

How Can Creative Marketing Increase Your Sales

Ravina Soni

Assistant Professor, BMS Department

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

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

I. INTRODUCTION

The development and prosperity of developed countries is due to their interest in creativity and innovation Marketing and supporting it by enabling the right framework conditions and promoting new ideas for them. Academics believe the world is now witnessing a huge dependent economy Intangible output in the form of computer code, media content, designs, and information services. Majority Percentage of organizations operating in an environment characterized by intense competition and ever-changing needs Customer requests and enormous technological development. Therefore they must focus on innovation, know how to enhance their development and research, utilize individuals, and have a collective ability to access innovation and excellence in their activities. The service has several characteristics that contribute to the creative process in this field. Creative marketing in the field Service proposals can take the form of proposals for new services or new technologies in production and service provision. Creativity in service organizations is primarily based on customer perspectives or interactions between employees and customers. Creativity in the service sector is driven by the customer. It is called a "customer-centric approach" that can be developed through organizational thinking. organizational need Creative marketing is represented by the ability to communicate with customers and meet their needs.

1.1 THE PROBLEM OF THE STUDY

Creative marketing is absent or focused on one element (7P) of the services sector marketing mix Neglects other elements of these factors like service, thus hurting competition Organizational benefits and functions. Creative marketing is a constant competitive advantage for everyone. An organization that is of strategic value and a flexible source. Creative marketing is considered unique and valuable Resources for any organization. This research aims to understand the role of creative marketing in achieving goals. Competitive advantage in Jordanian service organizations

because constant creation protects the organization from it. We are in dangerous competition. To do this, Jordanian service organizations must adopt the following basic elements:
Creativity represented by elements of the marketing mix (7Ps).

1.2 QUESTIONS OF THE STUDY

Based on the survey problem, the following questions were created.

- Do sampled organizations perceive creative marketing and creation in marketing elements? mix?
- Is the organization's market share the result of creativity in elements of the marketing mix?
- Do the sampled organizations holistically implement creative marketing principles into their marketing mix?
- As well as expanding competitive advantage?

1.3 THE IMPORTANCE OF STUDY

- Creative marketing is one of the variables that influence the performance of service organizations.
- Grow, prosper and keep going. Especially in the world of globalization, the importance of creative his marketing is increasing and competition.
- Explore the role of creativity in elements of the marketing mix, Suitable for entrepreneurship marketing in service organizations.
- This study focuses on creative marketing as one of the factors contributing to success Long-term entrepreneurial spirit in a dynamic and competitive environment.
- This study explores the role of managed creative marketing in adding competitive advantage. Uncovering the factors that influence the management of the creative process as culture in the organization.
- This study focuses on effective marketing performance within an organization.
- The creative process in an organization is characterized by the perspective of an idea and its further development Increase your income and profits from your investments.
- The importance of creativity highlighted in the face of fierce global competition and customer growth needs.

1.4 THE OBJECTIVES OF THE STUDY

- Identify the concepts of creative marketing and its foundations in service organizations.
- Identification of current developments in the service sector at the global level.
- Presentation of the academic and theoretical framework of creative marketing and its elements in the service market mix.
- Present a theoretical framework for the process of improving competitive advantage.
- This study includes some recommendations for service organizations in light of the findings of the study.

II. REVIEW OF LITERATURE

The question of why organizations face difficulties At the same time adept at both creativity and their Implementation is of great interest to practitioners, researcher. Abernathy (1978) first raised this issue. Whether it is feasible for the organization to adopt Focus on innovation and productivity at the same time.

March (1991) provided a rationale for this dilemma "Exploration vs. Exploitation" Explained puzzle". Exploration includes techniques such as "risk". Embrace, experiment, innovate, get creative. "Tend to limit corporate exploitation Leverage includes "efficiency, implementation, and "Enforcement" tends to limit the height of the company Exploitation (Slater et al., 2010). Marketing strategy is related to developing uniqueness A marketing mix that enables companies to reach their goals Market target (Varadarajan and Clark, 1994). Marketing strategy creativity Andrews and Smith (1996) A vehicle for selling products makes sense Differences with product marketing practices Category". On the Meaning of Hamel (1998)

He argued that "strategic innovation is the only way" Newcomers succeeding in the face of vast resources Disadvantages and the only way for incumbents to renew A lease to your success." most creative companies have the opportunity to tinker innovatively with Techniques to improve your status and increase your competitive edge

Competitive Advantage (Slater et al., 2010). they also claim to be able to use creative marketing strategies Innovative pricing model and customer-oriented network or extended ways and means of approaching their Target markets with specific preferences. This Marketing elements are Give your customers a reason to buy. So the following Hypotheses tested in this study.

