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**Types of MARKETING  
STRATEGIES**

## **Abstract**

As a student of sleight-of-hand magic, I value the number 52. Here we bring you 52 types of marketing strategies and tactics you can use to bring new customers to your business and grow your brand.

In order for businesses to win market share and stay relevant they need to consider many types of marketing strategies. Each marketing strategy can communicate to a target market the benefits and features of a product.

Marketing strategies can also communicate an overall value to their customers. In many cases, this is the core of building equity or good will in your target markets. for example, has invested in creating commercials for television, billboards, and magazines that showcase their products in such a way that their customers feel an affinity towards Apple's products.

**Key Words . Marketing , strategies, business.**

**Cause Marketing:** Find a cause both your customers and your company care about. It can create magic for your business.

**Relationship Marketing:** Focus on building relationships with your customers instead of always exclusively trying to sell them something called transactional marketing.

**Offline Marketing:** Find new ways of integrating offline marketing with new technologies to create more engaging customer experiences.

The Coca-Cola company has create vending machines that invite customers to hug them.

**Digital Marketing:** Use various digital devices like smartphones, computers, tablets, or digital billboards to inform customers and business partners about your products.

**Scarcity Marketing:** Where appropriate, consider making your products accessible to only a few customers.



**Word-of-Mouth Marketing:** Create authentic word of mouth for your company and the products you represent. Word-of-mouth Marketing is the passing of information from person to person by oral communication.





**Diversity Marketing:** Take into account the different diversities in a culture in terms of beliefs, expectations, tastes, and needs. Then, create a customised marketing plan to target those consumers effectively.



**Undercover Marketing:** Hide some of your products and services' best features.

Sometimes not telling everyone everything can become a great source of buzz.

**Transactional Marketing:** Encourage consumers to buy using coupons, discounts, liquidations, and sales events.



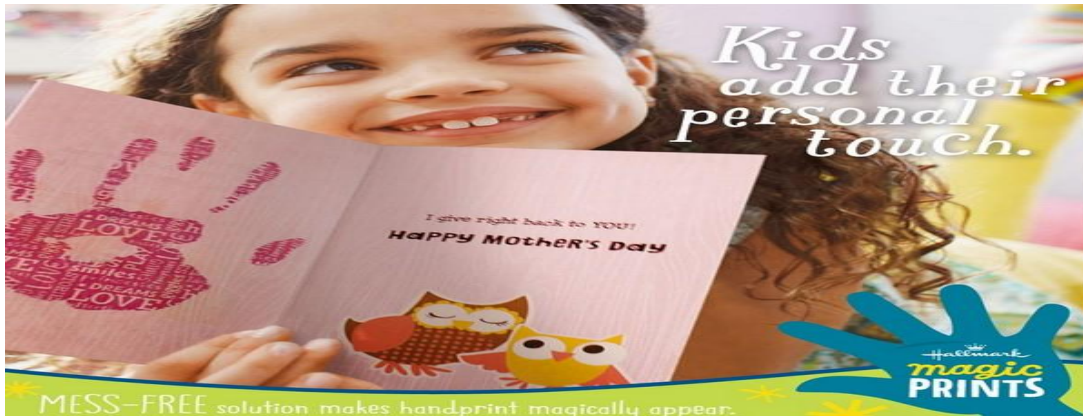


**Mass Marketing:** Go big! Big businesses spend big money to understand big data. (That's a lot of big!) This gives them insight into where to place media for their potential national customers who buy their products and services



**Seasonal Marketing:** Offer seasonal events. Seasonal events provide a great way to meet new consumers and reinforce relationships with existing customers. Sometimes these events can be changes of weather or national holidays.

Mother's Day represents a large portion of their business. By tuning into the various seasons that are important to your customers you can become more



**Online Marketing:** Discover ways to leverage the web. Most online strategic marketing efforts today are a mix of growth hacking strategies and a variety of awareness tactics that drive attention.

**GEICO.**

**You're about to see how much money  
you could save on car insurance.**



**ENTER YOUR ZIP CODE**

**Get a Free Quote**

**Email Marketing:** Collect and organize emails for potential prospects and customers. Send them meaningful messages of value, while respecting their inbox.

**Evangelism Marketing:** Surprise, delight, and over-serve your customers so they will become voluntary advocates of your product and promote its features and benefits on behalf of your company.





**Event Marketing:** Create events to drive sales. Customers often need a reason to shop and events can often offer the perfect reason.

Macy's Thanksgiving Day Parade has become part of American culture by connecting two events together that consumers love: Thanksgiving and shopping.





**Outbound Marketing:** Let your potential customers know you exist. By developing a list of prospects, a company can begin to reach out to individual target groups in order to find new customers.



