

**OP 3.2.4**

**Market Diffusion**

**Version 2**

**The training course developed within the project of the European Commission program Erasmus+ «Development of a network infrastructure for youth innovation entrepreneurship support on Fablab platforms» (561536-EPP-1-2015-1-UK-EPPKA2-CBHE-JP)**

[**http://fablab-erasmus.eu/**](http://fablab-erasmus.eu/)

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# Module descriptor

|  |  |
| --- | --- |
| **Module title** | Market diffusion |
| **Discipline code** | Распространение на рынке |
| **Leader university** | BNTU, BSU, KNEU, IPSA NTUU "KPI", TNT |
| **Type of discipline** | Optional |
| **Level** | Master |
| **Number of ECTS credits** | 3 credits |
| **Methods of learning** | lectures, workshops, seminars, independent work, distance learning |
| **Conditions for enrolment** | Students who will be enrolled in this course must have the educational and qualification status of bachelor in engineering or computer specialties |

# Learning outcomes

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| Objectives of teaching discipline:  Formation of creative potential, necessary for the independent statement and solving of new engineering tasks, solving problems of search and research of new design and technological solutions,  give the trainees a detailed idea of ​​the tools and methods that provide engineering support for innovation processes that enhance the quality of products and create a competitive level of properties of the objects being created, to train students with modern algorithms for solving engineering problems based on the theory of solving inventive tasks (TRIZ);  develop students' skills in system analysis and solving problem engineering tasks using TRIZ instruments,  to familiarize students with methods of use in the technique of physical, chemical and geometric effects,  to familiarize students with methods of overcoming psychological inertia and the development of creative imagination.  The task of this discipline consists in studying the foundations of TRIZ, the theoretical basis  which is the laws of the development of technical systems, the acquisition of practical skills in using techniques, standards and methods TRIZ to find solutions to inventive tasks and the ability to consciously generate ideas for innovation to improve and improve the technical systems under study.  As a result of successful mastering of discipline the student should know:  patterns of creative thinking, basic methods of activating the method of trial and error, methods of overcoming the psychological inertia of thinking;  the methodology of modern methods of finding technical solutions and able to use in practice an algorithm for solving inventive tasks,  typical methods of resolving technical contradictions;  physical, chemical, geometric effects used to resolve physical contradictions;  standards for solving inventive tasks;  the patterns of development of technical systems and the main problems that accompany each of the stages of the system's development and the ways of solving these problems;  and be able to use methods of system analysis and synthesis for practical design tasks;  methods of fleece analysis, to be able to investigate the structure of the technical system;  the main types of informational means of supporting the process of solving inventive problems, principles of using the bases of methods of elimination of contradictions, standard solutions, indicators of effects;  the method of using an algorithm for solving inventive tasks for the development of new innovative technical objects. |

# Module content

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| **1. Distribution of new products on the market**  1.1. Diffusion innovation and product life cycle  1.2. Factors influencing the distribution of innovation  1.3. Marketing research on consumer behavior  **2. Business model and marketing mix**  2.1. Business model "Kanvas"  2.2. Marketing mix 4P  2.3. Advanced marketing mix models  2.4. Example of marketing mix analysis  **3. Interactive marketing of innovative products**  3.1. Marketing analyst  3.2. Interactive marketing channels  3.3. Marketing in social networks and communication with the public |

# Suggested reading

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| --- |
| Basic:  1. Altshuller G. Find an Idea: Introduction to TRIZ - the theory of solving inventive  tasks / Henry Altshuller. - 4th ed. - M .: Alpina Pablishers, 2011. - 400 p.  2. Altshuller G. The Innovation Algorithm. TRIZ, Systematic Innovation and Technical Creativity - Worcester, Technical Innovation Center Inc., 2007 - 296 p.  3. Petrov VM Theory of solving inventive problems - TRIZ: a textbook on discipline "Algorithms for solving non-standard problems" / VN Petrov. M .: SOLON-PRESS, 2017 - 500 s.  4. Orlov M. An easy TRIZ. A universal practical course. M .: Solon-press, 2011. - 384 p.  5. Rubin MS, Kiyayev V.I. The foundations of TRIZ and innovation. Application of TRIZ in software and information systems: Textbook - SPb ,. Publishing house St.Petersburg. Un-ta, 2011. - 278 p.  6. Murzabulatov AS, Theory of solving inventive tasks: a practical work / composition. A. S. Murzabulatov. - Orenburg: OGIM, 2014. - 40 s.  7. Meerovich MI Theories of solving inventive problems / MI Meerovich  L.I. Shragina - Minsk: Harvest, 2003. - 428 p.  8. Orlov MA Fundamentals of the classical TRIZ. A Practical Guide to Inventive Thinking. - 2nd ed., Corrected. and add - M .: SOLON PRESS. 2006 - 432 pp.  Additional:  1. Drew Boyd, Jacko Goldberg, Creativity within: A Proven Creativity System for Brilliant Results (INSIDE THE BOX: A Proven System of Creativity for Breakthrough Results by Drew Boyd and Jacob Goldenberg), Digest Media, Popurgi, 2016. - 350 s .  2. Dmitriev, S.A. Algorithms for solving non-standard problems: study. allowance / S. A. Dmitriev, O. A. Kraev, V. A. Fedorov; Sib state aerospace un - Krasnoyarsk, 2015. - 142 p.  Drew Boyd, Jacob Goldenberg, Creativity within the framework of: A verified creativity system for brilliant results, Digest Media, Popurri, 2016. - 350 p.  3. Frick E., Tardini S. & Cantoni L. (2014). Lego Serious Play applications to enhance creativity in participatory design. In Fredricka K. Reisman (ed.). Creativity in Business. Research Papers is Knowledge, Innovation and Enterprise. Volume II. Pp 200-210. Riga (Latvia). July 22-24, 2014  4. Lemberg B. Creative problem solving. How to develop creative thinking ": Vector; St. Petersburg; 2014 - 162 c.  5. Ivanov G.I. Formulas of creativity, or How to learn to invent, Forum, 2012, 304 p.  6. Fundamentals of technical creativity: teach. manual for undergraduate students / E. Ya. Prasolov, S. A. Brazhenko, O. P. Novytsky. - Sumy: Univ. Kn., 2014. - 127 c.  Materials on the Internet:  1. E-book. Introduction to TRIZ. Basic concepts and approaches (official publication of the Foundation G.S. Altshuller), <http://altshuller.ru/e-books/>  2. Tutorial. Petrov V.M. Fundamentals of the theory of solving inventive problems. Tutorial. - [elect. resource]. - Access mode: <http://triz.natm.ru/articles/petrov/8.2.0.htm>  3. Zlotin E., Petrov V. Introduction to the theory of solving inventive tasks. Tutorial. Tel Aviv, 1999. https://en.wikibooks.org/wiki/%D0%9E%D1%81%D0%BD%D0%BE%D0%B2%D1%8B\_%D0%A2%D0%A0 % D0% 98% D0% 97  4. MSRubin, V.I.Kyayev. The foundations of TRIZ and innovation. Application of TRIZ in software and information systems: Tutorial - 2012. - 278 pages <http://intuit.ru/EDI/09_03_17_3/1489011625-31268/tutorial/936/objects/1/files/triz.zip>  5. Online course. "TRIZ - Theory of solving inventive problems" <https://4brain.ru/triz/>  6. Case studies of the solution of inventive tasks. <https://trizland.ru/cases/>  7. Free Ebooks, Exercises and Teaching Materials. TRIZ Power Tools. <http://opensourcetriz.com/main/page_ebooks.html>  8. Tutorial Petrov V. Algorithm solving inventive tasks. http://trizland.ru/trizba/pdf-books/ariz.pdf  9. Tutorial. Petrov V. Structural real-field analysis.  <http://trizland.ru/trizba/pdf-books/vepol.pdf>  10. Examples of completed projects by students of the Fab Academy,  <http://academy.cba.mit.edu/classes/project_development/index.html>  11. Archives of student Fab Academy projects, <http://archive.fabacademy.org/>  Video materials:  1. Video lectures. Mikhail Rubin Introduction to the theory of solving inventive tasks for programmers.  <http://intuit.ru/studies/courses/3671/913/info>  2. Video lectures. Course of lectures "Theory of solving inventive tasks", Dmitriev VA,  <http://tube.sfu-kras.ru/video/157>  3. Video lectures. "Modern technology of designing innovations", Salamatov Yu.P.  <http://tube.sfu-kras.ru/video/632>  4. The "Invention Algorithm" movie, <https://youtube.com/watch?list=PL566Sj-mNLtUZVpdFPP2QZoBh88VD9yKM&v=y6Kwx5ezlVY>  5. Lecturing Vikentev IL : TRIZ G.S. Altshuller  <https://youtube.com/watch?v=NtkIx7ns4XI>  6. TRIZ. Theory of solving inventive tasks. Business lesson on TRIZ Sergey Kuranov <https://youtube.com/watch?v=fcCpLTnIeik>  Sites on the theory of solving inventive tasks:  G.S. official fund Altshullera [www.altshuller.ru](http://www.altshuller.ru)  TRIZ - Internet-school [www.triz.natm.ru](http://www.triz.natm.ru)  OTSM-TRIZ Technologies Center [www.trizminsk.org](http://www.trizminsk.org)  Portal "Creative World" [www.trizland.ru](http://www.trizland.ru)  The European TRIZ Association <http://etria.eu/> |

