

SELECTED ALTERNATIVE FORMS OF MARKETING COMMUNICATION IN SERVICES

1. Guerrilla marketing
2. Viral marketing
3. Product placement
4. Digital marketing



*"85% of all ads are invisible."
(George Lois)*

1. GUERRILLA MARKETING

*"An unconventional marketing campaign,
whose purpose is to achieve
maximum effect
with a minimum of resources."
(Jay Conrad Levinson , 1984)*

Clear task - Idea - Courage

PRINCIPLES OF GUERILLA MARKETING

- ▶ from minimum to **MAXIMUM**
- ▶ unexpected, original, surprising
- ▶ shocking, drastic, extravagant, controversial
- ▶ humorous, witty with a touch of sass
- ▶ short term, cheap with good will
- ▶ on the edge of ethics and law
- ▶ aggressive towards competition and consumers
- ▶ use of new IT
- ▶ investment is energy, time, creativity

GUERRILLA MARKETING TACTICS

- ▶ To strike in an unexpected place.
- ▶ Focus on precisely selected targets.
- ▶ Buzz creation, increased attention, word of mouth, cheap secondary publicity (in case of media interest).



GUERILLA MARKETING TOOLS

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



AMBIENT MARKETING



AMBUSH MARKETING

- ▶ Ambush marketing is essentially an unfair practice that **parasitizes the competition.**
- ▶ Companies usually appropriate events that have a great potential for media coverage. They often create the impression that they are the official sponsors of the event, but in reality they are not.



SENSATION MARKETING

- ▶ The furniture company IKEA, for example, managed to get into the news. When it was supposed to open its new department store in Poland, this company hired demonstrators (about 200 people) to demonstrate against the opening of this store. The demonstration was immediately broadcast in most Polish media.



***"Nothing captures the attention of a crowd like a crowd."
(PT Barnum)***

ASTROTURFING

- ▶ An unfair aggressive PR technique that tries to create the impression of a natural reaction to the communicated object, product or service. The purpose is to create a positive image of the client in the eyes of the public.
- ▶ fake reader letters, fake blogs,
- ▶ manipulated posts in discussion forums on the Internet and social networks,
- ▶ phone calls to radio and television programs,
- ▶ the participation of paid supporters in the audience at political debates and rallies,
- ▶ the participation of paid "enthusiasts" for example when launching a new product.

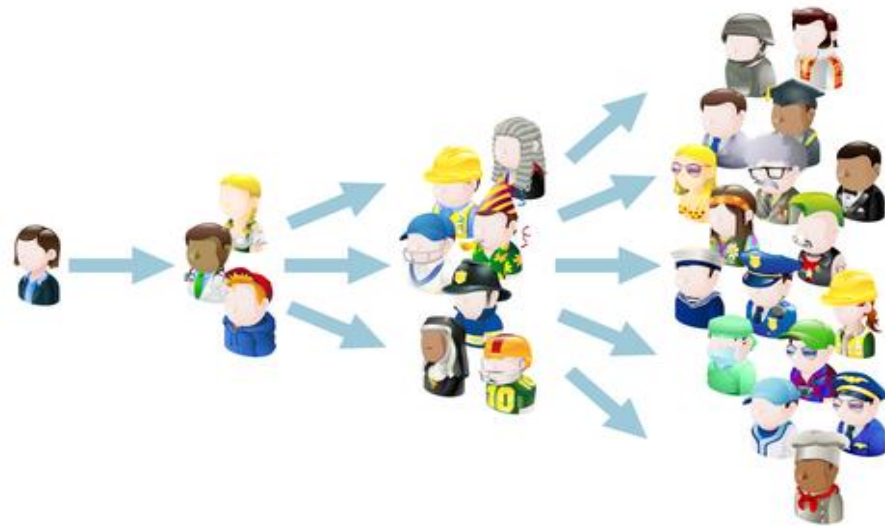
WILD POSTING



"It's like a graffiti, but legal." (Christian, 2009).

2. VIRAL MARKETING

" A method of communication when the advertising message seems so interesting to the recipient that it spreads further on its own accord and by its own means."



Low cost - rapid spread - high efficiency - loss of control

VIRAL MARKETING

- ▶ It is based on WoM (whispering, verbal transmission of messages ⇒ brand lover) ⇒ artificial WoM and spontaneous WoM.
- ▶ Word of Mouth Marketing Association (WOMMA).
- ▶ **Active form** (trying to influence customer behavior, increase sales and brand awareness) and **passive form** (positive reaction, the goal is not to influence behavior).
- ▶ Electronic mail (multimedia files, PowerPoint presentations, web links), electronic postcards, youtube.cz, social media - blogs, community websites, chats, discussion forums, sharing of images and video content, etc.
- ▶ A flashmob is an event in which several people suddenly appear at a predetermined time in a predetermined place united by a certain common idea.

