

According to Nagji and Tuff (2012), an innovation strategy includes adding convenience or new packaging to lure existing customers and motivating new customer purchases, expanding into new markets, creating new products/services, and entering new markets (as cited in Lamb, Hair & McDaniel, 2018).

Reference

Lamb, C. W., Hair, J. F., & McDaniel, C. (2018). *MKTG* (11th ed.). Cengage.