# Planned educational activities and teaching methods

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| Practical training of students is offered, which is supported and developed through:  1. Discussion of projects.  2. Formation of projects proposed by students.  3. Mutual learning.  4. Self-assessment and assessment of students.  5. Invited lecturers.  6. Group discussions, reviews and criticisms.  7. Work on real projects.  8. Mentoring.  9. Independent training.  For flexible learning:  The teacher conducts webinars, which represent the methodology and conceptual basis for student training. Slides and study materials are available electronically. Web seminars are used to enhance knowledge about new methods and approaches, as well as to study their application in specific complex situations. Students are invited to ask questions and discuss materials in live online communication. Web communication is used for communication. Students can post questions at the same time, and these discussions will be tracked by the teacher. The main emphasis is on independent learning. |

# Methods, criteria and evaluation procedure

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| Progress and training are assessed not only at the end but also throughout the course. A certificate of ability to think and critically analyze problems will be highly appreciated in the assessment.  Student assessments will be determined by the execution of individual task reports after each section and the final report at the end of the entire course. The relative weight of each report will be set at 100%, and separately the weight of the assessment: the goals of the report are clearly formulated - 20%; consistency of arguments and reflections - 10%; description 40%; use of adequate terminology 20%; evident activity. |

**Skills and personal development**

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| Discipline "Market diffusion" provides the ability of students:  1) use professional knowledge and skills in practice to solve engineering and practical problems of creating innovative objects;  2) use methods of system analysis for solving applied design problems;  3) analyze, discuss, formulate and solve problematic situations of the development and design of new objects and technologies, solve non-standard problems and create fundamentally new approaches in the creation of innovations;  4) to master new knowledge and skills, to improve and self-learn, to continue professional development;  5) be able to work in a team, work on finding new ideas in a team, understand the functions of participants in the creative process;  6) improve communication skills, including oral and written communication;  7) organize their own activities and effective time management;  8) form a stable worldview, pluralism, correct perception of modern problems of the development of society. |

# **Distribution of new products on the market**

## **Diffusion of innovation and product life cycle**

Successful introduction of new products to the market is the key to marketing, which is the key to the commercial success of innovation.

Diffusion of innovation is the process of spreading new products, technologies, ideas to potential consumers.

The term has received wide distribution in marketing thanks to Everett Rogers who offered a model for describing this process and in accordance with the perception of innovation identified 5 segments of potential buyers:

-Innovators are the first consumers to recognize a new product. They are prone to experiment, risk, socially dynamic, communicative, they form the first opinion, influence the desire of others to make purchases and account for approximately 2.5% of the target market;

-Early Adopters - a group of consumers who accept a new product. As a rule, these are people who like to lead, who love prestige and respect, which are associated with the first purchases. They perceive new ideas, usually form public opinion, but also exercise caution. This group represents 13.5% of the target market;

-Early Majority - the first part of the mass market that purchases goods, has a position in their social group, is open, sociable and attentive to information about the product. This group accounts for 34% of the target market;

-Late Majority is the second part of the mass market that purchases goods. This group includes people who are less responsive to change, with a lower economic and social position, usually older than middle age and skepticism. They constitute 34% of the target market;

-Supercons (Laggards) - buy the product last. They take prices into account, are very suspicious of novelty and change, have low incomes and status, are connected by tradition, are conservative and do not accept the goods until they reach the stage of maturity. To sell products to this small group of consumers is quite difficult, but they constitute 16% of the target market. "

The ranking of buyers is described by the curve of the normal distribution (Figure 4.1).