3. PRODUCT PLACEMENT

"Intentional and paid placement of a real branded product in an audiovisual work (film, TV shows, series, computer games), in a live broadcast or performance or in books that do not themselves have an advertising character, under contractually agreed conditions."



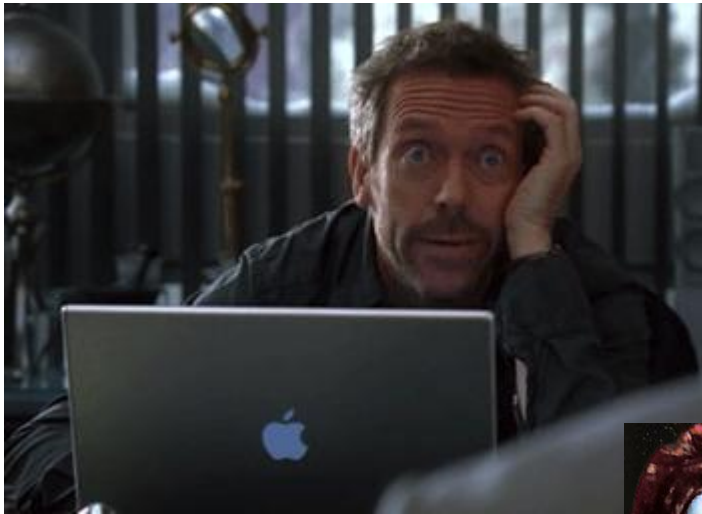
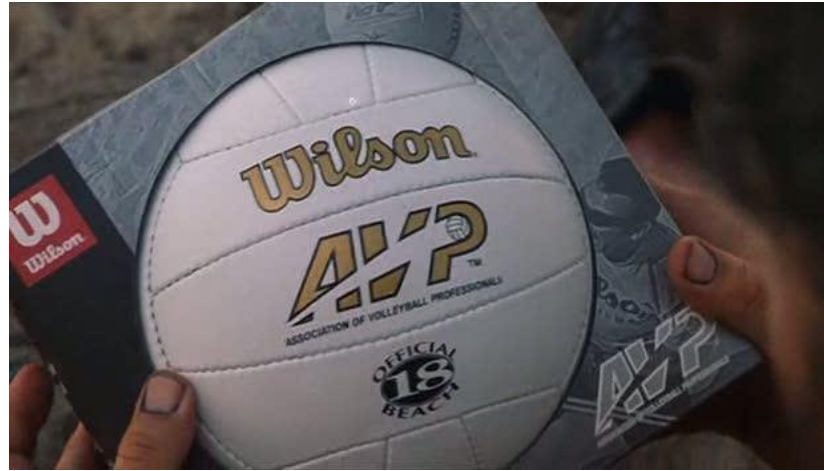
PP x hidden advertising - illegal!

PRODUCT PLACEMENT

- ▶ Use in PC games, virtual reality, TV series, competition shows, ..
- ▶ Visual, verbal product placement and their combination.
- ▶ Reverser PP ⇒ Forrest Gump - Bubba's chain of restaurants Gump Shrimp Co.



PRODUCT PLACEMENT



4. DIGITAL MARKETING

- ▶ Digital Natives (born 1980 and younger)
- ▶ Digital Immigrants (born 1979 and older)



DIGITAL DEMENTIA



A. MOBILE MARKETING

- ✓ Good targeting, interaction.
 - ✓ High operability in real time, easy and fast update.
 - ✓ High comfort for the user.
 - ✓ Low cost.
 - ✓ Simple measurability.
 - ✓ Building a database.
- ▶ Advertising SMS and MMS, SMS contests, voting, applications, advergaming, special graphic QR codes, mobile coupons and barcode discount codes, ..



MOBILE MARKETING

- ▶ **Features of mobile marketing - MAGIC:**
 - ▶ Mobile - mobile, portable.
 - ▶ Anytime - available at any time.
 - ▶ Globally - global, i.e. spread all over the world.
 - ▶ Integrated
 - ▶ Customized - adapted to the needs of the customer.
- ▶ **Proximity marketing** (NFC, Wi-Fi, QR codes, Bluetooth marketing) can be considered as a communication and information channel that works if the customer is close to the point of sale and then data of any format is transferred to him.

B. SOCIAL NETWORKS

- ▶ Places where people meet to build a circle of friends or join a community of common interests.
- ▶ **Wide marketing potential, data source - social network research!**
- ▶ Blogs, forums and groups, posting of audio and video content, posting of photos, social networking sites, podcast, ...

