

ARTICLE REVIEW

Why Great Innovation Needs Great Marketing

Author: Denise Lee Yohn

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by Pattaraporn Ketwan*

OVERVIEW

Denise Lee Yohn continues to challenge and inspire her readers with her new article “Why Great Innovation Needs Great Marketing”, once again contributing her expertise in a thought provoking manner. Denise is a go-to expert on brand leadership, and an influential writer, also highly in-demand as a speaker and consultant. With her expert point-of-view and challenging writing style, her books have been listed as bestsellers “What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest” and “FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies”. Besides her 25 years of work experience with world-class brands, she was named by Marketing Executives Networking Group (MENG) in their list of “Top 20 Marketing Blogs that Executives Actually Read.” Following her accumulated experience and competencies, the initiative and ideas she puts forth in this article

provide a unique and remarkable viewpoint to readers.

Interested audience, such as business entrepreneurs, start up, lecturers and marketing students, will have most to gain from pursuing the challenging expert point-of-view put forth through this article. The author elaborates on business concepts with her interesting perspectives giving readers a sense of why innovation alone is not enough, why marketing needs to be involved, revealing an uncovered viewpoint behind great innovation. Most companies can create great innovation, yet not every company achieves success through innovation. This article is relevant to the success of companies through innovation, specifically regarding the importance of marketing. The company that has greater innovation, tends to gain more benefits, yet reluctance and ignorance in marketing could pose a threat to such a company.

This article provides comprehensive practical information to innovators and entrepreneurs regarding what marketing is

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and argues that it should not be executed at a specific point, but rather adopted throughout the innovation development process for a better understanding of customers and the environment in order to gain exceptional outcomes. Through the many pages of the article, several points of reasoning are put forth, as to why marketers and marketing should be adopted early in the innovation development process:

1. Identify unmet needs and even those of unknown customers
2. Understand the deep-seated drivers of perceptions and behavior that are relevant to a product's appeal
3. Engage with customers through the use of cases and benefits, instead of functionalities and features
4. Develop the entire customer experience ecosystem
5. Use a go-to-market strategy appropriate for the innovation and its customer

REVIEW

Generally, this article discusses the importance of marketing through the innovation development process. The author identifies the imperative demand for marketers during the innovation process to create a robust and durable market for a company's new offerings. Subsequently, the author states diverse cases related to the failure or success regarding their revolutionary products or services. The author also recommends to businesses why it is essential not to omit marketers from the development process, if they want to see greater impacts, as marketing can help the company to identify the unknown or hindered needs of

customers, so that the company can devise the proper approach to gain enormous responses from customers. To this end, a company with great innovation but lack of guidance will have a better understanding towards the competitive market in this era.

In the first section, the article begins with an interesting viewpoint on marketing and innovation, specifically during the innovation development process. The author pinpoints the significance of marketing, what it is, and that it should not be executed merely through tactical functions of acquiring or customer retention, but in understanding customers' fundamental needs and drivers. It includes identifying customers, developing a go-to-marketing strategy, and usage ecosystem, which become the essential elements of marketing. Many companies have created a great innovation but have failed to identify customers' needs, failing to pinpoint the "can't-live-without-it" aspect that would help the company to motivate people to become their customers.

The second section mentions upstream marketing, incorporating it with the innovation development process, defining the right target customers for new product offers, as well as how to market those offerings. Five attributes were discussed and suggested to companies, in order to include marketing throughout the innovation development process. The author's diagnosis, shows that marketing can help companies to identify unmet customer needs or even the needs of unknown customers, as sometimes customers are unaware that they need a new-to-the-world innovation. However, studying the marketing

disciplines of anthropologically-based and needs-based research can identify significant gaps in people's lives that new products can fill. Instead of proposing assumptions about customers' needs, marketing can help identify new or different customer aspects for the innovation team to consider.

The author also demonstrates the engagement of marketing with customers through use cases and benefits, instead of functionalities and features. This empirical marketing can help a company to address the imperative ground of how the product helps customers, rather than educating them on how to use the product, through (1) customer research, (2) insight development, and (3) positioning work and communication framing. Furthermore, marketing reveals the necessary elements that the company might overlook, in order to make successful delivery and experience offering.

In the conclusion, the article provides a useful reminder to companies, the strategies that facilitate the company to produce innovative products, which can be offered to the right target, at the right time. Today's advanced technology and innovation such as VR (Virtual Reality), bitcoin, and 3D printing, have all gained some traction. However, even these innovations, and other revolutionary products and platforms, need the right marketing expertise to guide and generate the suitable market engagement their respective companies are looking for.

CONCLUSION

This article contributes new knowledge and insight to entrepreneurs, start-ups, and marketing students in

various aspects. Marketing should not be excluded in any stage of innovation development as it can generate enormous impacts for the company. With innovation, company might initiate the adoption life cycle. However, incorporating marketing throughout the innovation development process will enhance the bridge to cross the gap between customers, specifically early adopters will link to a wider group of customers. This article is not the first article mentioning the importance of marketing, but it uniquely demonstrates the rational aspects of why great innovation needs great marketing.

This is another distinguished article providing supportive substance to companies that discusses the connection between innovation and marketing with a clear perspective. Cases of success and failure are mentioned to demonstrate the importance of marketing throughout the innovation development process. It sheds light on the uses of marketing for the innovation team to not just focus merely on the product innovation, yet include marketing schemes to increase prosperity and business success. Most companies which are gearing to create an innovative offer, neglect to combine the valuable resources, such as opinions from marketing expertise, which might generate the preeminent outcome.

Overall, this article is one of the most comprehensive articles that contributes to the business sector and academic field. It provides useful information and an interesting point of view to innovators, entrepreneurs, and start-ups, to advance the company strategy in order to offer an innovative product to the right customers by utilizing the right marketing approach.

In addition, the article elaborates the significance of marketing throughout innovation development. It is extra-curricular knowledge explored in the context of practical feasibility.

It should be noted, however, that this article focuses heavily on marketing, its potential influences and impacts on the innovation development process. Readers interested in perfecting the innovation development process, particularly those aiming to facilitate a company to achieve success through innovation, should seek additional sources of information, in order to explore other factors associated with the innovation development process.

REFERENCES

Yohn, D.L., (2019). Why great innovation needs great marketing. *Harvard Business Review*, February 2019