



# THE INCREDIBLE INFLUENCE OF MOMENT MARKETING – DOS AND DON'TS



# What is Moment Marketing?

Moment Marketing is a marketing technique that uses the essence of ongoing events to create communications and marketing collateral. Moment marketing has resurfaced as a flag-bearer of effective marketing for many firms, thanks to the success of several Indian athletes at the Tokyo Olympics.





# Why Adopt Moment Marketing?

Moment Marketing communicates the most with your target audience on digital platforms because it is relatable and relates with current trends, news, or events. It is quick, quirky, smart, and creative. It allows you to creatively imprint your brand and carve out an unforgettable niche in the minds of your customers.





# Some Effective Tips for Moment Marketing

## 1. Timing is Everything

Remember Oreo's "You can still dunk in the dark" tweet, which was a big smash during the 2013 Super Bowl and became a viral sensation? A well-timed tweet or social media post can go a long way in assisting your brand in effectively capitalising on the situation.

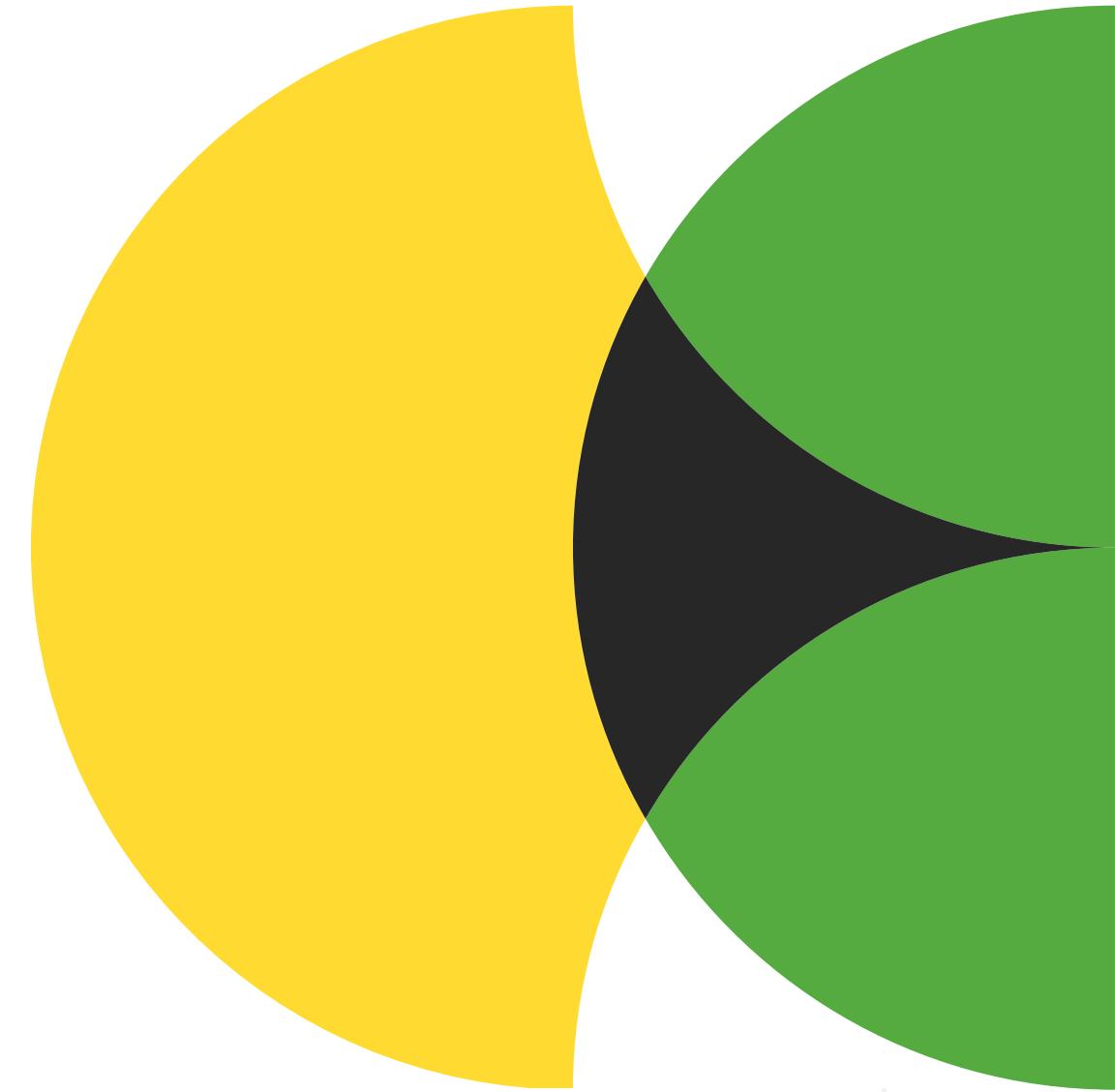




## 2. Humour does no harm

Make them laugh with a witty post, and you'll have a captive audience for life. It also allows you to build a devoted brand following.

'Mumbai Rains' is a Netflix original series. Didn't the tweet titled "Now Streaming" make you laugh?



**Netflix India** @NetflixIndia · Jun 10, 2019

Mumbai rains. Now streaming.