**Inbound Marketing:** Sell customers additional products and services they currently don't have when they contact you.

When business customers call to check their balances, the business bank Chase often takes the opportunity to ask if they are interest in

**\$200**  
is yours

WHEN YOU OPEN A  
CHASE CHECKING<sup>SM</sup> ACCOUNT!

REMOVE GIFT CARD FOR IMPORTANT INFORMATION.



TO REDEEM THIS \$200 GIFT CARD, OPEN YOUR ACCOUNT:  
IN PERSON: By bringing this gift card to any Chase branch

Or  
ONLINE: at [chase.com/checking](https://chase.com/checking) using the  
coupon code printed on your gift card

**Content Marketing:** Create and publish content on various platforms to give information about a certain products or services to potential customers and to influence them, without making a direct sales pitch

**Tradeshow Marketing:** Many product have to be experienced be will buy a new automobile without doing a great deal



**Niche Marketing:** Finding a niche and filling it could be described as the secret recipe for growth in over-crowded marketplaces.

The shoe space might seem crowded, but shoe manufacturing company Vans noticed an underserved customer: the skater. By focusing on this niche market Vans has developed a thriving business.







**Close Range Marketing:** Also known as Proximity Marketing, this strategy uses bluetooth technology or Wifi to promote products and services to customers at close proximity



**Promotional Marketing:** Designed to stimulate a customer to take action towards a buying decision, promotional marketing is a technique that includes various incentives to buy, including contests, coupons, and sampling.

**Ambush Marketing:** Advertisers associate with and capitalize on a specific event without the payment of any sponsorship fee, thereby bringing down the cost of sponsorship.

**Reverse Marketing:** Get your customers to seek out your business rather than seeking them. Usually, this is done through traditional means of advertising, such as television advertisements, print magazine advertisements, and online media. Reverse marketing focuses on the customer approaching potential sellers who may be able to offer the desired product

**Humanistic Marketing:** Human needs are “a state of felt deprivation.” They distinguish between physical needs (food, shelter, safety, clothing), social needs (belonging and affection), and individual needs (knowledge, self-expression) Needs are a relatively narrow set of non-cultural states of felt deprivation .

**One abused child is  
one too many.**

**BELIEVE IN ZERO** unicef 

[www.facebook.com/UNICEFSouthAfrica](http://www.facebook.com/UNICEFSouthAfrica)

**Free Sample Marketing:** Unlike Freebie Marketing, this is not dependent on complementary marketing, but rather consists of giving away a free sample of the product to influence the consumer to make the purchase.



**Affinity Marketing:** Also known as Partnership Marketing, this technique links complementary brands, thereby creating strategic partnerships that benefit both companies. While one adds value to existing customers by generating more income, the other builds new customer relationships.





**Loyalty Marketing:** Grow and retain existing customers through incentives. It includes the use of point of purchase software that tracks transaction history or other forms of CRM to get to know individual customers and provide them with the best service or products

**Personalized Marketing:** Sometimes called One-to-One Marketing, it makes a unique product offering for each customer. This is different than differentiation, which tries to differentiate a product from competing ones.

**Nike ID** is a popular brand that has developed a strong business around this personalized marketing concept.

The image shows a screenshot of the Nike iD website. At the top, there is a navigation bar with the 'NIKE iD' logo and menu items: 'MEN'S', 'WOMEN'S', 'COLLECTIONS', 'STUDIOS', and 'VIEW ALL'. The main visual is a large, dynamic image of a custom 'Zoom Kobe V iD' sneaker in white, yellow, and black, surrounded by glowing energy trails. Text on the right side of the main image reads 'ZOOM KOBE V iD', 'MADE FOR KOBE. DESIGNED BY YOU.', and 'CUSTOMIZE THE ZOOM KOBE V iD WITH YOUR CHOICE OF COLORS, MATERIALS, GRAPHICS, AND PERSONAL ID.' Below this is a yellow button that says 'START CUSTOMIZING NOW'. At the bottom of the page, there are three promotional sections: 'CHOOSE YOUR COLOR' with a color palette and shoe thumbnails; 'WHAT'S HOT NIKE AIR MAX 1 iD' with a blue sneaker image and links to 'CREATE YOUR OWN' and 'VIEW THIS DESIGN' by 'SPRIGAN'; and 'WHAT'S NEW NIKE SHOX NZ iD' with a white sneaker image and links to 'CREATE YOUR OWN' and 'VIEW THIS DESIGN' by 'CAMERON2000'. The footer contains links for 'NEWSLETTER', 'GIFT CARD', 'WHAT IS NIKEID?', 'CUSTOMER SERVICE', and 'PRIVACY/TERMS OF USE'.

**Brand Lover Marketing:** Brand Lovers bring brands to life. For a brand to elevate itself into the it has to give customers a feeling of belonging while generating strong feelings of love for its customers. Creating loyalty beyond reason requires emotional connections that generate the highest levels of love and a sense of belonging for your .brand

