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**PECULIARITIES OF INNOVATIVE MARKETING  
AT THE REGIONAL LEVEL**

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***Research Methodology.*** *The author has substantiated the theoretical support and the argumentation of the conclusions on the basis of the system approach, which included general scientific methods of analysis and synthesis of information, theoretical gene­ra­lization, comparative analysis, and methods of graphic modeling, those allowed to get a visual representation of information.*

***Results.*** *In the article the theoretical basis for the development of innovative mar­keting at the regional level has been studied. The main principles of innovative marketing have been revealed. Modern management technologies, such as regional marketing and Internet marketing, have been suggested to use in the process of managing the deve­lopment of territories. Subjects of regional Internet marketing are all areas of social and economic life of territories and their development, and the elements of regional Internet marketing have been determined by common goals and directions of implementing the regional information policy.*

***Novelty.*** *The article* clarifies the concept of *innovative marketing, which is defined as marketing of new information technologies in business, state and municipal structures. The basic direction of development of innovative technologies of regional marketing is Internet marketing, which provides the access to the world information resources, the wide coverage of the target audience, reliable and quick feedback, and simplifies the evaluation of the effectiveness of marketing policy.*

***Practical Significance.*** *The main results of the research are universal and can be used at different levels of the state economy management system and at enterprises of va­rious fields of activity when developing and promoting innovative products on the mar­ket. In addition, the results of the research can be used in the educational process in the disciplines «Marketing», «Marketing Management», «Regional Marketing».*