52 Types of MARKETING STRATEGIES



In no particular order, we bring you 52 types of marketing strategies and tactics you can use to bring new customers to your business and grow your brand.

Marketing



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



Instead of doing the traditional "buy one get one free" promotion, Toms Shoes built a strong customer following and reputation for giving back by giving away a free pair of shoes to someone in need for every shoe purchase made by their customers.

**Relationship Marketing:** Focus on building relationships with you customers instead of always exclusively trying to sell them something (called transactional marketing). Customers who love your brand more will also spend more money with your brand.



Many traditional retailers have found this to be true. Walgreens has seen that customers who buy from all of their purchasing channels (store, web, mobile, etc) buy up to six times more than the average customer that only buys in their store.

## *Tologreens* At the corner of HAPPY & HEALTHY™

**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. This continues to tie the Coca-Cola brand to the core emotion of happiness, but also invites customers to experience the real product offline.



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



The new APP "Super Foul" is available on www.superfoul.tv

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

**Rolls-Royce's release of their Year of** the Dragon Collection edition of the Phantom sold quickly. Although the cost of the car was higher than other luxury cars, the scarcity drove the desire and the price.



**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.



**Call-to-Action Marketing:** Convert more customers on the web. CTA is a part of inbound marketing used on websites in the form of a banner, text, or graphic. The CTA prompts a customer to click and move into the conversion funnel from navigating an online store to making a purchase.



**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. Think of a movie trailer that got you very excited to go see the movie. While not showing all the aspects of the movie, the advertiser can create enough intrigue to drive viewers to want to see more.

## THE DARK KNIGHT<sup>TM</sup> IN THEATRES JULY 18 À L'AFFICHE DÈS LE 18 JUILLET

ANTERNA DERVENSE

## **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.

Walmart is an example of an effective mass market retailer. As the number one retailer in the world, they are very smart about their mass marketing efforts, often giving their customers a feeling of locality and warmth.



**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.

For a retailer like Hallmark, 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 relevant in their lives.

## Kids add their personal touch.

I give right back to YOUI Happy Mother's Day

MESS-FREE solution makes handprint magically appear.



Hallmark Like This Page · 4 hours ago @

Kids make them, grown-ups love them. Now it's easy for kids to add their personal touch to new Magic Prints Cards & Gifts. Learn more at http://bit.ly/MagicPrints.

Like • Comment • Share

🖞 194 people like this.

🗊 37 shares



Ginny Lee Lawson thats awesome!!! 4 hours ago · Like · ⊯ 1

Te.

Anna Musgrave Bannister We recently saw these in a Hallmark Gold Store recently and thought they were adorable. Great Mother's Day idea. 4 hours ago · Like · #3 2



Gretchen O'Brien These are really cool! about an hour ago via mobile · Like · 🖒 1



Hallmark Magic Its My Party Hats and Gifts What a terrific idea! 20 minutes ago · Like



Write a comment...

**PR Marketing:** Work with the media to bring awareness to your products and the benefits your products offer.

When Apple's founder Steve Jobs was alive, Apple held a major press conference to announce every new product. This tradition is now continued by their new Apple CEO and CMO. When things go wrong, a good PR marketing strategy is vital too.


Viral Marketing: Get your customers talking about your products and services by hitting on something so great that people can't help but share with others. Each time a new product is created, customers have to be given a reason to dream about their future purchase.

WestJet expected 800,000 views from its 2013 Christmas video. But in the few short days since Christmas Miracle went live, it topped 13 million views by people in more than 200 countries. It made news in the U.K., Australia, Japan, Poland, and Malaysia. The media attention generated by this viral video is estimated at over a million dollars.



**Online Marketing:** Discover ways to leverage the web. Most online strategic marketing efforts today are a mix of growth hacking strategies (A/B testing taken to the max) and a variety of awareness tactics that drive attention.

A very effective online marketer is the insurance company Geico who simply asks their users to enter their zip code for an instant quote on a better savings.



