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Design as a powerful marketing tool

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Typically, a marketer has only a few seconds to impress people before walking away from a product or trade show booth. That's what proper design can do: it captures and holds viewers' attention and potential buyers. When it comes to marketing, this is a critical element to consider. Visual presentations are becoming a more effective tool for marketers in today's environment. Marketing with the correct design has a beneficial impact on how the public sees any firm. It has an impact on both sales and a company's reputation. The days when user interface was thought to be a field that only designers cared about are long gone. Creating a positive experience is increasingly critical to meeting corporate objectives. This makes user experience (UX) a top concern for marketers [1, 2].

There is the proper link between user research and market research, which is an important component of UX. Marketing research should include analysis of business goals, brand loyalty, brand message, marketing reach and traditional areas. UX research includes analysis of user needs and desires, measuring and improving user experience. Combination of these two spheres gives understanding of consumer portraits, information for analytics and data for competitive analysis. Based on research, each of these techniques attempts to develop a superior design solution. Market research assesses factors such as a target market's loyalty to a brand and product or the size of a target audience. UX research discovers user desires and requirements, which improves outcomes through enhancing engagement. When it

comes to specialized targeting tactics like portraiture, analytics, and competitive analysis, these sectors overlap.

However, market research may provide up-to-date information on audience preferences, allowing a developer to create a suitable app, logo, and so on. As a result, effective UX design aids the app, logo, or interface in gaining market acceptance as a natural solution to consumer concerns. Good design prepares the ground for market research, which improves the design over time.

User satisfaction and company conversions are heavily influenced by the user experience produced for the target audience. Consumer-friendly UX is a great approach to keep focused and ahead of the competition. That is why user experience is so crucial in the Marketing Mix. Customers like a good user experience, and it might encourage them to tell their friends about your product. It's a real-life example of how a product may go viral overnight when consumers who are happy with it spread the word.

All marketing campaigns are designed to create awareness of a company or brand, raising their profile and spurring consumers to take action is to buy a product or service, for the most part. One crucial element that gets people to buy is trust. Brands make customers think about quality, value, comfort when information about them is published in blog posts, brochures, ads, etc. And if a custom design is not created correctly or designed in a less than professional manner, there is an excellent chance of losing years of business in the face of customers. Good design speaks to the high quality of the company's work, professionalism, and position in the market.

A campaign gets attention when it stands out. It simply has to rise above other competing campaigns and capture and hold the target consumer's attention. Then the design needed to do this will depend on the demographic profile of the target audience. Whether it's a stern approach or a shouty look, design helps to speak to prospects in the sense that it's memorable, and the bottom line is that the company's product or service is noticed.

The impact of design on marketing campaigns is actually direct. If marketing campaigns don't lead to conversions as expected but simply make changes to the system, the elements used for the right design can help increase sales. Many companies have also failed to achieve conversions because they have been unable to contact the consumer through design visually. This is one way in which good design can make an impact on marketing.

To sum up, the importance of user experience design and marketing engagement in achieving market success is undeniable. They operate hand in hand to create a superior user experience and earn money in the present environment of digital products. While marketing research aids in gaining a thorough understanding of the consumer, user experience research identifies the most relevant user interaction concepts. They collaborate to develop events that emphasize active participation and corporate change. As a result, marketers must maintain regular contact with designers in order to develop a holistic perspective of what customers' desire. The importance of combining user insights with UX design is crucial to company success. Because marketing message can only be conveyed to the consumer through excellent design.

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External factors that affect planning in marketing

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Marketing process and its implementation into business sphere is vital for every enterprise. Marketing process includes four main stages: strategic marketing analysis, marketing-mix planning, marketing implementation, and marketing control. Each of these marketing processes have a pivotal role in company's developing. It helps to comprehend the marketplace and what exactly customers' needs and wants are; how to promote and distribute the product or service; how to increase sales and profits etc.

One of the eminent process among these four is planning in marketing as due to it an enterprise determines its future and how exceed the maximum return on sales. However, there are many factors that influence these processes. These factors may be both internal and external. According to internal factors, they are operational issues, corporation finance situation, company's objectives and goals, even business culture [1, 2].

The first external factor that gave a great impact on planning in marketing is demographics. Here people make markets and the characteristics of population (for instance, size, distribution, growth).

The second one goes for economic. It influences marketing planning by inflation, interest rates and stage of the business cycle.

The third one goes for competition. Competition between companies affect its plans and how the company operates itself. For instance, one brand may have lower prices and still high quality that may affect another firm's sales and revenues. That is why the company has to overthink its strategy and try to build better customer loyalty.

The fourth factor is social and cultural forces. People tend to change their social patterns so quickly, so every time they may different opinion about your brand or various external things may influence their decision of buying a product or service. It seems like people make markets, since they have their values, believes and lifestyle which companies should take into consideration.

The fifth factor is political. Major sphere that the company ought to take into account is political and legal forces. Such factors as monetary and fiscal policies,