

# MARKETING STRATEGIES

## Traditional Strategies

Catching the consumer's attention so they will watch, listen to or watch an ad is an advertiser's first objective. The second objective is to make an impression on the consumer. The impression can be as simple as remembering a brand name so that it stands out from the crowd later. Traditionally, advertisers have used various advertising and marketing strategies to accomplish these objectives, including these three:

1. SEX The use of sexual images and suggestions appeals to our basic psychological drives, so it immediately captures our attention. The product or service being advertised does not have to be related to sex, so long as our attention is captured long enough to read or watch the ad.
2. Testimonials: A testimonial is a statement by someone just like the listener, or someone who the listener respects, telling how they have benefited from a product or service. A testimonial ad urges the consumer to accept the speaker as someone who could be in the same community.
3. Endorsements: Endorsements are very similar to testimonials, except they are statements by celebrities. Endorsements appeal to our desire for status.



SEX



TESTIMONIALS



ENDORSEMENTS

## CURRENT STRATEGIES: VIRAL MARKETING

When a story, rumor, image or video capture the attention of the public, people generally share the item online. Occasionally, this sharing "explodes" into a worldwide phenomenon we call "going viral." Much like a flu virus, the sharing can suddenly spread through a population. The most common examples of messages going viral are the viral videos that spring up on sites like YouTube, FaceBook and Vimeo.

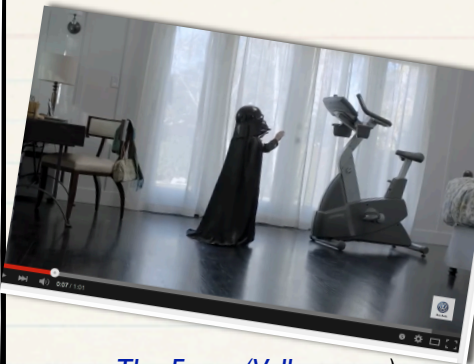
Viral videos may feature something amusing, shocking, funny or controversial. One thing



they have in common is a sudden, explosive, short life. [Click here](#) to see one explanation of what makes a video go viral.

Advertisers are excited by the possibility of people voluntarily (and eagerly) sharing videos worldwide. To take advantage of this effect, they study viral videos, and practice

Viral marketing is one type of social media marketing, and videos are the most talked-about examples of viral marketing (perhaps because they work so well on the evening news). Click the following links to watch some examples of viral marketing videos:



[The Force \(Volkswagen\)](#)



[Baby and me \(Evian Water\)](#)



[Ship My Pants \(KMart\)](#)

If you shared any of these links, you were part of a new phenomenon in advertising: full-length advertisements that consumers choose to distribute, at their own cost. You can think of this as the digital version of people paying extra to wear clothing that featured a company's logo.