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The International Scientific Online Conference on "Innovation, Social and Economic Challenges" focuses on developing comprehensive solutions to complex issues spanning international economics and globalization, national economic governance, innovation in marketing and management, the economic and societal dimensions of innovation, information technology, and environmental economics. It targets researchers, doctoral candidates, students, business professionals, members of public organizations and academic institutions, and a broad audience interested in these topics.

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INNOVATIVE MARKETING STRATEGIES TO STIMULATE DEMAND IN THE PHOTO SERVICES MARKET: A STUDY OF EMERGING TRENDS

The market for photo services is competitive – with high competition both locally and regionally. However, due to the wide range of services, opportunities and conveniences offered, the market continues to grow and develop. In recent years, the photo services market has undergone some modernization, connected with the change in technologies and trends in the industry. For example, there is a growing demand for photography services for social networks and online platforms, as well as video capture and processing services. The above significantly impacts the country's reputation among the world community. The methods and methodology of the papers [2-13,15-24,26-64,66-71,73,74,76-130] were used for this investigation.

Word-of-mouth is the most effective method across all majors, according to a marketing survey, while Instagram is the leading digital platform (Fig. 1).

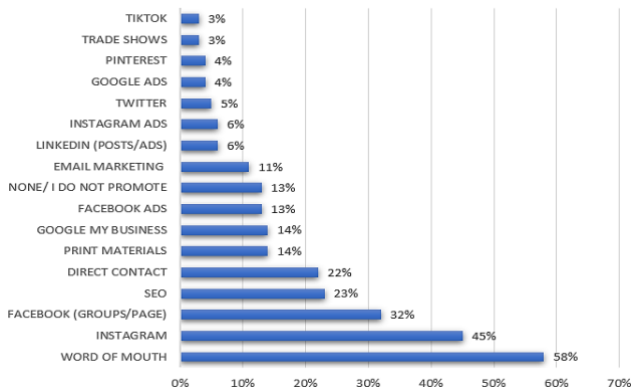


Figure 1 – Basic marketing technologies of product promotion in the market of photo services (built by the authors using data from [1])

The COVID-19 pandemic undoubtedly affected the photo services market in Ukraine: many events were canceled or postponed, which led to a decrease in demand for professional photo services. However, there is a growing demand for online photo services as people spend more time at home and look for ways to save and share their memories.

The military conflict in Ukraine has also affected the photo services market, leading to reduced demand and disruptions in supply chains. However, the degree of impact may vary depending on the location and severity of the conflict.

Marketing strategies are plans created by companies to achieve their marketing goals. Such strategies may include various components such as advertising, product promotion, pricing policy, product positioning in the market, competitor analysis, and much more [14,65,25,72,75]. Different marketing strategies can stimulate demand for photo services, depending on the specifics of the market and target audience. Here are some possible options: discount and promotion strategy, content marketing strategy, loyalty strategy, partnership strategy, differentiation strategy, personalization strategy, video and virtual reality strategy, and social media strategy.

Each of these strategies can be effective depending on the specifics of the market and target audience. It is important to develop a marketing plan that will combine different strategies and help achieve greater efficiency and effectiveness.

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