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# Common Types of marketing

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# Abstract

Social media marketing creates content to promote your brand and products on many social media platforms such as Facebook, Instagram, LinkedIn and Twitter. Remember how your audience thinks while creating content. Nobody logs into social media looking for a product to buy, so think about types of content that are useful, informative, entertaining, or compelling. Unique content should be tailored to the specific platform you're sharing in to help boost your post's reach.

In order to make publishing content across platforms a breeze, there are a number of social media tools available that simplify the process. Just follow the suggested stages in it.

Keywords: Types of Marketing, Traditional, Digital, Interactive.

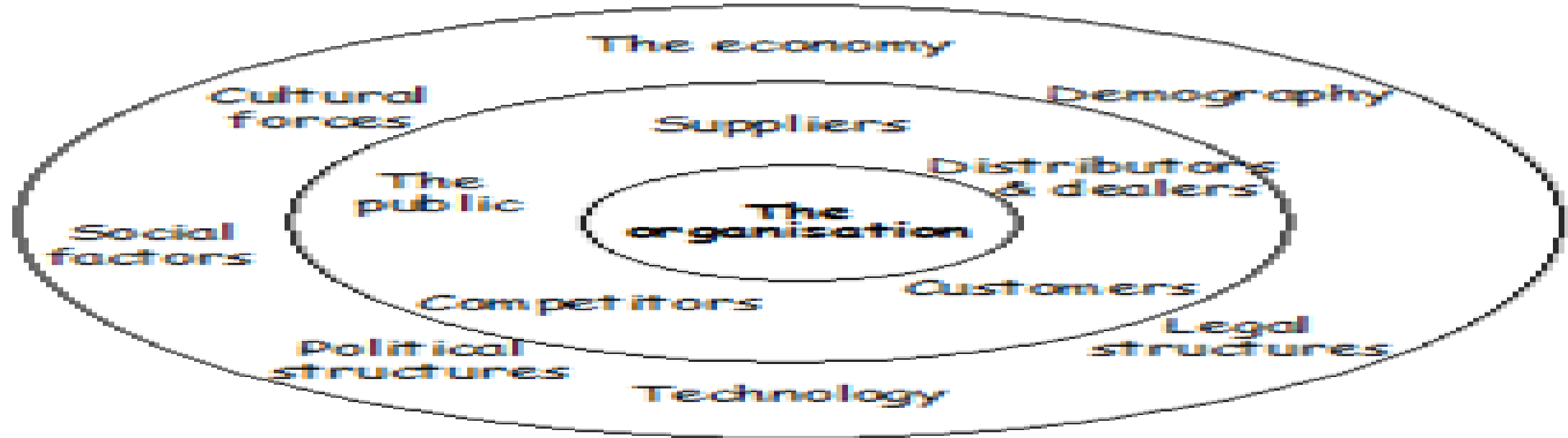
## *Traditional marketing*

*It is done through traditional methods of displaying the product for sale in shops and outlets of different companies, and advertising for it may be limited to television or printed ads through newspapers and magazines as well as radio, or even through direct communication between the representative of the company and the consumer*



# External marketing

is the action of promoting and selling services or products, which includes market research and advertising to clients and potential clients. ... External marketing thus refers to the relationship between the company and its clients. The aim should always be to increase the clients' experience



# Digital Marketing

is the opposite of traditional marketing, whereby it takes advantage of technology that traditionally did not exist to reach audiences in new ways. This type of marketing includes all marketing efforts that use an electronic device or the Internet. Businesses take advantage of digital channels such as search engines, social media, email, and other websites to connect with existing and potential customers. We've broken down some of them in more detail below



# Digital Search Engine Marketing

includes all activities in an effort to ensure that the products or services of your business appear on search engine results pages (SERPs). When a user types a certain keyword, digital search engine marketing enables your business to.



