

Adv And Sales Promotion module 5

Short answers:

1. Social media refers to online platforms that allow users to interact and share content with each other. Social media marketing involves using these platforms to promote a brand or product by creating and sharing content with the goal of engaging and building relationships with consumers.
2. One effective social media marketing tactic is creating and sharing engaging content that encourages social sharing and interaction, such as polls or quizzes. Another tactic is using social media to provide customer service and respond to inquiries or complaints in a timely manner.
3. Content seeding involves creating and distributing content to a network of influencers or brand advocates who then share the content with their followers. An example would be a company creating a new product and sending free samples to popular bloggers or social media influencers, who then share their positive reviews with their followers.
4. Video marketing involves creating and sharing video content on social media platforms to promote a brand or product. An example would be a company creating a funny or informative video advertisement and sharing it on YouTube, then promoting it on other social media platforms.
5. Influencer marketing involves partnering with popular social media users to promote a brand or product to their followers. An example would be a beauty company partnering with a popular makeup tutorial YouTuber to feature their products in a tutorial video.
6. One other basic social media marketing strategy is social listening, which involves monitoring social media platforms for mentions of a brand or product and responding to those mentions in a timely and helpful manner. An example would be a hotel chain monitoring social media for complaints about room cleanliness and responding with an apology and offer to remedy the situation.
7. Alternative marketing refers to marketing tactics that are unconventional or unexpected, and often involve grassroots or experiential tactics. Forms of alternative marketing include guerrilla marketing, ambient marketing, and experiential marketing.
8. Guerrilla marketing involves using unconventional and low-cost tactics to promote a brand or product, often in unexpected ways. An example would be a company staging a flash mob in a public place to promote a new product launch.
9. Ambient marketing involves using everyday objects or situations to promote a brand or product in unexpected ways. An example would be a company placing stickers or decals in public restrooms promoting a new line of personal care products.
10. Product placement involves featuring a brand or product in a TV show, movie, or other media in a subtle or non-intrusive way. Branded entertainment involves creating content, such as a web series or short film, that features a brand or product in a more prominent way.
11. Brand communities are groups of consumers who share a common interest or passion for a brand or product, and who come together online or in person to discuss and share their experiences. They form because consumers want to connect with like-minded individuals who share their enthusiasm for a particular brand or product, and to feel a sense of belonging and community. Figure 10.11

illustrates the concept of brand community and provides examples such as Harley-Davidson and Lego.

Long answers:

1. One example of a viral marketing campaign is the "Ice Bucket Challenge" which became popular in 2014. The campaign involved people dumping a bucket of ice water on their heads and nominating others to do the same. The goal was to raise awareness and funds for amyotrophic lateral sclerosis (ALS) research. The campaign was initiated by the ALS Association, but it quickly spread across social media platforms and attracted participation from celebrities, politicians, and other influential people.

The campaign was highly effective in terms of raising awareness and funds for ALS research. According to the ALS Association, the campaign raised over \$115 million in donations and attracted over 17 million participants. The campaign was successful because it relied on the power of social media and peer influence. People were motivated to participate because they were nominated by their friends, family members, and colleagues. In addition, the campaign leveraged the power of celebrities and influencers who amplified the message to their followers.

Link to the campaign: <https://www.als.org/stories-news/als-association-ice-bucket-challenge-what-happened-next>

2. Recently, I purchased a new book recommended by a friend who shares similar interests and tastes with me. I trusted their recommendation because they have a good track record of suggesting quality books that I have enjoyed in the past. In addition, my friend took the time to explain why they thought the book would be a good fit for me and shared their personal experience with the book.

Recommendations from someone I trust are very important in my purchase decisions. This is because I value the opinion and experiences of people who have similar interests and tastes as me. I believe that they have taken the time to research and evaluate the product, and that their recommendation is based on genuine satisfaction with the product. Furthermore, recommendations from people I trust help me discover new products and experiences that I may not have found on my own.