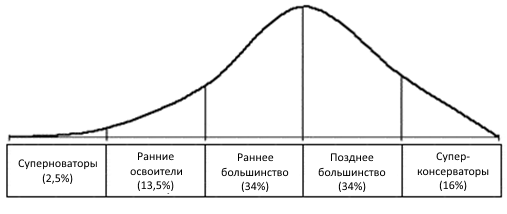


Figure 4.1 - Ranking of customers

Innovative products brought to the market should pay off in a certain period of time. The commercial success of innovation is possible if it is bought by consumers from the group of early and late majority (ie 68%). Most consumers of innovation are led by a group of superinnovators and then - early adopters. This means that the successful diffusion of innovation requires the identification of a "leader" who will lead all other consumers. It is important to determine who can be innovators and early developers of this innovation and provide support for internal and external communications.

R. Vernon in 1966, was proposed a product life cycle model (JTS), which examines the patterns of change between the volume of sales of goods and the corresponding periods of time.

ZHTST - this is the time of existence of goods on the market. Figure 4.2 shows the LCT curve and the characteristics of each of the stages.

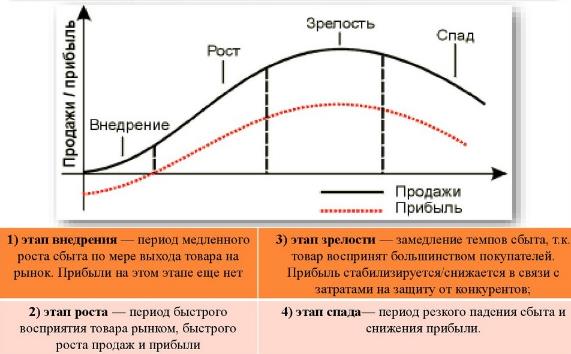


Figure 4.2 - Product life cycle and its characteristics

**Recommended reading:**

Rogers, Everett M. Diffusion of innovations https://teddykw2.files.wordpress.com/2012/07/everett-m-rogers-diffusion-of-innovations.pdf

Innovation diffusion and new product growth models: a critical review and research directions <http://renanaperes.homestead.com/files/PeresMullerMahajan2010.pdf>

Dynamics of R & D and Innovation Diffusion <http://www.systemdynamics.org/conferences/2001/papers/Milling_1.pdf>

The concept of product life cycle (JTS) and the model of diffusion of innovations E. Rogers <http://studopedia.ru/4_152738_kontseptsiya-zhiznennogo-tsikla-tovara-zhtst-i-model-diffuzii-innovatsiy-erodzhersa.html>

The essence of the innovation cycle and the innovation process <http://elib.psu.by:8080/bitstream/123456789/15727/4/%D0%A2%D0%B5%D0%BC%D0%B0%203.pdf>

## **Factors influencing the spread of innovation**

The process of diffusion, from introducing the product to the market to saturation of the market segment, can take from a few days or weeks to several years.

Factors affecting the speed of the diffusion process:

Demographic type of group. Groups of young, well-off and highly educated consumers readily accept changes in general and innovations in particular.

Number of participants in the purchase decision. The fewer individuals involved in the decision-making process, the sooner it will be accepted. Collective nature of the solution

slows down diffusion. Therefore, innovation, involving a collective decision, spreads more slowly than that which affects primarily one individual.

The intensity of marketing efforts. The speed of diffusion is controlled by marketing, depends on the elaboration of the marketing complex.

Realization of a significant need. The urgency and obviousness of the satisfied need accelerate diffusion. If consumers do not feel the need as relevant, an innovation that satisfies it will spread more slowly. For example, many advanced features of the computer model may not be considered by the consumer as necessary.

Conformity with the values, beliefs and past experiences of consumers. A high level of compliance accelerates the adaptation of innovation. For example, the new models are at least somewhat similar to the old ones, which allows for faster adaptation.

Relative advantage. The better the advantages of innovation are seen in comparison with existing solutions, the higher the diffusion rate. The price is also a relative advantage.

Simplicity. The simpler the innovation in understanding and using, the faster the diffusion. Computer companies are trying to overcome the perceived complexity of their products by creating training programs and instructions for end users and sellers.

Visibility. The more affordable the positive effect of adapting innovation, the faster its diffusion. Therefore, retailers of household appliances expose all models in the trading floor in the public domain so that the visitor can close and well see the product, ponazhimat on the keys.

*Approbability. The easier it is to get a low-price or low-risk innovation, the faster its diffusion. A wide base of approbation is betting computer manufacturers, establishing their innovations in universities. Easily approved products (shampoo detergents, yogurt) spread faster.*

*Perceived risk. The greater the risk associated with the innovation of the consumer, the slower the diffusion. The risk can be financial, physical and social. Risk assesses: the likelihood that the innovation will not function as expected; the consequences of the fact that the innovation will not function as expected; The possibility of correcting negative consequences and the costs of doing so. So, many consumers appreciate the probabilistic benefits, but they perceive the consequences of an unsuccessful operation as extremely undesirable and irreversible and therefore do not accept innovation.*

*Understanding the user response to innovation allows you to predict their behavior and offer a truly sought-after product. In turn, the correct diagnosis of the stage of the innovation diffusion model for the product being developed will make it possible to predict the behavior of consumer demand in the near future.*

**Recommended reading:**

Study of factors affecting diffusion of innovation <http://academia.edu/5664537/A_Study_of_Factors_Affecting_Diffusion_of_Innovation>

Individual and cultural factors affecting diffusion of innovation <http://aabri.com/manuscripts/11806.pdf>

Factors determining the speed of diffusion of innovation <http://allrefs.net/c56/3j1e5/p12/>

Quality indicator as one of the factors for accelerating the diffusion of innovation processes <http://law-journal.ru/files/pdf/201301/201301_107.pdf>

## Marketing research of consumer behavior

Marketing research is the collection, processing and analysis of data in order to reduce the uncertainty that accompanies the adoption of marketing decisions.

The main results of the study are forecasts of the development of the market environment, assessment of market trends, identification of key success factors, segmentation of the market is carried out, i.e. choice of target markets and market niches.

There are two main types of marketing research:

-Desk research involves the study of secondary data, i.e. already existing in a certain form of information obtained earlier from internal and external sources for purposes different from the purposes of this study;

-Field research involves the collection and analysis of primary data. The way to get them is to appeal to individuals or groups to find out their opinion on the problem in question. Such information can be obtained from buyers and consumers of goods and services, sellers, suppliers, intermediaries, competing firms, etc. Primary data can also be obtained using methods such as observation, experiment, interview (interviewing, questioning). To communicate with the audience, you use mail, phone and personal communication.