# Content Marketing

is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell



<http://credible-content.com>

## Benefits of Content marketing

- Website Traffic
- Brand Awareness
- Customer Engagement
- Leads & Conversion
- Broadcasting Channel
- Competitive Advantage

# Video Marketing

takes advantage of smart speakers like Amazon Alexa and Google Home to educate people and answer questions about topics that matter to them. Optimizing a website for voice search is a lot like optimizing an organic search, but then you can also get creative by creating a Google action or Alexa skill





# Buzz Marketing

This type of marketing focuses on fresh, creative content, interactive events, and influencers in the community to create word-of-mouth marketing and anticipation for the product or service the brand is about to launch. Buzz marketing works best when you reach out to influencers early on and have a plan to generate suspense and possibly mystery. To track your marketing efforts, it is best to use social media listening software to track how your audience is responding



# Personal Marketing

The goal here is to spark thought and spark discussion so that your brand is remembered and associated with positive emotions. In order to start marketing for a brand, you need to deeply understand the buyer persona and what resonates with them. You should also consider your position in the market and what makes you unique from the competition



# Brand Marketing

the public perception of your brand and establishes an emotional connection with your target audience through storytelling, creativity, humor and inspiration that aims to put the brand positively in the mind of the consumer and make it easier for them to be recognized. The goal here is to spark thought and spark discussion so that your brand is remembered and associated with positive vibes



## **Undercover shopping**

measures the quality of customer service within organizations from the customer's point of view and experience. The method is simple in that the mystery shopper treats the establishment as a regular customer and then reports on the experience. And then provide comprehensive reports after secret shopping for a period ranging from 24 to 48 hour

# Gorilla Marketing

is based on the use of innovative and creative marketing ploys that create hype, astonish and surprise the customer with bold and clever brand activations in high-traffic locations such as the street and trains. The goal of this creative type of marketing is to reach audiences in a creative and cost-effective way, increase brand awareness and promote it through a live event that makes it difficult for the customer to ignore the advertising campaign



# Marketing Partner

attracts new partners to sell your product or service to another group of customers. It is about collaborating with a person or company because they have a relationship with an area of the market that you are interested in selling to. Through this partnership you can introduce your brand to a new audience



# Partnership marketing

is a collaborative relationship that is established between two or more firms, allowing each firm to reach its respective business objectives.

The partnership between [BMW and Louis Vuitton](#) is a great example of big giants coming together for a joint purpose. Both of their types of customers strive for luxury and comfort, so what better way to target their. These two created a four-piece luggage collection, retailing for \$20 000, which was designed to fit perfectly into the trunk of the BMW. Now that's what I call luxury!



## Word of Mouth Marketing

is based on customer recommendations for a brand, and is the most reliable form of marketing today. To successfully employ word of mouth marketing in your company, you need to make an effort and stay focused on developing the best possible product or service and providing first class customer service. In other words, you need to meet your customers' needs before your own. Only then will your customers turn into a loyal and enthusiastic group who will recommend our brand to their friends and family.





# Campus Marketing

is about recruiting undergraduate students to become your brand ambassadors on campus. They usually market your products or services to other students by setting up kiosks around the campus or hosting gifts.



# Event marketing

is the planning, organization and execution of an event for the purpose of promoting a brand, product or service. Events can take place in person or online, and companies can either host or attend an event



# Interactive Marketing

is an innovative type of marketing where your audience can interact with engaging visuals or videos within the content you create. This new form of marketing unleashes your creativity, lets you tell more engaging stories, and is one of the best ways to get your audience's attention. Interactive marketing examples include immersive video and interactive infographics.