III RESEARCH METHODOLOGY

Send survey forms to each business division Head, Marketing Strategy Business Unit, Head of National Sales Lahore listed company manager and brand manager 11 sector exchanges including telecommunications, electronics, fertilizers, insurance, banking, pharmaceuticals, chemicals and FMCG. 275 The questionnaire was distributed privately from April to July 2010. to potential respondents. 200 surveys completed I'm back after dedication and multiple follow-ups. but, 189 questionnaires were statistically recorded Usable condition with a satisfactory return rate of 69%. The creativity component of the marketing strategy was measured using scales.

Developed by Andrews and Smith (1996). Marketing strategy implementation effectiveness and business Unit performance constructs were measured by the developed scale. By Noble and Mokwa (1999) and Olson et al. (2005). Respondents were asked to answer statements by choice One of five response categories. where 1 = completely disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Completely agree. Bivariate A regression procedure was used to test the research hypotheses.

IV. DATA COLLECTION METHOD

The sources of data in this research paper are both primary and secondary

1.Primary data:- primary data consist of original information gathered from a sample size of 30 responses residing in Mumbai

2.Secondary data:- secondary data consists of data already gathered and presented on the web

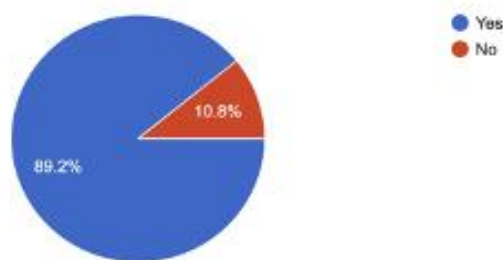
V. DATA ANALYSIS

for analyzing the data simple tools like google forms are used we have the data analysis of 30 people on how the responses are submitted

DATA ANALYSIS & INTERPRETATION:

If students and staff return to school in the fall, are you planning to send your student?

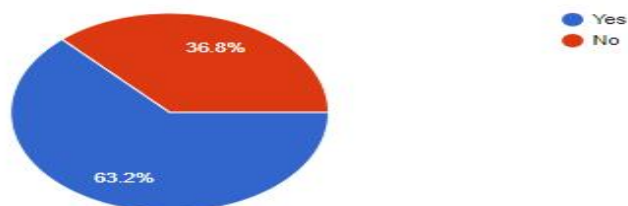
240 responses



10.8% percent people said no and 88.2% people said yes according to this question

5. Have you ever felt like giving up your studies due to a lot of stress?

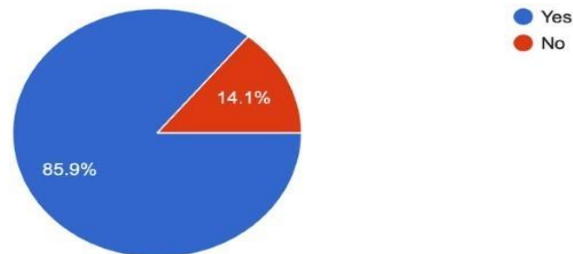
19 responses



36.8% of people said no and 63.2% of people said yes according to this survey

Do you think that further information regarding the safety of these GMOs would make you feel more comfortable about consuming these crops?

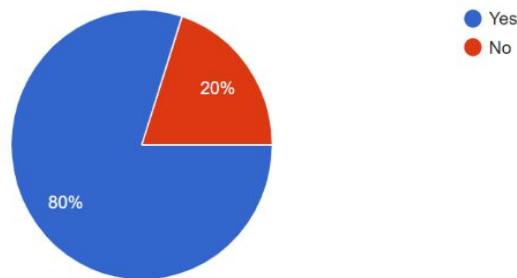
99 responses



14.1% people said no and 85.9% people said yes

Do you fully trust the credibility of information when using mass media?

15 responses



VI. CONCLUSION

In conclusion, it can be said that marketing innovation reaps numerous advantages from creative thinking. This advantage can be seen when examining various types of creative marketing as well as when considering creative marketing as a whole. Each and every one of the creative offline marketing, online marketing, and guerrilla marketing strategies we've looked at shows how important creative thinking is to their conception and execution. Thus, creative thinking aids marketing creativity by reaching out to big audiences in an economical manner, fostering experiences and relationships, garnering attention, disseminating ideas, and promoting social sharing. The analysis has shown that marketing creativity benefits from creative thinking, with the exception of small criticism that advises against an excessive use of creativity.

REFERENCES

- [1]. <https://marketing.expertjournals.com/23446773-502/>
- [2]. <https://www.wikipedia.org/>