



**SILESIA
UNIVERSITY**

SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA

ALTERNATIVE FORMS OF MARKETING COMMUNICATION OF FINANCIAL SERVICES

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OUTLINE OF THE LECTURE

1. Guerrilla marketing
2. Viral marketing
3. Product placement
4. Mobile marketing
5. Social networks



ACTUAL APPROACHES IN MARKETING COMMUNICATION OF FINANCIAL SERVICES

ALTERNATIVE FORMS OF MC IN FS

Content marketing

Social media

Astroturfing

Product placement

ALTERNATIVE FORMS OF MC

Ambient marketing

Guerilla marketing

Mobile marketing

WoM

Ambush marketing

Mosquito marketing

Digital marketing

Viral marketing

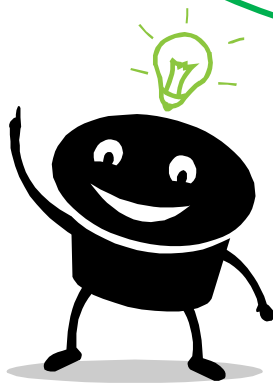
Sensation marketing

And others ...

1. GUERILLA MARKETING

„It is a body of unconventional ways of pursuing conventional goals. It is a proven method of achieving profits with minimum money.“

(Jay Conrad Levinson, 1984)



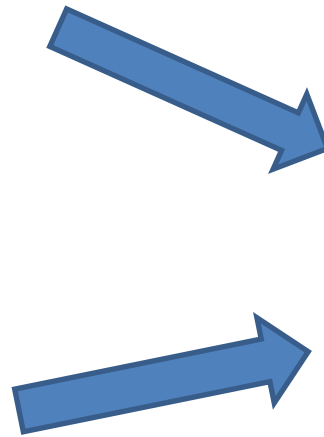
PRINCIPLES OF GUERRILLA MARKETING

- minimum → **MAXIMUM** (small firms)
- unexpected, original, surprising
- shocking, drastic, extravagant, controversial
- humorous with a hint of arrogance
- short-term, inexpensive with good will
- illegal, unethical
- aggressive against competitors and consumers
- the use of new IT
- investment is energy, time and creativity



TOOLS OF GUERILLA MARKETING

- Word of Mouth, Viral marketing
- Ambient marketing
- Ambush marketing
- Mosquito marketing
- Astroturfing
- Sensation marketing (publicity free)
- Wild posting, ...



BUZZMARKETING

ACTUAL APPROACHES IN MARKETING COMMUNICATION OF FINANCIAL SERVICES

AMBIENT MARKETING

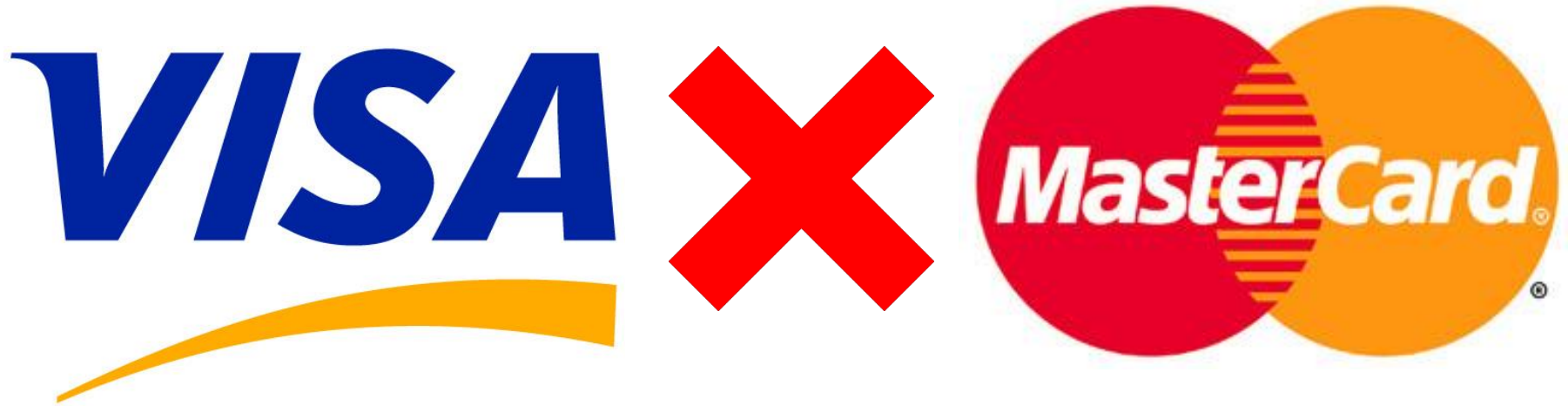


AMBUSH MARKETING

- **Ambush marketing** is a marketing strategy wherein the advertisers associate themselves with, and therefore capitalize on, a particular event without paying any sponsorship fee.