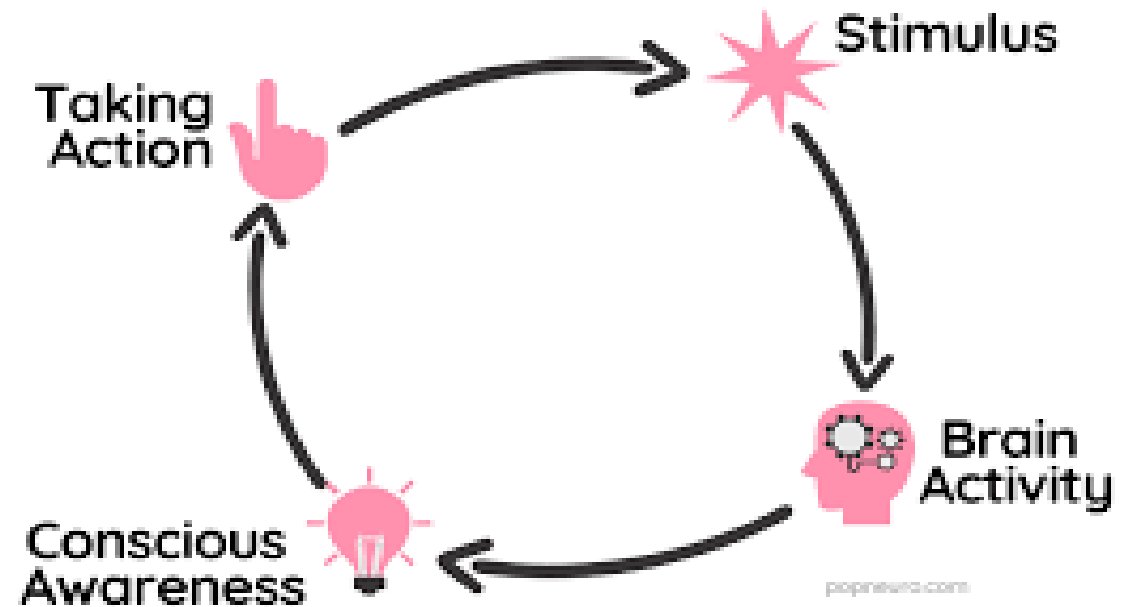
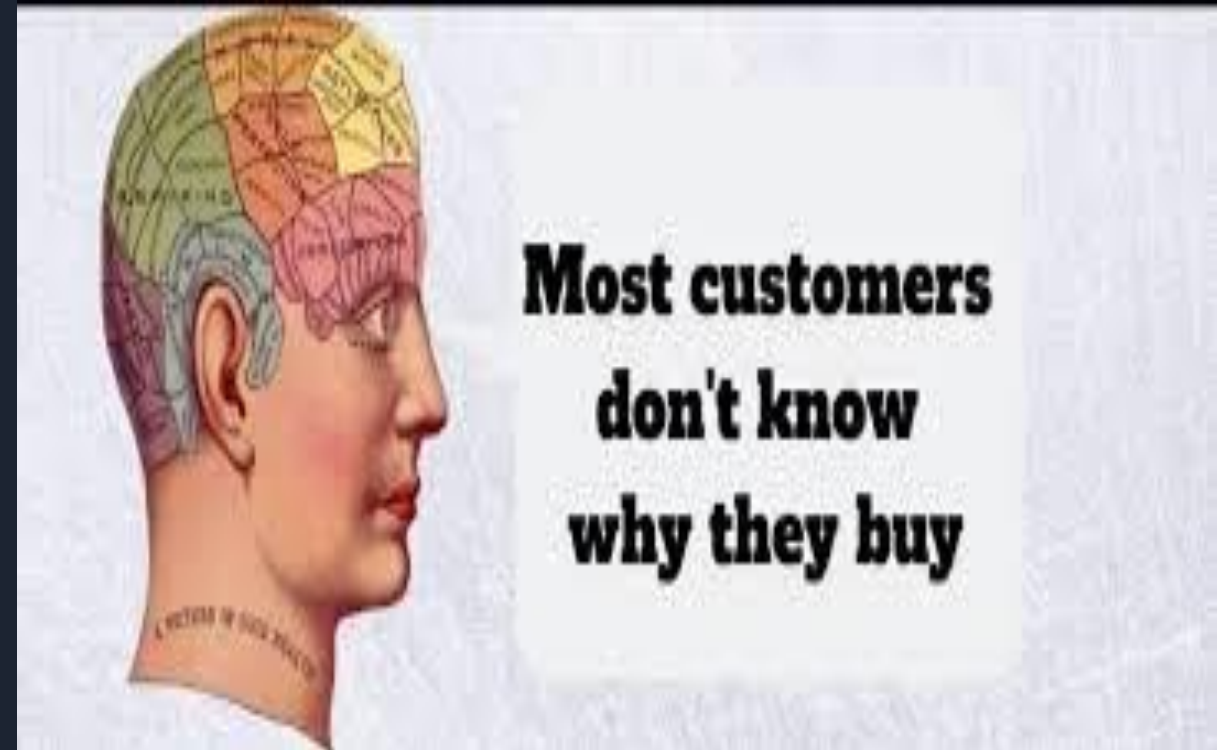
# Multicultural Marketing

Multicultural marketing creates and implements a marketing campaign targeting people of different races and cultures within a brand's overall audience. It not only helps you connect with and interact with minorities, but also recognizes their ethnicities and cultures and helps majority groups realize that most countries are fused into one country and not dominated by one major race or culture.



# Neuromarketing

blends neuroscience and marketing to help brands measure the emotional resonance of their current and future marketing campaigns. To do this, companies like Immersion Neuroscience and Spark Neuro have developed technology that can measure certain neurochemical and physiological responses, which indicate emotional engagement during the consumption of marketing content.





**THANK YOU  
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