

How Can Creative Marketing Increase Your Sales

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Abstract: *This study aims to identify creative marketing concepts and factors in service organizations. Recognize the development of the service sector on a global scale. The study sample consisted of (16) A deliberately selected Jordanian aid organization. Tissue contained in the sample accounts for 16% of the population. This study is an attempt to find the role of creative marketing in reaching the competition Advantages in Jordan's Service Organization Marketing mix (7Ps). The significance of this study lies in examining Creative's marketing effectiveness at the organizational level. Creativity refers to the trends adopted by the entrepreneurial organizations, which seek to provide creative products and services while positively making a change in the competitive base. The creative process in organizations is shaped through researching and developing creative ideas in order to increase profits and investment revenues of successful products and services as well as improving the strategic status. The study has come out with several findings and recommendations that include: the necessity of establishing a department for marketing in the organization, defining whose responsibility it is to develop and to create new products by building a creative personnel that is highly educated in marketing, creating a balance in terms of creativity among various marketing areas and not only focusing on the product in spite of its significance, and structuring an administrative branch that is specialized in creativity particularly in marketing creativity in each of the sampled organizations. It was discovered that these organizations' administrative branches sought to find out effective marketing ideas, filter them, evaluate them, and turned the useful ideas into innovative products and developed tangible products mainly to serve the customers of the organization*

Keywords: Marketing

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