

Alternative marketing essay sample

[Business](#), [Branding](#)



I. Introduction:

TRADITIONAL MASS MEDIA faces many challenges. Although advertisers are not ready to abandon traditional media alternative forms of media and marketing arises. This alternative marketing will be discussed in this chapter.

II. ALTERNATIVE MARKETING PROGRAMS

In developing Alternative Marketing Programs it requires creativity and imagination. Marketers seek to identify new places where a consumer's path intersects with a brand's presence, or create a new intersection point. Marketing professionals look for more innovative ways to reach target audience. From alternative marketing programs, attention-getting marketing messages can be developed and firms can supplement or replace mass media advertising with more targeted options.

III. FORMS OF ALTERNATIVE MARKETING

- a. Buzz Marketing
- b. Guerilla Marketing
- c. Lifestyle Marketing
- d. Experiential Marketing
- e. Product Placement and Brand Entertainment

IV. BUZZ MARKETING

The most common form of Alternative Marketing is Buzz Marketing. It is commonly known as Word – of – Mouth Marketing. One of the fastest-growing areas in Alternative Marketing It basically emphasizes on consumers passing along information about a product they used or have been using.

V. TYPES OF BUZZ MARKETING

a. Consumers who like a brand . Consumers like a brand and tell others. Disseminates information by word-of-mouth, emails, blogs etc.

b. Sponsored Consumers.

Companies sponsor individuals as agents or advocates to introduce new products.

Brand Ambassadors or customer evangelists - typically individuals who already like the products. Companies offers rewards and incentives as exchange of their advocacies.

House Parties - are being host by Brand Ambassadors. House parties are being used to introduce new products to specific group of people or target market of the product. c. Company Employees

Companies should follow guidelines in order to use their company employees as part of their Buzz Marketing. The following guidelines are: •Honesty of Relationship - be honest about the relationship between consumers, advocates and marketers. •Honesty of Opinion - be honest in presenting opinions about the brand, both good and bad. •Honesty of Identity - identify honestly who you are.

VI. BUZZ MARKETING STAGES

Buzz Marketing spreads like a virus. Following stages have been observed in the spread of information in buzz marketing.

•INOCULATION

oThe product is introduced

- INCUBATION

- oThe product is used by a few innovators or trendsetters

- INFECTION

- oWidespread of the product occurs

VII. BUZZ MARKETING PRECONDITIONS

- Product must be UNIQUE, NEW or SUPERIOR

- BRAND must STAND OUT

- Advertising should be:

- Memorable

- Intriguing

- Different

- Unique

- Consumer involvement with the brand

VIII. WHY BUZZ MARKETING WORKS?

Buzz Marketing often works because of two reasons:

- People often Trust someone else’s opinion more than paid advertising.

- People like to render their opinions.

IX. STEALTH MARKETING

A special form of marketing

Uses Surreptitious practices to introduce a product to individuals or fails to disclose or reveal the true relationship with the brand. Stealth Marketing thrives the online world. A most famous example of Stealth Marketing is the viral YouTube video “ BRIDE MASSIVE HAIR WIG OUT”. X. GUERILLA

MARKETING

Guerrilla Marketing is designed to obtain instant results using limited resources. It is developed by marketing guru Jay Conrad Levinson. It has been one of the most successful alternative media marketing programs. Tactics rely on creativity, quality relationships and the willingness to try unusual approaches. XI. TRADITIONAL vs. GUERILLA MARKETING

TRADITIONAL

- Requires money
- Geared to large businesses with big budgets
- Results measured by sales
- Based on experience and guesswork
- Increases production and diversity
- Grows by adding customers
- Obliterates the competition
- Aims messages at large groups
- Uses marketing to generate sales
- “ Me Marketing” that looks at “ My” Company

GUERILLA

- Requires energy and imagination
- Geared to small businesses and big dreams
- Results measured by profits
- Based on psychology and human behavior
- Grows through existing customers and referrals
- Cooperates with other businesses
- Aims messages at individuals and small groups

- Uses marketing gain customer consent
- “ You Marketing” that looks at how can we help “ You”

XII. REASONS FOR USING GUERILLA MARKETING

- To find a new way to communicate with consumers
- To interact with consumers
- To make advertising accessible to consumers
- To impact a spot market
- To create buzz
- To build relationships with consumers

XIII. LIFESTYLE MARKETING

Lifestyle Marketing involves identifying marketing methods associated with the hobbies and entertainment venues of the target audience. Lifestyle Marketing Includes contacting consumers at places such as farmer’s markets, bluegrass festivals and other places where large concentrations of potential customers are found. XIV. EXPERIENTIAL MARKETING

Experiential Marketing combines direct marketing, field marketing and sales promotions into a single consumer experience. Typically involves direct marketing through interactive means such as special events and free samples. XV. STEPS TO INCREASE PROBABILITY OF SUCCESSFUL

EXPERIENTIAL MARKETING

- Step 1: Choose a clear, concise market segment to target.
- Step 2: Identify the right time and place to improve consumers with the brand.
- Step 3: Make sure the experience reveals clearly the brand’s promise and represents

the brand well to consumers. XVI. PRODUCT PLACEMENTS and BRANDED ENTERTAINMENT

PRODUCT PLACEMENTS is the planned insertion of a brand or product into a movie, television show, or program in some other medium with the purpose of influencing viewers. BRANDED ENTERTAINMENT is the integration of entertainment and advertising by embedding brands into the storyline of a movie, television show or other entertainment medium.

XVII. KEY FACTORS INFLUENCING EFFECTIVENESS OF PRODUCT PLACEMENT & BRANDED ENTERTAINMENT

- Media
- Supporting promotional activities
- Consumer attitudes towards placements
- Placement characteristics
- Regulations

XVIII. ALTERNATIVE MEDIA VENUES

- Mobile Phones
- Video Games
- Cinemas
- Subways
- Street and Mall Kiosk
- Escalators
- Parking Lots
- Airlines

- Shopping Bags
- Clothes

XIX. IN-STORE MARKETING

Sales promotion at a retailer's location, with bundled offers, expert advice, product demonstrations, product samples, special discounts, etc. It is also called in-store promotion. POINT-OF-PURCHASE (POP)

- One of the most important components of in-store marketing.
- Includes any form of special display that advertises merchandise.

EFFECTIVE POP DISPLAYS

- Integrate the brand's image into the display.
- Integrate the display with current advertising and promotions
- Make the display dramatic to get attention
- Keep the color of the display down so the product and signage stand out.
- Make the display versatile so it can be easily adapted by retailers
- Make the display reusable and easy to assemble
- Make the display easy to stock
- Customize display to fit retailer's store.

XX. BRAND COMMUNITIES

Brand Communities is the ultimate demonstration of brand loyalty and brand devotion. A symbolic meaning behind the brand links individuals to the brand community and other owners of the brand. REASONS BRAND COMMUNITIES FORM

- Affirmation of the buying decision
- Social Identity and Bonding
- Swap Stories
- Swap advice and provide help to others.
- Feedback and new ideas.

WAYS TO ENHANCE A BRAND COMMUNITY SPIRIT

- Create member benefits to encourage new customers to join a group.
- Provide materials to the group that are not available anywhere else.
- Involve firm representatives in the group.
- Sponsor special events and regular meetings.
- Promote communications among members of the group.
- Build a strong brand reputation