The process of marketing research includes several stages:

1. Identification of the problem and objectives of the study.

2. Definition of objects of research.

3. Development of a research plan.

4. Information gathering.

5. Analysis of information.

6. Presentation of the results.

**The objects of study within the framework of marketing research are:**

• the market;

• consumers;

• competitors.

The market research is aimed at studying the external environment of marketing. Distinguish macro and micro marketing environment.

Micro environment - a collection of actors and factors that directly affect the ability of the enterprise to serve its customers (suppliers, intermediaries, customers, etc.).

Under macro environment understand the factors of the social plan, which affect all elements of the microenvironment. The main factors of the macro environment are:

-demographic (birth rate, age structure, population migration, employment structure, educational level, etc.);

- economic (effective demand, structure of incomes of the population, structure of expenses for consumption, etc.);

-natural (deficiency of certain types of raw materials, energy carriers, increasing environmental pollution, etc.);

-scientific and technical (increasing spending on research and development, increasing attention to introducing improvements in existing products, strengthening state control over the quality and safety of goods);

-legislative (acts regulating entrepreneurial activity, control by state bodies for its observance);

-cultural (persistent favors for the main traditional cultural values, subcultures within the boundaries of a single culture, temporary change of secondary cultural values).

The main task of market research is to determine the market's capacity, i.e. the possible volume of sales of goods at a given level and the ratio of different prices.

The purpose of the study of consumers is to study the decision-making process of purchasing, the reaction to purchase, the factors that determine their behavior. In the process of research, potential buyers are united into homogeneous groups (segments) in order to apply a certain marketing strategy in relation to them.

The main criteria for grouping (segmentation) are:

-geographical (climatic conditions, geographical location, degree of urbanization, population density, political structure);

-demographic (sex, age, height and weight, family size, stage of family life cycle);

-socio-economic and cultural (level of income, level of education, profession, attitude to religion, race, nationality, customs);

-Psychographic (social status, personal characteristics, lifestyle);

-behavioral (user status, intensity of consumption, degree of commitment, desired benefits, buyer's readiness to perceive the product, level of customer loyalty, speed of adaptation to the new product, degree of participation in buying and consuming goods, attitude to the product).

After dividing the market into groups of consumers and identifying the opportunities for each of them, the firm assesses their attractiveness and selects one or more segments for development. Several selected segments represent the target market of the firm.

The next step is the product positioning procedure, i.e. determination of the location of new products in a number of goods already circulating on the market, taking into account the perception of consumers by a whole series of competing products. Installed

Features and characteristics of the product, distinguishing it from similar products-competitors.

Another object of research are competitors - firms that are fighting for the consumer. From the point of view of the subject of competition (satisfaction of the need) distinguish: desire-competitors, that is, desires that the consumer may want to satisfy; commodity-parent competitors - other (than you suggest) the basic ways of satisfying any particular desire; commodity-specific competitors - other varieties of the same product that can satisfy the consumer's desire; brand-competitors - different brands of the same product, capable of satisfying the consumer's desire.

**Recommended reading:**

New product development and consumer innovation behavior: an empirical validation study <http://ejbss.com/Data/Sites/1/octoberissue/ejbss-12-1166-newproductdevelopmentandconsumerinnovativebehaviour.pdf>

Consumer behaviour and lifestyle marketing <http://indianresearchjournals.com/pdf/IJMFSMR/2012/October/13.pdf>

Consumer behavior http://universityofcalicut.info/SDE/BBA%20(Specialization%20-%20Marketing )-VI%20Sem.%20-Consumer%20Behaviour.pdf

Voronkova O.V. Consumer behavior: a tutorial <http://www.tstu.ru/book/elib/pdf/2012/voronkova.pd> f

Kameneva NG, Polyakov VA Marketing Research: A Training Manual <http://www.studfiles.ru/preview/2044118/page:21/>

# **Business model and marketing mix**

## **Business model "Kanvas" 1. Business model and marketing mix**

To the process of production and promotion to the market of a new product must be approached consciously, since the price of errors is very high. Therefore, first you need to systematize and describe the main points associated with the development and introduction of new products on the market. Business model "Canvas" (Business model Сanvas) is a tool that allows in a concise but informative way to make a project description, analyze it and find strengths and weaknesses (figure 4.3).

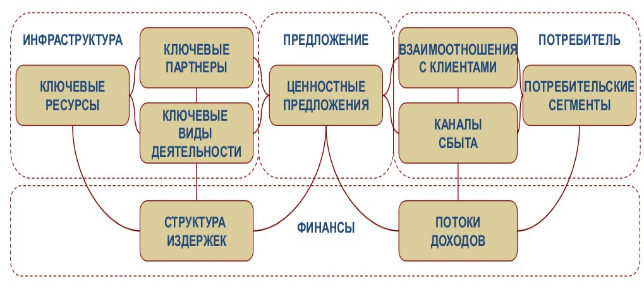


Figure 4.3 - Structural blocks of the business model "Kanvas"

The business model includes 9 interrelated blocks, each of which has a certain meaning and allows to reveal the essence of the business idea.

The development of each of the nine blocks is reduced to answering a number of questions concerning the business idea.

The "Target segments of consumers" block reflects the "portrait" of the consumer and should answer the questions: Who is your customer? What is the age of the consumer? What is the income level and social status of the consumer? What are the habits and preferences of the consumer?

When describing the "Suggested Value" block, key success factors for a novelty product are determined: quality, price, service, the place of sale of the goods or the provision of services.

Blocks "Distribution channels" and "Technologies of client relations" disclose ways of interaction with customers and are designed to create the basis and conditions for long-term cooperation.

The "Income streams" block contains digital information in monetary terms.

In the block "Basic Resources" answers are given to the questions: What facilities and equipment will be required? What raw materials and materials are needed? What workers are needed?

For the "Basic Processes" block, the basic questions are: What technology will the goods / services be used for? What needs to be done to organize a business? What needs to be done to produce and bring to the market the goods?

The "Main partners" block contains a description of the questions: Who supplies the resources for the production of the product / service? Who helps to promote the product / service to the consumer).

The "Cost Structure" block combines all the information on costs that arise during the creation and promotion of goods: How much money will be required for market research and promotion of the product / service? How much money will be required to purchase resources?

