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E-Content BBA402- Marketing Management

Lecture 33- Promotion- Digital Marketing, Direct Marketing

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Digital Marketing

Digital marketing is an umbrella term for using a digital tools to promote and market products, services, organizations and brands. Email and mobile marketing overlaps with direct marketing. Other essential tools in the digital marketing tool kit: Web sites, content marketing and search-engine optimization (SEO), and social media marketing.

Direct Marketing

- Direct marketing activities bypass intermediaries and communicate directly with the individual consumer. Direct marketing can be a powerful tool for anticipating and predicting customer needs and behaviors. Over time, as companies use consumer data to understand their target audiences and market dynamics, they can develop more effective campaigns and offers. Among the leading disadvantages of direct marketing is the concern about privacy and information security.



Direct Marketing (continued)

- Direct marketing activities bypass intermediaries and communicate directly with the individual consumer
- Direct marketing can be a powerful tool for anticipating and predicting customer needs and behaviors
- Over time, as companies use consumer data to understand their target audiences and market dynamics, they can develop more effective campaigns and offers
- The disadvantage of direct marketing are concerns about privacy and information security

Social Media Marketing

1. Social media marketing is the use of online applications, networks, blogs, wikis, and other collaborative media for communicating brand messaging, conducting marketing, public relations, and lead generation
2. The three main objectives are:
3. Creating buzz
4. Fostering community
5. Facilitating two-way communication

Social Media Tools

- **Blogs:** Long- or short-form medium for communicating with audiences
- **YouTube:** Video-hosting social media site
- **Twitter:** Short-form (140 character) “microblogging” medium that is intended for text and image sharing
- **Facebook:** Long-form (up to 2,000 characters per post) medium for sharing text, images, videos, and other multimedia content
- **Instagram:** Image-based social network that is intended as a visual medium. Does not have capabilities to drive click-through rate (CTR) because posts offer no link option

Social Media Tools (continued)

- **Google+:** Long-form medium for sharing text, images, videos, and other multimedia content
- **Pinterest:** Medium for sharing photos and visual content categorized by theme
- **LinkedIn:** Long- or short-form medium for sharing text, images, videos, and other multimedia content targeted to the business community



Guerrilla Marketing

Guerrilla marketing is a relatively new marketing strategy that relies on unconventional, often low-cost tactics to create awareness of and goodwill toward a brand, product, service, or even a company

Guerilla Marketing Tactics

- **Graffiti:** Graffiti marketing, a subset of guerrilla marketing, turns walls, alleys, and streets into larger-than-life canvases for marketing activity.
- **Stencil graffiti:** Use of stencils to create repeated works of graffiti, with the stencils enabling the project team to rapidly recreate the same work in multiple locations. Stencils tend to be smaller-scale and simpler than classic graffiti art.
- **Undercover, or stealth marketing:** Use of marketers or paid actors to go “undercover” among peers to engage unsuspecting people in a marketing activity of some sort. For example, attractive actors are paid to strike up conversations, rave about a new mobile device, and then ask people to take a photo using the device, so that they get hands-on experience with the product in question.

Guerilla Marketing Tactics (Continued)

- **Stickers:** Inventive use of stickers as a temporary medium for creating an image, posing an illusion, or conveying a message
- **Flash mobs:** A group of people organized to perform an action at a predetermined place and time; usually they blend in with bystanders initially and then join the “mob” activity at the designated moment, as in the Do Re Mi video, above.
- **Publicity stunts:** Extraordinary feats to attract the attention of the general public, as well as media
- **Treasure hunts:** Staging an activity or event that appears real, but in fact is a fake, for the purposes of drawing attention and making a statement
- **Sham events:** Staging an activity or event that appears real, but in fact is a fake, for the purposes of drawing attention and making a statement

Tools of Marketing and AIDA Stages

- Advertising is particularly well-suited to awareness-building
- Public relations activities often focus on generate interest, educating prospective customers and sharing stories that create desire for a product or brand. Similarly, experiential events can create memorable opportunities to interact with product, brands and people.
- Personal selling typically focuses at the later stages of the model, solidifying desire and stimulating action
- Tools for any stage of AIDA: Sales promotions, Direct marketing, Digital marketing, Guerrilla marketing