

# **Marketing with online Buzz**

## **Lecture 8 (chapter 8)**

# Guerrilla Marketing

- *Guerrilla marketing employs somewhat unconventional promotion methods*(online or offline) to reach your audience, usually at low costs ex viral marketing and buzz marketing
- **Viral marketing** (or **viral advertising**) is a marketing technique that uses pre-existing social networking services and other technologies to produce increases in brand awareness or to achieve other marketing objectives (such as product sales or marketing buzz) through self-replicating viral processes.
- Viral marketing may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, text messages, email messages, or web pages. EX-: ALS ICE BUCKET CHALLENGE
- **Marketing buzz** or simply **buzz**—a term used in viral marketing—is the interaction of consumers and users of a product or service which amplifies or alters the original marketing message.

# Marketing with online buzz

## 1. Becoming an Online Gorilla with Guerrilla Marketing

- - **Keys to success** ( Target your audience, track results, plan your work, work your plan) (You won't be successful if you post a message one week and then disappear for a month.)
- **Niche marketing** (To become a powerful marketing gorilla, fish where your fish are. In other words, target your audience very carefully.)
- **B2B guerrillas** (use online guerrilla techniques for B2B marketing. Many purchasing agents, buyers, engineers, and distributors constantly search the Web for new products and services.)

## 2. Buzzing in the Blogosphere

**Blog**(A *blog* is a discussion or informational website published on the World Wide Web consisting of discrete entries. A *blog* features diary-type commentary and links to articles on other websites. A blog is a frequently updated online personal journal or diary)

**1)Deciding whether blogs will work for you** (According to a 2008 study by the Pew Internet & American Life Project, only 33 percent of adult American Internet users read blogs and only 12 percent write them. the bloggers in 2006 were under 30, roughly divided between males and females.

**2) Selecting the right blogs** (EXAMPLE-<http://www.masternewmedia.org/rss/top55>)

After you have a manageable list of blogs to visit, look at frequency of use, the quality of the participants (are they influencers who tell others?), point of view of the author, and the quality of the dialogue. there's not much point participating on a blog that is viewed by only its writer and a few friends.

**3)Getting the most out of blogs** -Comment on an article written by the blogger.

- E-mail the blog owner to ask for a mention in his blog(E-mail the owners with your request, explaining why you like their blogs, and why your news/product/service matters to their readers.)Perhaps you can offer them a free sample to review, or at least a link on your site )
- Always leave your URL and email address when you blog,Submit your own blog URL to as many of the directories

### 3. Buzzing with Social Networks

(facebook,asmallworld,flickr,linkedin,Blackplanet,friendster,myspace,meetup)

- Sites like these make it easy for users to share blogs, photos, video, and audio
- Many networks now offer not only customized business profiles and paid advertising opportunities)
  - Personal social networks
  - Business Social Networks(LinkedIn, plaxo.com) used for hiring candidates

**Chat rooms** ((Yahoo! Groups, Google Groups, MSN Groups)

#### **Message boards**

- Message board an Internet site where users can post comments about a particular issue or topic and reply to other users' postings. message boards on other Web sites to promote films (from the *Blair Witch Project* to *Snakes on a Plane*),

## Talkie-talk on other sites

- **Use your job title or company name to establish your credibility.**
- **Always conclude with a signature block that has all your contact information.** Include a marketing tagline for the product or service you want to feature.

4. Buzzing the Influencers (Amazon Reviews, eBay Reviews, GreenBook, Ratings.net)

- **(Word of Web includes third-party sites that collect opinions, product reviews and vendor ratings, and those who operate online focus groups).**

5. Buzzing with Product Placement (Having your product appear within an online game site, as **part of a video clip on YouTube** or a photo on Facebook (called plinking), or within a virtual world like SecondLife.com makes sense if, and only if, your target audience spends time there)ex-evian water purifier video of babies

- Online game sites(A game specifically about your product.)

Example-The Massive Network

-References to your product on billboards

- Virtual worlds (On simulation sites like There.com, SecondLife, Moove Online, or Activeworlds, users create animated surrogates called avatars who engage in a range of role-playing activities.

- 6. **Buzzing with Press Releases**(ex-AHAnews.com,yahoo news),

<http://www.free-press-release.com/>, [www.marketwire.com](http://www.marketwire.com)

- Writing an effective release(short, simple, to the point, headline that's no more than ten words long, Spell check)

- Distributing your release (**websites** radio,cable ,newspaper,magzine)

- Publications specific to a particular industry (sometimes called a *vertical market*)(AHAnews.com)



7. Buzzing with Inbound Link Campaigns (Links from other sites to yours not only yield visits from prequalified prospects, but also your search engine ranking. Some Web sites might charge for links

- Evaluating your link popularity(*Link popularity, a count of how many sites link to you, measures your visibility on the Web*).
- Implementing a link campaign(**Visit each site to make sure it's relevant and that your target audience would visit, Look for directions such as Add your URL to see whether to request a link by e-mail or fill out a form on the target site, check to see which links have posted**).
- Following external and reciprocal link protocol.

- It's become standard operating procedure to have a page for external links(sometimes called *outbound links/reciprocal links*)
- Link your page with Include some .edu (educational), .gov (government), or .org (not for-profit) sites among your outbound links, even if they don't link back to you. Adding objectivity and credibility, these links generate goodwill among your customers and extra value toward Google's search engine ranking..
- (A **reciprocal link** is an agreement between two webmasters to provide a hyperlink within their own website to each other's site.)

## Some best practices for affiliate marketing lead generation campaigns

- Understand the End Goal. Cross-functional dialogue is an essential first step. ...
- Define your Target Audience. ...
- Quality Partnerships (over Quantity). ...
- Real-Time **Lead** Evaluation. ...
- Nurture and Grow.