

MARKETING STRATEGIES FOR BUSINESS EXCELLENCE:

WAVE OF THE FUTURE

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ABSTRACT

Today, we are in 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities. Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. Now users are acquiring followers & subscribers and directing them to your social networking page. These media has a competitive edge over other popular public media like Television because there is a time gap between social event occurrence and the time it is being broadcasted. This research paper emphasizes on the strategies which can take this viral marketing mode beyond the normal social media at present. As a result it can also help in building your community strong enough to make your marketing effective & initiative buying.

Index Terms : Content Marketing, Affiliation Marketing, Chatbots, Gamification and native marketing

I. INTRODUCTION

As 2018 approaches, there are a number of new marketing trends dignified to make a significant impact on brand marketing strategies. Based on current trends, marketing is likely to become more analytical, and more focused on digital marketing through organic search, voice and social media. Digital disruption is a phrase we've been using for a few years now but in 2018 the impacts of this will be felt even more than ever before.

An estimated 62.9% in the worldwide population already has access to mobile phones and with multiple disruptions in the telecom and data industry, that number is expected to go only higher. According to Wall Street Journal¹, more than half of all digital advertising is now done on mobile phones. Marketers spent \$36.6 billion on mobile ads worldwide in 2016 and that figure saw an increase by 77% in 2017. That goes to show that the biggest change in the advertising world in 2018 will be an unparalleled focus on a mobile-first strategy by brands. That doesn't only limit to ads but also the kind of design calibre and technical standpoints that are invested to keep users engaged with brands via mobile phones.

A company develops its integrated marketing communication program using all the elements of the marketing mix (product, price, place, and promotion). Jerry Ihejirika (2009) believes that Marketing on the internet have become the best and most widely accepted form of global communication. Internet marketing communication consists of the global sharing of ideas, concepts, and information about products and services.

II. LITERATURE REVIEW

Online marketing communication is initiated through the use of marketing media vehicles such as social media networks, forums, e-mail, ads, blogs, press release, RSS distribution, and other promotional tools. If you have a website selling products or services, it can help you generate traffic of visitors to your website and before you know it, you are getting leads and making sales. Generating traffic to your website is very important, but of course, your website needs to look unique, well-structured, rich contents, and search engine optimized. This will make you stand out and above your competitors. However, those new visitors will help in word-of-mouth communication by telling others about your unique and rich content website.

The internet marketplace is getting flooded on a daily basis. These have resulted to several large companies hiring online marketing specialists to do a great job in promoting their web businesses. It is the small- and medium-sized enterprises who are looking for cost effective solutions. Of course, if a company does not have the money to hire a services provider and they are willing to learn as much as they can about marketing on the internet, they could do a great job of promoting their website. **Age**

The ad industry saw some important events in 2017 - from a renewed focus on brand safety and the rise of fake news to the massive disruptions in the telecom industry (read Jio's launch in India). As another year draws to an end, marketers and brands are reflecting on their strategies and subsequent performances for them to implement (or do away) with a few things next year. On that thought, I have highlighted a few foreseeable trends that will take centre-stage in the coming year

More and more people consume content via videos on their mobile phones and the time spent in watching videos on a daily basis has been increasingly year-on-year. Cisco's Visual Networking Index 2016-2021 forecasts that video will drive 80% of all internet's traffic by 2019. In fact, a report by Internet Advertising Bureau (IAB) UK and PwC3 states that video is the fastest growing ad format where the industry is spending 35% of their entire digital ad spend into videos. This means that 2018 will see the industry expand and innovate around different video outlets like vertical video, out stream videos, 360 videos and interactive video ads.

III OBJECTIVE OF THE STUDY

1. To analyze the use of gamification for directing and motivating customers' behavior, and supporting crowdsourcing practices in marketing is increasingly spreading.
2. To know what are the company's top marketing challenges.
3. This study shows how by ensuring consistency of message and the complementary use of media can increase the conversion rate.

3.1 Sponsored content

Sponsored content is what a publisher creates and then a brand pays for. This is what The Onion did for H&R Block. There is no clear call to action, so this content serves as brand awareness.

However, the article is embedded on a page surrounded by H&R Block banner ads.



Single-sponsor issues

In the print world a single-sponsor issue is when a single advertiser sponsors an entire issue of a magazine. The most famous example occurred in August 2005 when Target bought all the ad space (about 18 pages, including the cover) in the August 22 issue of The New Yorker.

Publication

As Stuart Elliot wrote when he originally reported on the campaign, “The goal of a single-sponsor issue is the same as it is when an advertiser buys all the commercial time in an episode of a television series: attract attention by uncluttering the ad environment.”

Again, in this case, no clear call to action, just brand awareness.

The way this works online is similar: a single sponsor buys all of the ad inventory on a website (or network of related websites) for a certain time period — a day, half a day, or even just an hour. Subway, for example, does this often on sports websites, usually timed to coincide with specific noteworthy events.

When our Director of Content Jerod Morris was running the sports blog Midwest Sports Fans, he would get such opportunities about once a month via the site’s affiliation with the sports blog network YardBarker.