**Recommended reading:**

Business Model Canvas: A Complete Guide <https://cleverism.com/business-model-canvas-complete-guide/>

14 Ways to Apply the Business Model Canvas <http://blog.strategyzer.com/posts/2015/3/23/14-ways-to-apply-the-business-model-canvas>

How to build a business model "Canvas" correctly <http://marketnotes.ru/about_marketing/canvas/>

How to create a business model template, or Lean Canvas? <http://lpgenerator.ru/blog/2015/09/22/kak-sozdat-shablon-biznes-modeli-ili-lean-canvas/>

Marketing-mix 4P

Model marketing-mix (marketing mix model) or also a complex of marketing is the basic element of any business strategy. The model is simple and universal in use, and is a checklist for the effective development of the company's product on the market. It is because of its simplicity that the model of the marketing mix can be used by anyone - even a person who is not a specialist in marketing.

Initially, the marketing mix included only 4 basic elements: (product, price, place, promotion.

The "Product" element answers the question "What is necessary for the market or the target audience?", The "Price" element helps determine the cost of selling the goods and assess the level of profitability of sales, the "Place of sale" element helps to build the correct distribution model (or delivery of the goods to the end user) , and the element "Promotion" answers the question "How will the information about the company's products spread in the market?"

We will analyze each element of the 4P marketing complex in detail and consider all the parameters that should be determined during the compilation of the basic model.

**PRODUCT: Product**

The product is what the company offers to the market and the consumer. The product can be either a physical product or a service. The product is the first thing that the work on a marketing mix begins. A successful product is always built on understanding and meeting the important needs of the target market.

Solutions that should be reflected in the marketing strategy at the "product" level:

-brand symbols: name, logo, corporate identity;

-product functionality - necessary and unique properties of the product or service;

- the necessary level of product quality, based on the perception of the consumer (for example, for some consumers, the quality of bread is manifested through taste and smell, and for others - through the sort of wheat used to make bread);

-appearance of the product - style, design, packaging;

-variability or product range;

-Support and service level.

**PRICE: Price**

**Price** is an important element of the marketing mix, it is responsible for the final profit from the sale of the goods. The price is determined on the basis of the perceived value of the goods by the consumer, the cost of the product, the prices of competitors and the desired rate of return.

Solutions that can be reflected in the marketing strategy at the "price" level:

-pricing strategy for entering the market (penetration, skimming, etc.);

-retail price - it is necessary to relate the selling price of the goods to the desired retail price if the company is not the last link in the sales chain (the selling price passes a number of mark-ups and surcharges before the target consumer reaches VAT, the mark-up of the wholesale link, etc.);

-Pricing for various sales channels. Provides different price levels for different links of the sales chain, for different suppliers (for example, discounts for volume, bonuses for large wholesalers, etc.);

-batch pricing provides for the simultaneous sale of several products of the company at a special price level;

-availability of seasonal discounts or shares;

-a policy of promo-events (conditions for granting discounts, maximum and minimum levels of discounts, the frequency of promotional events, etc.);

-the possibility of price discrimination.

**PLACE: Place of sale**

The place of sale ensures the availability of the product for the target market and means that the goods of the company must be present in the market in the right place (where the target consumer can see and buy it) at the right time (when the target consumer needs to buy it). In other words, the place of sale is the company's distribution model.

Solutions that can be reflected in the marketing strategy at the "place of sale" level:

-markets where it is planned to sell goods (including the strategy of geographical expansion);

-Distribution channels through which the goods are planned to be sold;

-type of distribution (exclusive, limited list of dealers or unlimited distribution);

-Conditions for the distribution of goods (discounts and bonuses for dealers, requirements for the laying out of goods for dealers and penalties, etc.);

-conditions for laying out the goods and the rules of the laying (shelf level, target shelf share, number of feysings on the shelf, duplication of facials, mandatory assortment, etc.);

-inventory management and logistics (level of insurance stocks, requirements for expiration dates, etc.).

For a physical commodity distribution channels can be the following: hypermarkets, supermarkets, grocery stores near the house, markets, specialized stores; wholesalers or retailers; e-commerce; direct sales or network marketing; sale by catalog, etc.).

**PROMOTIONAL: Promotion**

In the context of a marketing mix, promotion is understood as all marketing communications that allow to attract the consumer's attention to the product, to form knowledge about the product and its key characteristics, to form a need to purchase goods and repeat purchases.

Promotion includes such marketing communications as: advertising, promotion in points of sales, search engine optimization, PR, direct marketing and others.

Solutions that can be reflected in the marketing strategy at the "promotion" level:

-promotion strategy: pull or push;

- the required marketing budget and SOV in the segment;

-target values ​​of knowledge, consumption and brand loyalty among the target audience;

-participation in specialized events and shows;

-channels of communication, through which it is planned to contact the consumer;

-geography of communication;

-PR strategy and event-marketing;

-media strategy of the brand;

-promotional events during the year and promotions.

**Recommended reading:**

Marketing Mix - 4 P's of Marketing Mix <https://mbaknol.com/marketing-management/marketing-mix-4-ps-of-marketing-mix/>

How to determine the price: pricing methods and business price policy <http://elitarium.ru/cenovaja-politika-cenoobrazovanie-pribyl-zatraty-konkurencija-vyruchka-marketing/>

Communicative strategy <http://marketch.ru/marketing_dictionary/marketing_terms_k/communicative-strategy/>

Marketing policy in marketing: where, how and through whom to sell <http://elitarium.ru/sbyt-rynok-tovar-postavshhik-posrednik-strategija-kanaly-tovarodvizhenija-assortiment-pribyl/>

What is price marketing? <http://marketing.proadv.net/2012/06/blog-post.html>

## Advanced marketing mix models

As competition became more complex in all markets, the 4P marketing mix model also underwent changes and became first a model of SP and then a model of 7P. The new 3R's included in the 7P model: Process, People and Physical Evidence are more suited to the B2B business-to-business market and are suitable for a marketing mix in the services market.

**PEOPLE: People**

* The term appeared in connection with the development of relationship marketing and marketing services. The term "People" means people who can influence the perception of your product in the eyes of the target market:
* employees representing your company and your product;
* sales personnel who are in contact with the target consumer;
* consumers who act as "opinion leaders" in the category;
* Manufacturers who can influence the cost and quality of the goods.
* This term is also attributed to important consumer groups - loyal consumers and VIP customers, generating an important sales volume for the company.
* The importance of these people is due to the fact that they can have a significant impact on the perception of your product in the eyes of the target consumer. Therefore, in the marketing strategy it is very important to reflect:
* programs aimed at creating motivation, developing the necessary skills and competencies for the company's staff;
* methods of working with "opinion leaders" and other persons capable of influencing the opinions of consumers;
* programs for loyal customers and VIP-clients;
* Loyalty programs and educational programs for sales staff;
* methods of collecting feedback.

