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## **Innovations in Product Promotion**

Product promotion is an activity that supports or provides active encouragement for goods. Successful promotion increases sales and profits of the companies in many times.

Innovations play a vital role in the development and promotion of products, and companies that manufactures these products

In the modern world of globalization the number of competitors has increased a lot. In this regard it is necessary to come up with innovative ideas that will help products to be competitive.

Innovation is a completely new way of doing something. Nowadays most of the successful companies have been recognized because of their unique technologies, attention to the details, and emotions that they cause.

Unique technology is a first thing that can highlight a product. People like everything that is new and unknown. It is important to invest and contribute money to new developments. Innovative and unique technologies give a huge advantage to the company and allow product to be more competitive. It is also necessary to pay attention to the usability of the product. It should be easy in purchase and use. Product should be self-sufficient, fully completed and ready to use. It is important for it to be compatible with all other products of the company.

Second important concept that will help in a promotion process is design. Attention to the design of the products has to be one of the key strategies of the company. The product should be designed in a way that is simple, clear and convenient to the buyer. The product should look more expensive than it actually is, for the purchaser to have a feeling that he/she made a favorable purchase.

The last, but not least innovative approach in a product promotion is to be focused on emotional condition of the buyer. A customer has to gain not a product but emotional state that this product provides. The person who is mainly responsible for this is a shop assistant. Seller must be friendly, responsive, caring and attentive. This can be achieved with the help of clear rules in the corporate culture of the organization.

Most of the huge successful companies have been using all those ideas in a promotion of their products for a long time. Innovative concepts make them the market leaders. Companies that are using proposed innovations to promote their goods are much more competitive and profitable than others.