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



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

Many business-to-business marketers depend on email marketing as a primary way to connect with customers. At industry tradeshows, IBM consultants can often be seen exchanging email information with their prospects.



**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.

When Microsoft was selling their accounting software they often used outbound marketing to identify potential targets before trying to call the companies for an in-person meeting.



**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 a credit line, a 401(k) plan, or a variety of other services the bank offers.



REMOVE GIFT CARD FOR IMPORTANT INFORMATION



## **Freebie Marketing:** Sell items at low rates or give them away free to boost the sales of another complementary item or service.



**Augmented Marketing:** Provide additional services through innovative offerings and benefits to your customers to increase their level of satisfaction. Amazon.com offers their Prime program to customers who want free 2day shipping for a one-time annual fee.



**Newsletter Marketing:** Write a newsletter that highlights some of the newsworthy things that have happened for the organization.

The Motley Fool has been sharing its investment insights with its community for many years. These newsletters create a sense of inclusion and participation with their members and has become the primary driver for its incredible growth.



**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 products have to be experienced before being purchased. There are very few customers that will buy a new automobile without doing a great deal of research and test-driving the car first. Tradeshows are industry gatherings where customers are invited to come sample all that the industry has to offer.

To introduce their new lines of products, Ford Motor Company spends a great deal of time setting up and operating their booth at the international consumer auto shows each year. These auto trade shows give reporters and consumers a chance to experience cars first hand.





## ONE TEAM . ONE PLAN . ONE GOAL

**Article Marketing:** If expertise is highly valued in your industry, articles can offer a powerful tool to showcase your knowledge and expertise. Some innovations are shared in the form of articles or white papers where technical information needs to be conveyed to specialized buyers.

Sign Up

web services

AWS Products & Solutions -

Dev

My Acco

Amazon.com has dedicated part of their site for white papers on technical knowhow on cloud computing. This is a very sophisticated form of marketing for specialized buyers.



## Whitepapers

The whitepapers section features a comprehensive list of technical AWS whitepapers, covering topics such as architecture, security and economics. These whitepapers have been authored by the AWS Team, independent analysts or the AWS Community (Customers or Partners). To read reports authored by industry analysts click here. This page will be regularly updated with new and updated whitepapers and reports. Check back regularly or subscribe to the RSS feed for new content.

Search Marketing: Make Google your business partner. These days, when consumers have questions they often don't ask their friends; they go straight for Google. Learn to master search engine optimization techniques for your web pages.



**Direct Mail Marketing:** Communicate directly with the customer, with advertising techniques that can include text messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising. Direct marketing messages emphasize a focus on the customer, data, and accountability.
While there is often a negative side to this approach (consumers don't want to be bothered with a flurry of mail), many smart companies execute direct marketing well. Catalog retailer L.L.Bean created direct marketing programs that their customers look forward to receiving.

# L.L.Bean



FREE \$10 Gift Card with the purchase of \$50 or more SHIPPED & FREE | CONRANTEED TO LAST



**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.



**Drip Marketing:** A communication strategy that sends, or "drips," a pre-written set of messages to customers or prospects over time. These messages often take the form of email marketing, although other media outlets can also be used as well.

**Community Marketing:** Cater to the needs and requirements of your existing customers (as opposed to using resources to attract new consumers). This promotes loyalty and product satisfaction and also gives rise to word of mouth within your brand's community.



Social Media Marketing: Engage your customers through sites like Facebook and Twitter. Social media provides a unique opportunity for savvy businesses willing to invest in customer engagement. Social media marketing is still in its infancy but it is growing up rather quickly.

Companies like Southwest Airlines have departments of over 30 people whose primary responsibility is to actively engage with customers on social media.

#### We've reached ONE MILLION followers! Use code TWITTERLUV for \$10 off RT Anytime, Business Select, or Wanna Get Away! http://bit.ly/5rJKBV

4:06 PM Jan 12th from TweetDeck



**Cross-Media Marketing:** As the name suggests, multiple channels like emails, letters, and web pages are used to give information about products and services to customers in the form of cross promotions.



