

3 marketing principles: what do successful marketing campaigns have in common?

[Business](#)



Although building successful marketing campaigns might seem both complicated and tedious, there are a number of different ways to get around the difficult parts, streamline the process, and improve results. In this article, we'll be learning by example and taking a look at some of the primary qualities that successful marketing efforts share. From selling a greater image to targeting the right audience, here is what well-executed marketing campaigns have in common.

Greater Value

A good marketing campaign doesn't just try to sell a product — it tries to sell an image with greater value. What is meant by this is that organizations don't present their product as just fulfilling a specific purpose, but rather solving one or more problems that a potential customer might have. Here are some examples of this in a couple of big company's marketing strategies:

Example 1 — Coca Cola

Coca Cola's marketing campaigns don't just try to sell a bottle of sickly-sweet carbonated drink to their audience, but instead approach it as selling refreshment, social excitement (with their latest #ShareaCoke campaign), and extra energy.

Example 2 — Adidas

Adidas marketing takes the same approach. They don't focus on the actual pair of shoes or clothing garment they are selling, but instead try to sell the image of being strong, athletic, and in general more successful at sport.
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Memorability

Memorability is also a factor that successful marketing campaigns frequently share. Providing potential customers with a positive memory of your product or brand can help sway them into choosing your offering(s) at crucial stages of the purchasing process. Here are some examples of campaigns which use memorability to consciously and subconsciously persuade potential customers:

Example 1 — Snickers

Snickers has had great marketing success with their hunger-related campaigns. The catchphrase “ You’re not you when you’re hungry” is well-known across the entire world and can be immediately associated with the Snickers brand.

Example 2 — Old Spice

Old Spice also created effective marketing campaigns by focusing heavily on making them memorable. Their TV commercials are out of the box, funny, and eye-catching. This gives them free publicity through all the discussion about their adverts, and can subconsciously influence men into choosing their products when shopping.

Context

Good marketing campaigns also provide the context which helps potential customers to see how the organization’s offerings fit into their own lives. If the audience feels like an advert connects more profoundly with them, they

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are more likely to pay attention to what is being said/offered. Here are some examples of companies which pay close attention to the context of their marketing efforts:

Example 1 — Just Eat

The marketing for UK-based ‘ Just Eat’ focuses on targeting hungry, lazy, or short-of-time individuals with the caption “ Don’t Cook, Just Eat”. This helps to grab the attention of their most likely customers, and draw them into using their service.

Example 2 — Glassdoor

Glassdoor also appreciates that the majority of their business lies with jobseekers, and so they directly target them when marketing themselves. Their website even reads “ Glassdoor helps you find a job and company you love”, something which many of their potential users struggle with.

In conclusion, while there are many different things you can do to improve your marketing campaigns, following the examples set by successful companies such as Coca Cola and Old Spice is a great place to start. Three of the most important principles that these marketing gods have in common is their appreciation for offering memorability, context, and greater value. All of these can contribute to how potential customers view your product or service, and so should never be neglected.

Know of any more important marketing qualities? Be sure to share them with us in the comments section, along with all your other questions and remarks.

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