AMBUSH MARKETING



WOG, Lillehammer, Norway, 1992. The advertising of MasterCard in USA during WOG, when the only one official sponsor in the sphere of credit cards was Visa. The advertising slogan of MasterCard was: „*If you go to Norway, you don't need a visa!*“

ASTROTURFING

- **Astroturfing** refers to advertising, or public relations campaigns that are designed to mask the sponsors of the message to give the appearance of coming from a disinterested participant.
- Astroturfing is intended to give the statements the credibility of an independent entity by withholding information about the source's financial connection.
- The term is a derivation of AstroTurf, a brand of synthetic carpeting designed to look like natural grass.
- Fake letters, fake blogs, fake discussions on Internet and social networks, ...

ACTUAL APPROACHES IN MARKETING COMMUNICATION OF FINANCIAL SERVICES

WILDPOSTING



GUERRILLA MARKETING IN FINANCIAL SERVICES



Don't feed bankers!

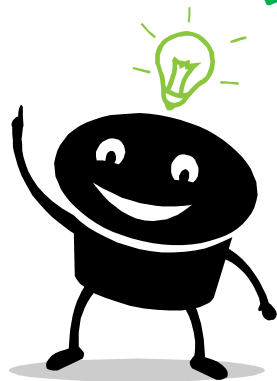


Should we pay for normal things?

2. VIRAL MARKETING



Viral marketing and viral advertising refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness, through self-replicating viral processes.



VIRAL MARKETING

- **Advantages:** low costs, quick spread of information, high effectivity of targeting.
- **Disadvantages:** loss of information control which are spread among people, spam (legislation!)
- Viral marketing may take the form of video clips, interactive Flash games, advergames, ebooks, images, text messages, email messages, or web pages, ...
- Flashmob!!!



VIRAL MARKETING IN FINANCIAL SERVICES

TATRA BANK – RYTMUS'S FINANCIAL ACADEMY

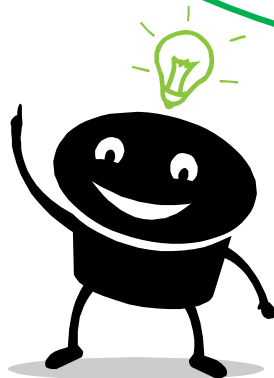
- Students could win € 30 if they correctly answered 30 questions.
- Financial Academy brought mobile version and chat.
- Anyone could participate but students could win if they were at age of 15 to 25 years, then opened student bank account and successfully completed a financial academy.
- All students competed for gold iPhone 3x, 50x Samsung Galaxy S4 mini, sweatshirts like.
- [Viral video](#)



3. PRODUCT PLACEMENT



Product placement advertisements are promotional ads placed by marketers using real commercial products and services in media, where the presence of a particular brand is the result of an economic exchange.



PRODUCT PLACEMENT

- Product placement appears in plays, film, television series, music videos, video games and books.
- **PP X hidden advertising** (strict legal rules differ in various countries)!
- *One of the best-known instances of product placement appeared in 1982 movie E.T. the Extra-Terrestrial, which increased sales of Reese's Pieces 80 percent.*



PRODUCT PLACEMENT IN FINANCIAL SERVICES

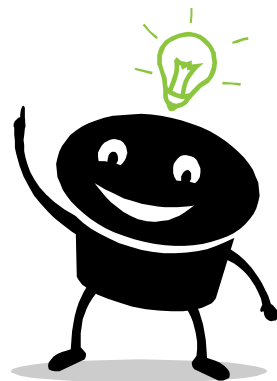
THE FINANCIAL HEAD OF FAMILY, THE BEST PP IN 2014



4. MOBILE MARKETING



The use of interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.



MOBILE MARKETING

- **Mobile marketing (m-marketing)** is meant to describe marketing on or with a mobile device, such as a mobile phone, smartphone, PDA, MDA and notebook.
- It is the one of the direct marketing methods.
- **Mobile**
- **Anytime**
- **Globally**
- **Integrated**
- **Customized**



MOBILE MARKETING

- Good targeting.
- Easy and quick up-dating.
- Comfortable for users.
- Low costs.
- Good measurement of response.
- Database creation.

- Commercial SMS and MMS, SMS and MMS competition, voting, advergaming, location-based marketing, QR code (Quick Response Code), mobile coupons and bar code with discounts, proximity marketing, ...

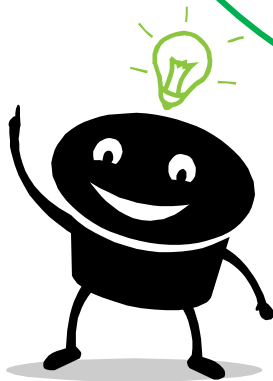


5. SOCIAL NETWORKS



**A broad marketing potential of data source
- social networks marketing research!**

**Blogs, forums, published audio and video
content, publishing photos,...**



SOCIAL NETWORKS

Monitoring of social networks looks for answers to:

- How do our customers perceive the brand?
- Do customers love our products?
- What do they think about competing products?
- What can change their preferences?
- And more

