

# Review Paper on ICT as a Tool for Innovation in Formulating Marketing Strategies

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**Abstract:** *This study aims to investigate the part information and communication technologies (ICT) play in the processes of product innovation and marketing. ICT is seen as a tool that improves agent cooperation and communication, lowers barriers to innovation, and promotes the creation of differentiated products. The study demonstrates the connection between the usage of ICT, teamwork, and the creativity process. This study makes significant contributions and offers recommendations for product development directors. In order to clarify the part that intense ICT use in marketing plays as a factor that increases the links between cooperation and communication in new product development processes, a new framework is provided. On the other side, the CHAID analysis's application enables us to pinpoint the key characteristics that characterise an innovation company.*

**Keywords:** Product innovation, marketing strategy, and communication technology