

Review - get digital

[Business](#), [Marketing](#)



ID Lecturer Article Review - Get Digital What are some of the "cautions" about relying too heavily on building "digital buzz?"

The cautions that need to be taken care of require consistent reliance on the digital buzz and forgetting the traditional manner of reaching out to the audiences. This can have severe effects on the advertising that is being done, and the cautions significantly point out this aspect. The building of digital buzz would mean that the consumers would have to rely too heavily on the product yet if this product does not deliver, then there is little reason that this buzz can have any positive effects in the long run (Freedman, 2006).

2. How does what this author suggests is REALLY important, (that is, what is the ultimate measure of whether marketing is "good marketing" or not) relate to Marketing over all.

The ultimate measure of whether marketing is deemed as good marketing or the opposite of it is gauged through the sales that are made. This means that if the consumers are buying a certain product which has been marketed or advertised, then the end result should be in the form of the sale. If this does not come about, then marketing/advertising has failed to live up to the hype and there has been a mistake somewhere in between.

3. (Optional) Share any additional comments you like, including disagreement with the article and/or the instructor.

I completely agree with the article since its content is based on pure logic and marketing understanding. I also agree with it because the author has done enough research to reach such a conclusion which is based upon a consumer perspective and the manners which allow him to pick and choose

what he wishes to like. My comments would therefore bank heavily on the kind of implications that this article has and how it has been able to shape up the digital buzz quarters.

References

Freedman, D. (2006). Whats Next: Blinded by the Buzz. Found Online at:
[http://www. inc. com/magazine/20061201/column-freedman. html](http://www.inc.com/magazine/20061201/column-freedman.html)