

STRATEGIE DE MARKETING PENTRU LANSAREA PRODUSELOR DIN DOMENIUL IT

MARKETING STRATEGY FOR IT PRODUCT LAUNCH

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Abstract: This paper is an attempt to highlight the positive impact of marketing strategies on launching a new product. For a clearer understanding of the chosen topic, we considered it imperative to refer to the levers that can be used to attract as many customers as possible. Given the competitive and diversified Information Technology (IT) product market, we can see why new customers, possibly reluctant to launch the new product, may have perplexities or concerns about product behavior, how it works, etc. At the end of the paper, there is an economic and legal perspective on the entire IT product launch process.

Keywords: strategies, launching IT products, client.