All it took to make happen was inserting a special code into the header, which would control the already-in-place YardBarker ads. Then all sites in the network that chose to take part would show the same ads from the same sponsor, and *only* those ads.

3.2 Online advertorials



This is IBM on Atlantic:

As you can see it's labeled "Sponsor Content." And except for the header and navigation bar, it is embedded among other IBM content.

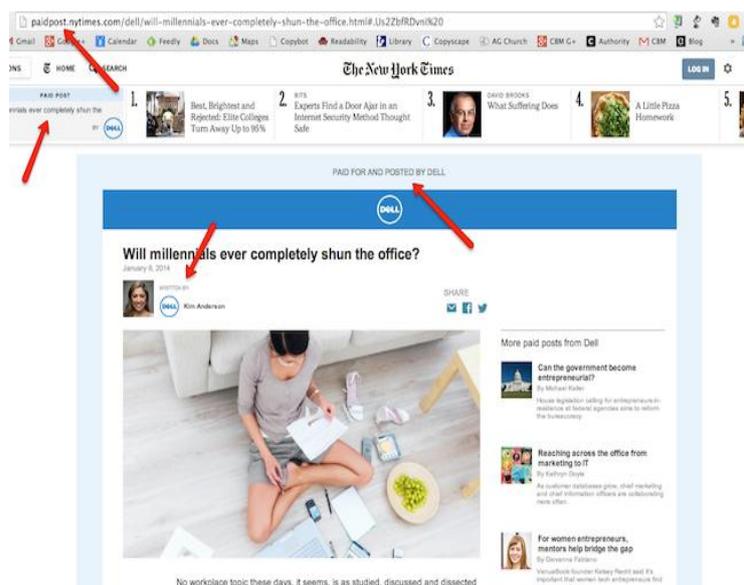
Furthermore, the article is written by David Laverty, Vice President of Marketing, Big Data, and Analytics at IBM. Yet it matches the editorial and design style of Atlantic.

Is this an advertorial? No. There is not a clear call to action. It is, therefore, sponsored or branded content..”

3.3 Branded Content

The only difference between sponsored and branded content is that the brand creates the content for the publisher.

Here is a post by Dell on NYTimes.com. Notice all the signals that it is paid content.



As you can see, being precise about our terms is confusing because there is not an advertising standard when it comes to paid content labels.

On all the examples I've shared above so far, and the examples I'll share below, you'll see a variety of labels placed on native advertising. David Rodnitzky thinks they might violate FTC rules on deceptive advertising. But that's for another time.

You could lump branded playlists on Spotify into this category, too.

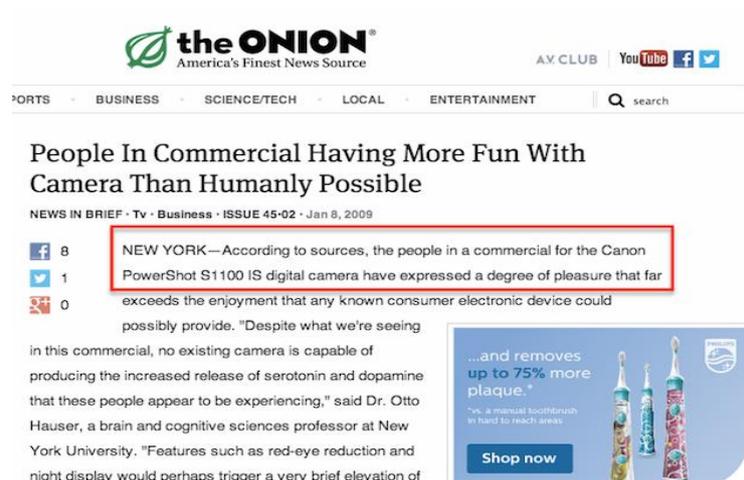
While the brand doesn't always create the music (Sesame Street, however, did), they do curate the songs around a theme.

Jaguar USA, Abercrombie + Fitch, and New Jersey Governor Chris Christie (you knew he was a brand, right?) are great examples.

3.4 Product Placement

A classic example of product placement was the bottle of Red Stripe in the 1993 film *The Firm*.

Or the Coke cups *American Idol* judges drink from.



Did Canon pay for this ad? According to their advertising department, no. So why the precision?

If there was no commercial intent, why not just say "a Canon," or simply "a camera" for that matter? They have not responded yet.

Again, product placement is more about building brand awareness. There is no clear call to action. And unlike the H&R Block example, the content is not surrounded by Canon banner ads.

3.5 Native Advertising

Native advertising is paid content that matches a publication's editorial standards while meeting the audience's expectations.

Facebook and Twitter fail this definition because neither are publishers. The same is true with Google AdWords. They do not have a conventional editorial branch to speak of.

In Twitter's and Facebook's case, this is user-generated content that brands pay to reshape. None of these are pretending to be publisher-produced editorial content. In Google's case, it's just an advertiser paying to get in front of an audience. There is a sense that this species of advertising — sponsored posts and promoted tweets —

is native because it appears in the social stream or among search listings. So, in the advertising taxonomy, promoted content would be related to advertorials. But, in my opinion, it has to be a different genus because it's not editorial.

