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PROJECT MARKETING: FROM STRATEGY DEVELOPMENT TO MARKET LAUNCH

Project marketing is the process of planning, creating, promoting, and selling a product or service in the market. The successful implementation of any project depends not only on the innovation and quality of the product but also on its correct positioning and communication with the target audience. Marketing plays an even more critical role in today's globalized and digital world, where markets are increasingly saturated, and consumers have a wide range of choices. Project marketing aims to create a unique value proposition that distinguishes a product from competitors and identifies the best ways to implement it.

The relevance of this topic lies in the need to integrate marketing strategies at all stages of the project life cycle, from idea generation to launch and further development. Modern markets are dynamic, requiring companies to be adaptable and flexible. Promotion strategies must account for changes in consumer behaviour, the impact of technologies such as artificial intelligence and Big Data, and trends like personalization and environmental responsibility. The right marketing approach helps minimize risks, reduce customer acquisition costs, and increase product competitiveness (Ojansivu, 2024).

Project marketing is critical in the start-up sector, where success or failure often hinges on how effectively the marketing strategy is developed and implemented. Many well-known brands, such as Airbnb and Uber, have succeeded due to well-planned marketing strategies that enabled them to capture significant market share quickly. This underscores the importance of marketing planning at every stage of project implementation. Product launches are critical for driving a company's success and represent one of the highest cost and risk factors in new product development (Tarabasz, 2020). Despite its importance, product launch has historically been under-researched. However, successful launches consistently demonstrate superior marketing research, sales, distribution, promotion, research and development, and engineering capabilities.

A cross-functional approach is essential, where marketing, R&D, and manufacturing collaborate closely. Involving logistics teams early in the planning process also enhances the chances of a successful launch. Additionally, tactical activities such as high-quality sales efforts, advertising, technical support, and effective management of the launch process are critical to achieving success.

Professor Harry Nyström's research highlights the need for an integrated approach that aligns marketing and R&D strategies, which have often been developed in isolation. His framework shows that many of the same strategic principles apply even in different industries, such as the pulp and paper sector. These include ensuring robust market testing, integrating customer feedback, and carefully considering

competitors and market timing in product development and launch strategy (Nyström, 1985). By incorporating these strategic and tactical elements, companies can enhance the effectiveness of their product launches and, ultimately, drive business performance.

Conclusion. Developing a comprehensive marketing strategy is essential for achieving maximum precision and effectiveness throughout innovative products' production and launch phases. This strategy involves several critical components, including carefully identifying the target audience, selecting the most effective advertising channels, and sharing content that resonates with the audience's interests. By focusing on these elements, companies can ensure that their messaging is creative and relevant, fostering a deeper connection with potential customers.

Moreover, the importance of a well-defined marketing plan cannot be overstated; it serves as a roadmap guiding all marketing efforts and aligning them with business objectives. A strong marketing strategy enables organizations to adapt to market dynamics, respond to customer feedback, and adjust their approaches as necessary, ultimately enhancing their competitive advantage.

The authors underscore that marketing strategy is a pivotal factor in driving the development of markets for innovative products. By recognizing its significance and implementing a structured approach, companies can improve their chances of success, ensuring that their innovative offerings reach the market and resonate with consumers, leading to sustainable growth and profitability. In a rapidly evolving business landscape, the ability to integrate strategic marketing practices will determine which organizations thrive and which fall behind.

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THE IMPACT OF MARKETING ON PROJECT SUCCESS

Marketing is essential to modern business, ensuring the relationship between a product or service and its target audience. It covers a range of activities to create value for consumers and generate profits for companies. In project management, marketing plays a key role in contributing to achieving project goals. This paper aims to analyze the impact of marketing on project implementation's success, explore its role at different stages of the project cycle, and impact on key success indicators and risk management.

Market and target audience analysis is the first stage in which marketing plays an important role. Market research allows us to understand customer needs, preferences, and behaviour, which is critical to formulating a project proposal. This allows project teams to adapt their strategies to meet the real needs of consumers (Alon et al., 2020).

The next step is to develop a marketing strategy that defines the target audience, key messages, and communication channels to engage consumers effectively. According to Belz and Peattie (Belz & Peattie 2019), a well-developed marketing strategy helps a project find its place in a competitive market. In particular,