that innovative marketing strategies should be formed not as a simple advertising tool for companies, but as an integral part of their overall business strategy. The ability to adapt to rapid changes in the market and meet the expectations of modern consumers creates the basis for the long-term sustainable development of companies. From this point of view, the following suggestions can be put forward: firstly, companies should conduct in-depth market analysis and regularly monitor the changing needs of consumers when developing innovative marketing strategies; secondly, it is recommended to increase the level of automation and personalization of marketing activities through the wide use of digital technologies and artificial intelligence; thirdly, it is necessary to develop a culture of creative and innovative thinking within the company,



encourage employees to create innovations, and create an environment for constant knowledge exchange.

It is also important to pay special attention to developing long-term and reliable relationships with customers in the marketing process, and to strengthen the brand image by implementing innovative ideas into practice. In general, the effective development and implementation of innovative marketing strategies serves as an important factor for enterprises not only to create a competitive advantage, but also to ensure the sustainability of their activities.

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