3.6 Gamification

Applying game-design thinking to non-game applications to make them more fun and engaging has been growing steadily, but expect it to reach a tipping point in 2013. Big brands, new startups and every company in-between will be spending more money and resources on "gamifying" their products and services this year. The rise of easy-to-use platforms, such as BigDoor and PunchTab, and the inherent value of an engaged user, have made this a must-consider marketing strategy. Dominos has incorporated gamification in to their mobile pizza ordering app. Users can shake their Droid or iPhone if they don't know what they want to order and the app will pick the toppings.

A. Popchips teamed up with app company Kiip to offer bags of Popchips as prizes when players get to a certain level in mobile games.

B. Looking for a unique way to drive sales, clothing company, Moosejaw gamified the way they do e-commerce by offering items for low prices that went up throughout the day creating a sense of urgency for consumers to buy. They also included ways for consumers to score better deals by inviting friends and posting socially.

3.7 Influencer Marketing - A Big Yes!

Ad-blocking is a \$19 billion problem for advertisers worldwide and with the slow decline of radio and TV viewership, influencer marketing has proven to be one of the most effective forms of advertising in recent times. Influencers are essentially digital (or offline) personalities who bring with them, not only a massive follower/fan base but also a strong sense of credibility that viewers are more likely to trust. While companies have already started employing different influencers to reach their target audiences (remember the Sugar Bear Vitamins breakthrough in the market because they employed the whole Kardashian family to use it?), they are more likely to have a larger repository of influencers in their ad and marketing strategy in 2018.

3.8 Chatbots Innovation

They are simple artificial intelligence systems that you interact with via text. Those interactions can be straightforward, like asking a bot to give you a weather report, or more complex, like having one troubleshoot a problem with your Internet service. The year saw more than 18,000 chatbots developed to help brands offer streamlined, individualized service through chat.

Think of it like an automatic conversation machine that can talk to people in a relatively human-like way about limited subjects.

Pizza Hut is using chatbot marketing as an extension of their social media strategy to receive food orders for delivery. Now, you can place an order for a pizza right through Facebook or Twitter. Forget leaving your house,

now you can get your cheesy pie without even switching tabs.

3.9 Innovation as the Key Differentiator in a Cluttered Market

Amplify Experiences

The Mickey Mouse handshake at Disneyland or the customary ringing of the bell at Pizza Hut create a lasting impression on customers and critically influence customer perception. Quite often, simple actions which resonate with the senses create lasting and compelling 'differentiated' memories.

3.10 The Internet of Things

The Internet of Things is taking content off the screen

Customers are no longer limited to staying locked on the screen for getting content. The Internet of Things has made it so that content can be all around us, interwoven into our daily lives in a way that's hands and eyes free.

Think about how we interact with devices and new technology now, like Siri.

You talk and Siri responds, providing customers with call-and-response content on the fly.

Amazon's voice service, Alexa, is becoming a digital doorway to content as well.

A number of organizations already use Alexa to share content with a much wider audience that doesn't want to be tied to a screen.

The American Heart Association provides details on performing CPR.

Through Alexa, the content will walk you through the process, step-by-step, in an emergency situation. They also share the warning signs of a stroke or heart attack.

Pet lovers are benefiting from Ask Purina content shared through Alexa.

3.11 Blurring of media lines

If you look at how content has changed over the last decade, it has slowly grown outside of its original "container" of owned media. Companies owned or controlled the channels where the content lived — and still do. But as social media expands, as well as the ways we interact with and engage the audience through social and other channels, the lines between owned, earned, and paid begin to blur to the point of barely being discernable from one another.

Figure I: The Convergence of Paid, Owned & Earned Media



Source: "The Converged Media Imperative: How Brands Must Combine Paid, Owned & Earned Media" Altimeter Group (July 19, 2012)



Content can no longer be confined to specific silos like paid, owned, and earned media. Across the spectrum of digital, with the entire buyer's journey in mind, the content shifts to take on the form of all three. And they have to work seamlessly together to support your growth strategy. That means changing the way your internal and external teams manage content development, deployment, and promotion.

III CONCLUSION

2017 saw the increasing proliferation of the internet and online channels in our society which lead to birth of more complex and effective digital platform that many clients started to leverage. 2017 also saw digital advertising to grow at a break-neck speed with more and more companies starting to realize its potential against the other traditional marketing efforts. Digital media is ever-evolving and so from the point of where we are at today. In sum, I would say, agencies can start really helping their clients capitalize this Post-sale, On-Demand, Attention economy only if they can start to change their narratives from "Branding" to "Memorable Experiences" "Selling Products" to "Solving Needs" "Share of Voice" to "Share of Vision", "Share of Expenditure" to "Share of Empathy"

In 2018 the digital media will be driven by data, technology and analytics.

- 1) I see the shift will be from acquiring the new customers to retaining existing customers.
- 2) Brands will shift their social marketing efforts to private messaging apps
- 3) More than 50% of commercial content will be created outside. marketing.

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