**PROCESS: Process**

The term refers to the B2B market and the services market. The term describes the process of interaction between the consumer and the company. This interaction is given special attention, since it is the basis for making a purchase on the market and building customer loyalty.

In the marketing strategy, it is recommended to separately reflect programs aimed at improving the process of providing services to the target consumer. The goal is to make the acquisition and use of the service as comfortable as possible for the consumer.

An example of the importance of the process for the service market is the process and speed of service in the McDonalds fast food chain. It is precisely the well-established process of interaction that forms one of the distinctive advantages of the network - speed.

**PHYSICAL EVIDENCE: Environment**

The term refers to the B2B market and the services market. The term describes what surrounds the consumer at the time of the purchase of the service. The environment allows you to form the right image of the company, highlight the distinctive characteristics of the product. In the marketing strategy, it is recommended to separately define the environment and its key objectives.

An example of the importance of the environment can be the prestige of the furnishings of a five-star hotel.

## Marketing mix analysis example

Using this example of analyzing the marketing mix of a product, one can take as a basis any concept of the marketing mix: 4Р, 5Р, 7Р or come up with one’s own, using the model modifications proposed above.

**Template for the practical application of the marketing mix concept**



The sequence of actions in the analysis of the marketing mix is ​​as follows:

1. Select those "P" that are most suitable for the company.

2. Marketing mix for consumer goods: standard 4P (product, place of sale, price, promotion) + packaging, positioning, profit, process of making a purchase. Marketing mix in the service sector (for example, in tourism) may look like this: standard 4Р (product, place of sale, price, promotion) + people, process, physical environment, profit, positioning.

3. It represents the ideal state of the goods or services of the company for each of the selected "P".

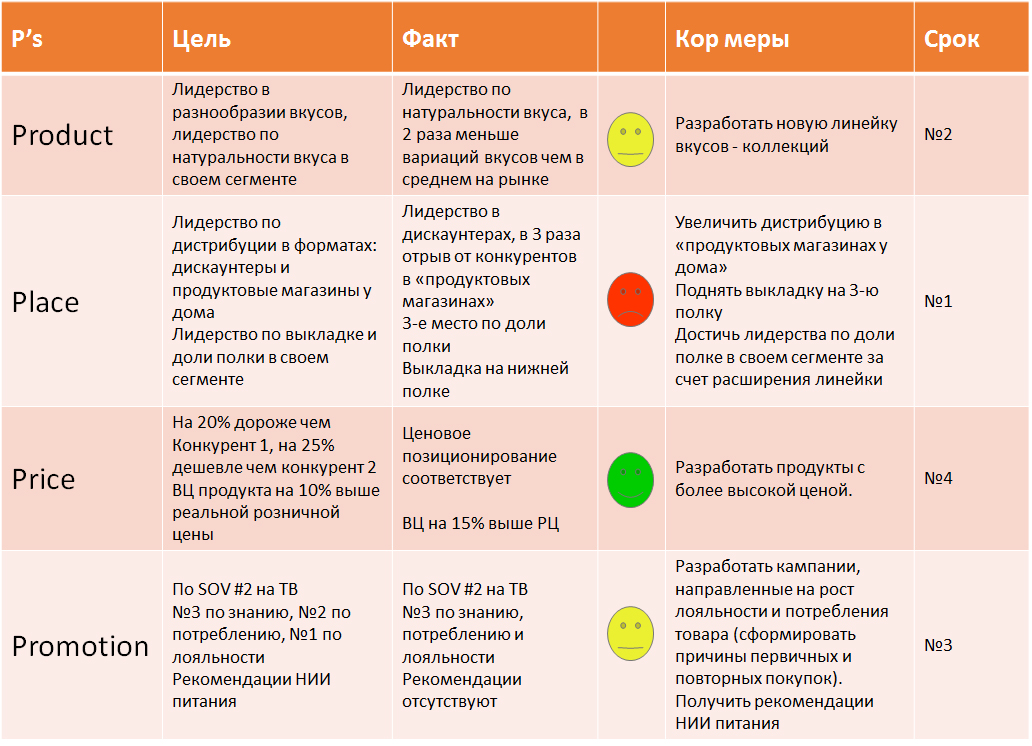
4. It is recommended that the “ideal state” of a product be described in measurable terms in order to make it easier to subsequently track and correct it.

5. Describes the actual state of the company's goods for each “P” using consumer surveys, their own opinions and expert opinions of the company's employees. For ease of visualization of the current state of affairs, we use emoticons.

6. On the basis of the resulting table, you can formulate corrective actions, which subsequently will form the basis of the marketing plan.

7. Priorities for taking corrective measures are set in order to form the correct sequence of actions and effectively allocate the advertising budget.

8. In accordance with certain priorities, the advertising budget and available resources are effectively allocated. A marketing plan is being drawn up.

Below are the results of the analysis of the marketing mix.

There are ready-made templates with which you can easily apply theoretical knowledge in practice.

Template for analyzing the product marketing mix <http://powerbranding.ru/shablony/>

# Interactive marketing of innovative products

## Marketing analytics

Interactive Marketing (Digital Marketing) is a set of promotional tools that involve interactive channels. The essence of interactive marketing is to transfer informational messages to the target audience through an online medium. From a business point of view, the Internet and modern methods of communication are a very convenient environment for analyzing the market and building interaction with potential customers: user actions are documented, information is also documented and archived.

Now the organization of interactive marketing for a startup or FabLaba is determined to a greater extent by the goals that they want to achieve with the help of modern communication tools and tools within the available budget. Among the tools of interactive marketing, first of all, we should mention search engines, online advertising, advertising on social networks, viral videos, mobile Internet, games, newsgroups, comparative sites (which compare prices for the same products in different commercial enterprises, and, accordingly, manage the flow of customers), etc.

A special study conducted on the results of the survey allowed us to compile a popularity rating of individual interactive marketing tools among business entities. Search engine optimization took the first place in this ranking - website promotion to higher positions in Yandex and Google search results - this is the tool used by 90% of companies, the following positions are occupied by promotion in social networks and forums (65%), contextual advertising (60%), website optimization (33%). From 70 to 90% of B2B and B2 consumers start their way through search queries. Analyzing data in search engines is a relatively cheap way to build marketing communications. The most budgetary option for digital marketing is to work with social networks and forums.