**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.

**Business-to-Business Marketing:** B2B marketing allows businesses to sell products or services to other companies or organizations that resell the same products or services, use them to augment their own products or services, or use them to support their internal operations.

International Business Machines is a well known B2B marketer. IBM's business has grown by taking an intelligent approach to marketing their products to other business and governments around the world.



**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.



**B2C Marketing:** Convert shoppers into buyers as aggressively and consistently as possible. B2C marketers employ merchandising activities like coupons, displays, store fronts (both physical and online), and special offers to entice the target market to buy.



**Cloud Marketing:** An Internet-based marketing approach where all marketing resources and assets are transferred online so that the respective parties can develop, modify, utilise, and share them. Consider how Amazon.com gets customers to buy digital books, movies, and televisions shows in a digital library that is accessible in the customers online accounts or on their digital devices like the Kindle Fire.



**Mobile Marketing:** Provides customers with time- and location-sensitive personalized information that promotes goods, services, and ideas via mobile devices like smartphones and tablets.



#### DUNKIN' DONUTS

Mobile rich media banner game showing all the different flavors you can make your coffee

Alliance Marketing: Two or more businesses entities come together to pool their resources to promote and sell a product or service, which will not only benefit their stakeholders, but also have a greater impact on the market.



**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.

In 2004, Dove launched the Dove **Campaign for Real Beauty focusing on** the natural beauty of women rather than advertising their product. This campaign caused their sales to soar above \$1 Billion and lead Dove to recreate their brand around this strategy.



**Telemarketing:** A method of direct marketing where a salesperson solicits prospective customers to buy products or services, either over the phone or through a subsequent faceto-face or web-conferencing appointment scheduled during the call. Telemarketing has come under fire in recent years, being viewed as an annoyance by many.

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

**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.

## P&G brandSAMPLER® gives you a chance to try great products before you buy!

Sign up for access to the latest offers from P&G.



**Database Marketing:** A form of direct marketing using databases of customers or potential customers to generate personalized communications in order to promote a product or service. Database marketing emphasizes the use of statistical techniques to develop models of customer behavior, which are then used to select customers for communications.
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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.

**Permission Marketing:** The privilege (not the right) of delivering anticipated, personal, and relevant messages to people who actually want to get them. It recognizes the new power of the best consumers to ignore marketing, and that treating people with respect is the best way to earn their attention.



**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.

## Introducing The ALL-NEW Rapid Rewards® New Members Get 250 Bonus Points





NONE OF THEIR RED TAPE.

**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.



MEN'S

VIEW ALL

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### KOBE MADE FOR KOBE. DESIGNED BY YOU.

CUSTOMIZE THE ZOOM KOBE V ID WITH YOUR CHOICE OF COLORS, MATERIALS, GRAPHICS, AND PERSONAL ID.

START CUSTOMIZING NOW

CHOOSE YOUR COLOR



#### WHAT'S HOT NIKE AIR MAX 1 ID

> CREATE YOUR OWN> VIEW THIS DESIGN

BY SPRIGAN



WHAT'S NEW NIKE SHOX NZ ID

STUDIOS

CREATE YOUR OWN

BY CAMERON2000



NEWSLETTER GIFT CARD WHAT IS NIKEID?

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CUSTOMER SERVICE PRIVACY/TERMS OF USE

**Guerrilla Marketing:** Use unconventional and inexpensive techniques with imagination, big crowds, and a surprise element to market your products and services. A popular example is flash mobs.









## SHARK WEEK

TO THE BRENCH PLEASE AND FOUND

ISCOVERY AUSTAS

**Brand Lover Marketing:** Brand Lovers bring brands to life. For a brand to elevate itself into the "Cult Brand" category, 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.



# Upgrade Your Marketing Intelligence

www.cultbranding.com/blog