

# INNOVATIVE MARKETING COMMUNICATIONS

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**Abstract-** The need for innovative communicative strategies is a demand of today's dynamic market. The marketer is moving two ways that is towards technical advancement and to understand the psyche of the consumer in a better manner. In this paper, it is emphasized that the marketer should make a strategic plan for the effectivity of promotion especially through social media. The communications functions should be in a manner to build the brand image and the brand equity. This communication is important for the reduction of perceived risk in the mind of consumers. Also, the importance of communication from the marketer's perspective and the advantage of the consumers is discussed. There are many technologies which are harnessed by companies to reach out to the consumers like virtual reality and augmented reality. Apart from technology the study of human mind is also important. These both ways can help the company have a successful communication strategy in an innovative manner.

**Keywords-** Innovative promotion, social media, Psychology, Promotion strategy

## I. INTRODUCTION

Marketing communication is how the marketer communicates with the final consumer also the other stakeholders. The various partners, intermediaries also to the shareholders. The work of the communication has grown beyond just creating awareness, informing, or reminding but also persuading. The communications functions in a manner to build the brand image and the brand equity. The customers tend to create a favorable attitude towards the brand. Of the many benefits of brand image creation, it is the reduction of perceived risk in the mind of consumers,

It is important to understand the role of social media and its effect on current and potential customers. Therefore, it focuses on the need to create a business plan that recognizes the impact of social media on each business performance. It is important to identify the various ways in which social media should be used to fulfil the objectives of the enterprise. There is an increased awareness of digital marketing tools and aids among various business. Organizations assimilate external knowledge from the virtual environment and internal knowledge to enhance their capacity. [1]

Firms operating in fast changing dynamic environments can develop the right means to continuously adapt, integrate, reconfigure, and redeploy resources and capabilities to become more competitive and disruptive in their offerings. Virtual Reality can replace drafting, physical testing, and model building approaches to many other design tasks, consequently reducing costs, development time, and uncertainties involved in engineering and design of projects. In the automotive industry, augmented reality-based systems can support a variety of services in a factory, such as selecting parts in a warehouse and sending repair instructions over mobile devices to the workers. These systems are still in early development[2]

There is a need to come up with a strategic plan for social media communication. Nowadays companies are using data analysis and wireless networks. The best way of promotion is corporate marketing strategy, especially brand marketing. These include Innovative products, Price positioning, managing channels

and policy on promotion. There has to be refinement in brand image promotion and maintenance. There is a need in the market for high end brand services, because of globalization.[3]

## II. DISCUSSION

### *A. Innovative marketing communications*

Since a few years social media has gained prominence. There are many dynamics about communication. Here are a few of the elements used by the marketers to communicate to the customer. One of them is colors.

Colour psychology studies how different colours determine human behaviour. The psychology of colour is used in advertising and marketing to evoke emotional reactions. Colour Psychology showed that colour can affect human behaviour, influence human perception, and enhance effectiveness. In a study called "Impact of colour in marketing" it showed that 90% of customers' product judgments are based on colour alone. For example, we can discuss the impact of two colours and the companies using these.

**Red-** The colour red creates a sense of urgency, suitable for clearance sales. It also encourages appetite. Thus, it is frequently used by fast-food chains. The colour physically stimulates the body, raising blood pressure and heart rate. It is associated with movement, excitement, and passion.

Eg; Pinterest, Netflix, YouTube, red bull, Kellogg's, airtel, etc.

**Green -** This colour is associated with health, tranquillity, power, and nature. It is used in stores to relax customers and promote environmental issues. It stimulates harmony in your brain and encourages a balance leading to decisiveness.

Starbucks is a major global brand that uses this colour scheme. Green shows that Starbucks hopes to promote a sense of relaxation in its cafes, inviting customers to come in for a coffee break during a stressful day. The next element is - Marketers break through the top - down attention by resembling to the show. Top-down Attention here refers to the advertisement clutter that every media consists of. Also, otherwise known as Noise in a marketing communication model. Therefore, Top-Down Attention is a trick, rather a psychological tactic by which marketers inject the message into the show itself which results in lot more relevance and entertainment. The marketers thus accomplish their goal by fixating the audience's attention to their Ads

Examples – Snickers ad displayed in between cricket matches, Radio ads, Spotify ads. The third element is Gestalt means "Unified Whole", it studies on how consumers perceive, process and piece together fragmented parts. The three important Gestalt principles are

- Proximity or Grouping
- Closure
- Figure and Ground

Gestalt Psychology suggests that the human brain is holistic. So, marketers use this technique to manipulate different aspects of ads to indirectly communicate meaning to the consumer below their level of consciousness.

## III. CONCLUSION

This paper discusses about the importance of communication from the marketer's perspective and the advantage of the consumers. There are many technologies which are harnessed by companies to reach out to the consumers like virtual reality and augmented reality apart from technology the study of human mind is also important.

The psychology used by the communicator studies the deep thought process and evaluates and incorporates it with the communication technologies to give a long-lasting impactful experience to the consumer. The importance of understanding this communication process is needed.

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