**Recommended reading:**

Virin F.Yu. Internet Marketing. A complete collection of practical tools "https://owlweb.ru/wp-content/uploads/2015/10/Virin\_F.\_Internet\_Marketing\_Polniy.a4.pdf

Web analytics for business - the main metrics and how to read them Webinar <https://webpromoexperts.com.ua/blog/veb-analitika-dlya-biznesa-osnovnye-metriki-i-kak-ix-chitat-vebinar-403/>

Google Analytics setup checklist: <https://webpromoexperts.com.ua/blog/chek-list-po-nastrojke-google-analytics/>

## Consumer market research

The main channels of interactive marketing include: search engine optimization; contextual advertising; targeted advertising; advertising networks; retargeting; content marketing; email marketing; social media marketing; forums.

Search engine optimization - measures aimed at improving the position of the site in the results of search engines output for specific user requests. Main activities: filling the site with useful materials, improving usability and improving the technical characteristics of the site (to simplify the work of search robots).

Contextual advertising is advertisements that are displayed immediately above the search results and on thematically close pages of partner sites of search engines in accordance with the selected keywords (therefore, such advertising is called contextual). The most popular contextual advertising systems are Google AdWords, Yandex.Direct.

Targeted ads are text, display or multimedia ads that are shown only to those web users who meet a specific set of requirements set by the advertiser. The most popular targeted advertising systems: Vkontakte, Facebook*Рекламные сети.* The most extensive opportunities are provided by specialized advertising systems: Segmento, AdRiver, AdFox, Kavanga, Between, with the help of which goods and brands are being promoted on the Internet.

Retargeting is a technological solution that allows you to show your ad only to those users who have committed an action on your site. Almost all modern systems have the ability to retarget: targeted advertising, contextual advertising, advertising networks.

Content marketing is attracting customers with the help of interesting and useful content:

Company blog with articles on professional topics;

YouTube YouTube channel with educational videos;

-publications and comments on articles in thematic media (media);

Articles in online media and team blogs;

Профессиональные audio podcasts on professional topics;

-preparation of analytics, research-based reports;

-tests (gistroll.com);

-distribution of electronic books, manuals;

-placement of presentations on Slideshare.net;

-webinars;

-making infographics.

Email marketing is an effective marketing channel that includes information and thematic mailings, automated mailing lists, trigger mailings, notifications and reminders, placement of announcements and promotions in the newsletters of partners.

Social Media Marketing (SMM) is the process of drawing attention to a brand or product through social platforms. Social Media Marketing includes:

-direct sales;

-Mass Folding;

-sales through the group;

-own community;

-advertising in communities;

-monitoring references to key phrases in social media;

-promotions, contests, sweepstakes;

-own couponers for social networks;

-viral videos, memes.

Forums are one of the ways to exchange information on the Internet, which is a free channel for promotion through communication, answers to questions. At the same time guerrilla methods and hidden marketing can be actively used.

**Recommended reading:**

Weber, L. Effective Internet Marketing / Larry Weber; [trans. from English E. Lalayan]. - M .: Mann, Ivanov and Ferber, 2010. - 210 p.

Halligan B. Marketing on the Internet: how to attract customers using Google, social networks and blogs (Inbound Marketing: Get Found Using Google, Social Media, and Blogs) / B. Halligan, J. Shah; per. from English N. Konevskaya. - M .: Dialectics, 2010. - 256 p.

eMarketing. The essential guide to marketing in a digital world. 5th Edition <https://redandyellow.co.za/wp-content/uploads/emarketing_textbook_download.pdf>

How to set up effective contextual advertising - 9 tips to optimize contextual campaigns <https://webpromoexperts.com.ua/blog/kak-nastroit-effektivnuyu-kontekstnuyu-reklamu-9-sovetov-po-optimizacii-kontekstnyx-kampanij/>

How to measure the effectiveness of content projects: metrics for analysis: <https://webpromoexperts.com.ua/blog/kak-izmerit-effektivnosti-kontentnyx-proektov-metriki-dlya-analiza/>

130+ best resources on internet marketing <http://tilda.education/articles-best-resources-internet-marketing>

## Social Media Marketing and PR

Consider the basic steps to develop your own social media strategy.

Step 1. Definition of the target audience.

Step 2. Identify key campaign objectives.

Step 3. Selection of sites with a high concentration of the target audience.

Step 4. Determine the behavioral characteristics of the audience.

Step 5. Develop a content strategy.

Step 6. Defining a metrics system.

Step 7. Determination of the necessary resources.

Step 8. Development of the schedule.

Step 9. Evaluation of the effectiveness and correction of the campaign.

As a result, answers to four basic questions should be obtained: Why do? For whom to do? What to do? Where to do?

Basic steps to launch a campaign:

1. Make a list of priorities that you plan to solve through social networks.

2. Determine the characteristics of your target audience: socio-demographic, behavioral, psychological, professional.

3. In accordance with the concentration indicators of the target audience, determine in which social networks it is most advisable to promote.

4. Register profiles or communities at selected sites.

5. Find sites (communities, blogs, forums) where there is already a target audience.

6. Determine the nature of the audience activity at these sites: passive observers, panelists, or content generators.

7. Choose the style of presenting information that will be most suitable for your target audience (formal, moderately informal, professional, informal, etc.).

8. Determine which topics are of most interest to the audience.

-Make a list of twenty topics interesting to the audience.

-Make a list of key content vectors for the campaign.

-Make a list of the top twenty posts.

-Determine the frequency of publication for each of the sites.

-Develop a system of metrics that will show progress in solving the tasks assigned to the campaign.

-Determine the workforce you will need to implement the campaign. Decide whether you will conduct the campaign on your own or outsource it.

-Calculate the estimated budget of the campaign.

Facebook promotion. Today, Facebook is the most popular social network in the world. Many modern social networks use standards that are specifically Facebook.