69

285

2.9K



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# 3. EVENT, OCCASION, POP CULTURE, OR A TRENDING MEME- INSPIRED COMMUNICATION

Seize the trend, whether it's the Olympics or the Baspan ka Pyaar meme, and let it speak volumes for your brand!

mumbaipolice 422K followers

View Profile

Jaane Meri Jaanemann

Enter Password

Bachpan Ka Pyaar Mera

Bhool Nahi Jaana Re



## 4. GET CREATIVELY HIGH ON HEALTHY SOCIAL MEDIA BANTER

It's entertaining to watch brands playfully tease each other or use snarky humour on social media platforms. The amicable banter between luxury brands like Zomato's IPO-related "Dhak-Dhak" tweet, always manages to garner good attention.

**zomato**  @zomato · Jul 14

mereko to aisa dhak dhak horela hai

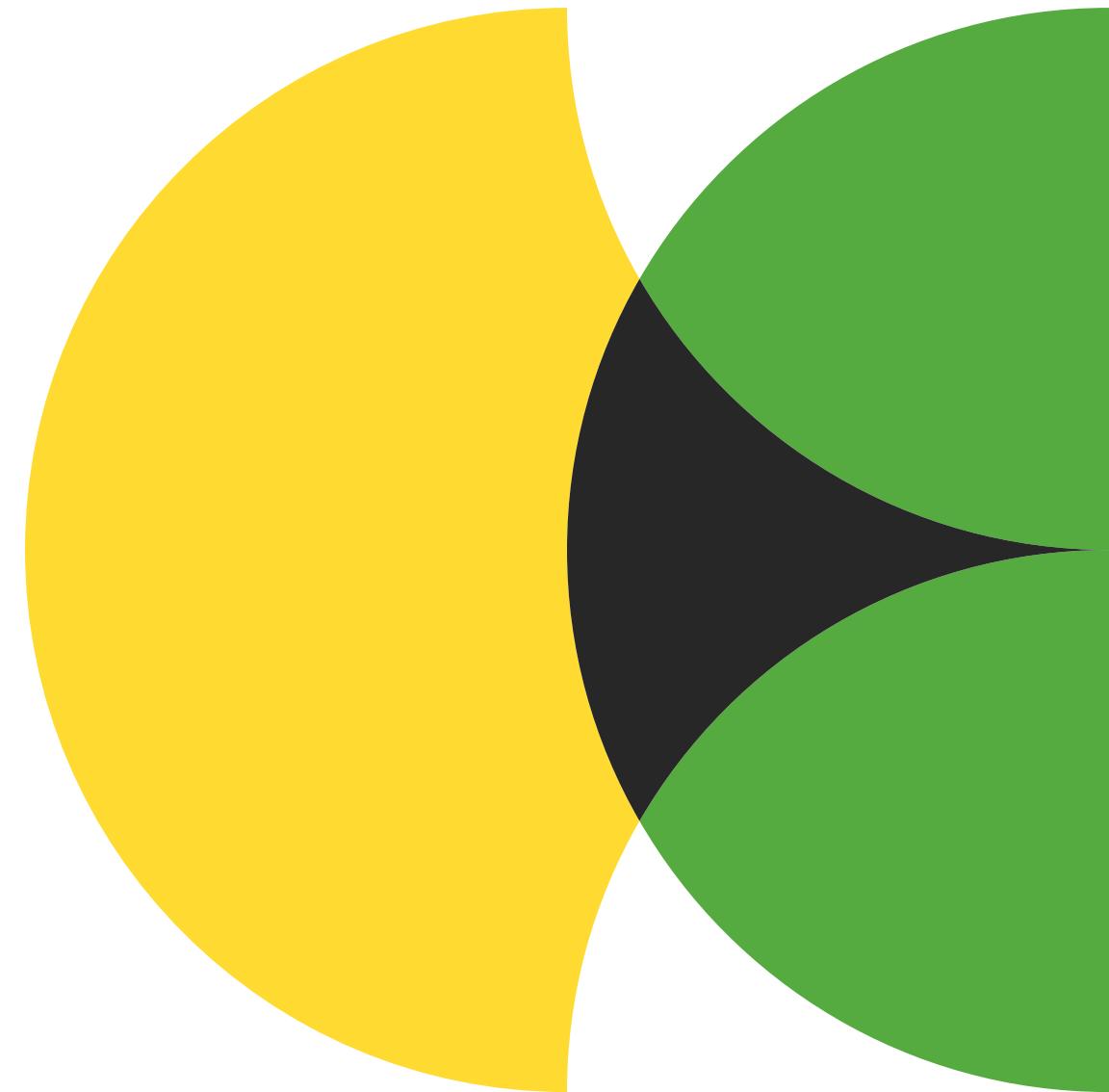
1.6K 2.3K 24.4K



# HOW TO NOT CONVERT MOMENT MARKETING INTO AMBUSH MARKETING?

Being the talk of the town is a terrific marketing strategy, but it isn't when it's done unethically. So, let's look at some dos and don'ts for making this marketing plan work for you.

- In moment marketing, your armour is creativity with a hint of humour. Make good use of it.
- At all costs, don't let your brand's message and image slip away.





It can be difficult to get your creative juices flowing if you don't have the ideal Digital Marketing Agency in Thane on board. If done correctly, this marketing strategy can yield a lot of new ideas. If you haven't already done so, now is the time to do so and seize the situation creatively!



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THANK YOU