***Steps for running a campaign on Facebook:***

1. Create a page.

2. Draw a cover and avatar.

3. Write the text for the “About Us” section.

4. Prepare tabs.

5. Publish at least ten posts in the microblogging.

6. Define the targeting parameters.

7. Run an advertising campaign.

8. Select key posts to promote.

9. Track metrics and conversion, work to improve it.

10. Analyze the statistics.

***The main steps to launch a Twitter campaign:***

1. Build a twitter channel in accordance with one of the templates.

2. Identify popular twitter users among your potential audience.

3. Post 20-25 tweets.

4. Use for publishing and analyzing single services (for example, HootSuite).

5. Create and develop your own hash tag.

6. Attract 200-400 representatives of your target audience to your group during the week.

7. Prepare a special offer for followers.

8. Stimulate your Twitter feed using one of the methods in this chapter.

Monitoring social networks and blogs. In SMM, an urgent task is to monitor the attitude of users towards the company and products. The main marketing tasks that are effectively solved with the help of monitoring:

- negative detection;

-analysis of competitors;

-evaluation of the effectiveness of the promotion;

Receiving feedback;

-search for thematic discussions.

The next important point is to determine the range of requests.

The manual monitoring algorithm can be reduced to the following steps:

Step 1. Semantic Selection.

Step 2. Setting up a monitoring company.

Step 3. Launch a campaign.

Step 4. Tracking the results at specified intervals.

Step 5. Analysis of the results.

One of the most important tasks is to evaluate the effectiveness of the campaign. To do this, you need to answer a few key questions: How well was the campaign conducted? To what extent did this campaign solve its tasks? How did the campaign affect the business as a whole?

The main sources of information for researching the results of a company are:

Web analytics data (traffic, user activity, targeted actions);

-analysis of user actions in social networks (“Like” marks, comments, added materials);

-internal statistics of communities and blogs in social networks (attendance, number of pages viewed, portrait of the audience, etc.);

- monitoring data of social networks and blogs (number of mentions, their tonality, resonance);

-open statistics on third-party sites (the number of views on video aggregators, the number of visits to topics on forums, etc.);

Classical sociological tools adapted for social networks (polls, work with focus groups, etc.);

Special marketing activities (promotional code system, dedicated phone numbers, etc.).

Below are the key activities for SMM and the algorithms for their implementation:

Creating and promoting brand communities:

Creating and promoting company communities in social networks.

-Creating and promoting meetings / events.

-Buying existing communities.

-Product placement in existing communities.

-Sponsoring thematic communities.

-Supporting “civilian marketers” communities (those who voluntarily promote a brand, without any additional motive, solely for the sake of the company).

-Community support for company employees.

-Creating a network of communities for each product / service.

***Creation and development of own information platforms:***

-Maintaining and promoting a corporate blog.

-SMO blog optimization.

-Integrate a corporate website with social networks.

Creating branded backgrounds for your communities and blogs (Twitter,

-YouTube, etc.).

-Writing guest posts for related blogs (i.e. posts written specifically for a blog by another blogger. Usually accompanied by a link to the author’s blog and, if used properly, contributes to the growth of the subscriber base).

-RSS marketing.

-Maintain and promote corporate Twitter-channel.

-Develop your own hash tag on Twitter.

-Organize promotions on Twitter.

-Record and promote podcasts on podcast directories.

-Maintain and promote video blog.

-Creating online TV.

-Creating an autonomous system of sales through social networks.

-Building a partnership system in social networks.

-Lead generation through company communities.

***Content Promotion:***

- Writing articles for Wikipedia.

Embed thematic links in existing Wikipedia articles.

-Promotion of videos on video aggregators.

-Promotion of photos on photoaggregators.

-Promotion of audio content.-

- Promotion of presentations in social networks (slideshare, etc.);

-Writing and distribution of social releases (press releases adapted to the format of social networks);

-Note users on promotional content.

***Conduct interactive promotions:***

-Conducting webinars.

-Conducting virtual flash mobs.

-Participation in online relay races, contests and flash mobs in the blogosphere.

-Conducting surveys related to the brand.

-Providing exclusive conditions of use of the product for community members or blog subscribers (discounts, free classes, etc.).

***Encourage users to create materials related to the brand.***

- Conduct a consulting action with an expert in the community.

- Conduct an open testing campaign for the participants in the thematic communities.

- Organizing and conducting games in social networks (quests in social networks).

- Conduct crowdsourcing campaign (joint problem solving or content generation on some issue).

***Creation and promotion of interactive elements:***

- Creation and development of promotional applications.

- Product placement in promo applications.

***Establish representation of online stores in social networking applications.***

- Distribute widgets.

- Work with opinion leaders:

- Interaction in social networks with communication hubs (popular users of social networks who have a large number of friends).

- Organizing offline events for bloggers.

- Conduct sampling for bloggers (distribution of products for testing).

- Conduct a controlled leak of information in social networks and the blogosphere.

***Encourage bloggers to publish promotions.***

- Attracting celebrities to a community / corporate blog.

Creating closed communities to interact with opinion leaders.

Viral marketing:

- Create and distribute memes.

- Create and distribute viral informational motives.

- Create and distribute viral content.

- Creation of viral sites (sites adapted for viral format).

***Personal Branding:***

- Create and promote a personal profile.

- Creation and promotion of promotional character.

- Promotion of company employee profiles.

- Keeping a role blog on behalf of a character.

***Promotion through professional linking services (LinkedIn).***

- Participation of a company representative in the management of a popular team blog.

***Communicative activity:***

- Communication with the audience on the forums.

- Organization of hotlines in thematic communities.

- Neutralization of negativity on communication platforms.

- Hidden marketing.

Promotion on question-answer services.

Publication of articles on communication platforms.

- Creating a system of customer support in social networks.

- Permanent presence in the popular thematic community of an employee or secretary of the brand (representative of the agency delegated to represent the brand).

Thus, the strategy of marketing and promotion for residents of the fablab-center involves the use of a combination of different online tools and channels, but the most promising for small-scale production and prototyping are shareware channels targeted at social networks and forums.

**Recommended reading:**

Khalilov D. Social Media Marketing <http://moi-portal.ru/upload/iblock/8b2/8b2246b6b04d87c9065730d33e451f49.pdf>

Setting up effective advertising in Facebook for 1 hour Webinar: <https://webpromoexperts.com.ua/blog/nastrojka-effectivnoj-reklamy-v-facebook-390/>

How to create selling content for social networking business? <https://webpromoexperts.com.ua/blog/kak-sozdat-prodayushhij-kontent-dlya-socialnyx-setej-biznesa-vebinar-webpromoexperts-384> /

General list of the best digital marketing resources <https://docs.google.com/spreadsheets/d/1HoPLGclnIriCDPN2Et1ojA8AvxFXw8ImdPWmZjvXwHw/edit#gid=1928771748>