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# Journal of Marketing Strategy

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## Aims and Scope

Marketing strategy is essential for every business. This Journal of Marketing strategy is containing contributions from theoreticians and practitioners cover a wide area including:

State of the art papers on particular topics - e.g. portfolio planning, sales management, pricing.

Strategy of the marketing - Marketing strategy, you must study and evaluate your business and its target audience, then create a plan of action and follow through with it.

Customer behavior - How and why both corporate and ultimate customers behave in the way they do.

Marketing intelligence - The establishment and maintenance of marketing information systems and everything associated with them.

Case studies - How an organization has tackled an important marketing problem.

Field Containing-

- ❖ Retail Marketing
- ❖ Relationship Marketing
- ❖ Social Marketing
- ❖ Product Marketing

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# Journal of Marketing Strategy

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# Journal of Marketing Strategy

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## Contents

Sr. No.	Title / Authors Name	Pg. No.
1	Old versus New Rules of Marketing – Prof. Dr. Francis Arackal Thummy	01 - 11
2	Social Network: As A New Ecosystem For Professionals – Dr. Mansi Khanna, Mrs. Manju Khanna	12 - 19
3	Social Media As A Marketing Tool For Attracting Prospective Students For College – Nidhi Singh	20 - 27
4	Marketing Opportunities In The Digital World – Sarthak Aggarwal & Kirtana Chandrashekhar	28 - 33
5	Guerrilla Marketing: A Disruptive Marketing Approach in 21st Century – Teena Gupta	34 - 45

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## Old versus New Rules of Marketing

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### **ABSTRACT**

*The separator of old and new rules of marketing is the web. Prior to the arrival of the web, marketing organizations had only two significant options for attracting attention of clients: Buy expensive advertising or get endorsement, mainly through advertorials, from the media. But the web has changed the rules. Organizations that understand the new rules of marketing develop relationships directly with consumers. In this scenario advertising today is a money pit of wasted resources. The web has opened a tremendous opportunity to reach niche buyers directly with targeted information that costs a fraction of what big-budget advertising costs. With old rules of marketing it simply meant advertising and branding; advertising needed to appeal to the masses; advertising relied on interrupting (for instance a TV show) to gain people's attention to a product; it was one way – company to consumer; creativity was deemed the most important component of advertising; it was more important for the ad agency to win advertising awards than for the client to win new customers. None of this is true anymore; the web has transformed the rules; this paper would like to argue that a company must transform its marketing to make the most of the web-enabled marketplace of ideas.*

**Keywords: Marketing, Internet, Web, Marketing Mix**

### **1. INTRODUCTION**

Parallel to old and new rules of marketing are old media and new media; in the old media there were a set of marketing rules, which are replaced by a new set of rules being followed by the new media, which were ushered in by the internet. The impact of the Internet as a commercial carrier was felt within a short time. “The Internet is a tidal wave. It will wash over nearly all industries drowning those who don't learn to swim in its waves.” These words were expressions of 'wild enthusiasm' and optimism regarding the internet revolution causing great changes in the marketing sector. Soon this was replaced by a phase of learning and maturity as marketers began to ponder the potential benefits of the new technology. Sure, there was absolutely no hesitation to believe that internet based marketing will continue to grow. Internet technology has become available on many platforms – PC, Laptop, Tablet, Mobile phones. And so when one looks back this expectation of internet facilitating a major portion of marketing has fallen in place. This phenomenon has made it important for us to talk about the traditional models and new models of marketing.

According to the Business Dictionary, Marketing is “the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 Ps of marketing: (1) identification, selection and development of a product, (2) determination of its price, (3) selection of a distribution channel to reach the customer's place, and (4) development and implementation of a promotional strategy”. Now this definition was sufficient according to the old rules of marketing but in the cyber-age we need to add a digital dimension to it which would entail management and execution of marketing using electronic media such as the web, e-mail, interactive TV and wireless media in conjunction with digital data about customers' profile and behaviour (Chaffey, 2008: 519). This can also be known as 'electronic marketing' and which will include the concept of 'direct marketing'. Also according to the old rules of marketing the four Ps of marketing mix was considered the norm but according to the new rules of marketing another three Ps have to be added: People, Process, and Physical evidence.

### **3. OBJECTIVES OF THE RESEARCH**

The main objective is to explain the drastic changes that have taken place in marketing with the advent of digital age.

Another objective is to describe and compare the old and new ways of marketing.

The paper would like to study as to what benefits would accrue to marketing by following the new rules of marketing.

### **4. RESEARCH METHODOLOGY**

It is a descriptive-explanatory study. Descriptive research is a research that explores and explains an individual, group or a situation. It describes characteristics and functions. In the present paper the situation is that of marketing; the marketing situation has undergone changes – from traditional mode to the new. The paper will describe the old and new rules of marketing and offer explanation as to the advantage of the new compared to the old. The paper will also look into the characteristics of traditional as well as the internet-based marketing.

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<sup>1</sup>Rules' here do not stand for legally laid down dos and don'ts; it simply means the way something is done in this context of course marketing.

<sup>2</sup>Richard Gay, Alan Charlesworth, and Rita Esen. (2007) *Online Marketing: A Customer-led Approach*. New Delhi: Oxford University Press, 02.

<sup>3</sup>See<<http://www.businessdictionary.com/definition/marketing.html>> 18 February 2018.

## 5. MARKETING COMMUNICATION

Whether it is old or new rules of marketing they are all based on communication. It is various means of communication which conveyed the rules. Within the limited scope of this paper we can only deal with some of the main means of communication that were used in marketing. Marketing communication used to be limited to three kinds of messages which were relevant to efforts at directing, soliciting or persuading consumers or users of the product offered for sale: i) Logistic information ii) Persuasive or promotional information iii) Problems solving information.<sup>4</sup>

Marketing communicators also took note of the five questions that Laswell outlined in his book *The Structure and Function of Communication in Society*:

### i) Who is the communicator? (Control Analysis)

Logistic messages are exchanged between buyers and sellers. The seller or his agent conveys messages to rail and road transport centres for ensuring prompt delivery of goods in the marketing sector. The seller may have to employ yet another communication to materialise sale of his product. “The main task in control analysis is to convey the message of the sender or seller with clarity so that it is correctly understood and properly grasped ....”<sup>5</sup>

### ii) What is the content of the message? (Content Analysis)

While communication is made between sellers and buyers, here the pertinent question is what is the purpose or ulterior motives of the message. It is to create that want satisfying power. “The seller in order to produce this effect presents the product that gratifies both desire and need of the prospective customer ....”<sup>6</sup> All business communication and its content are not necessarily subtle. To explain this further Kumar (2008) falls back on McGarry's views on 'The Contractual function in marketing'. According to this the content of communication should be very clear, possibly talk the same language. Precision in communication is the major factor in agreement. Marketing research has been one of the important factor in content analysis.

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*Niraj Kumar. (2008) Marketing Communications: Theory & Practice. New Delhi: Himalaya Publishing House, 6-7.*

## iii) Who is the audience for which the message is intended? (Audience Analysis)

The third factor in Lasswell's Communication theory was the receiver of the message or an audience. In marketing audience consists of buyers and sellers. Audience can also be characterized as market. Such audience may be segmented and may comprise of different categories who receive (react) to messages differently. For instance advertisements targeted at various sections of the market – children, youth, adult, men, women – may be received with great effect. For instance, young people and adults interested in fitness might subscribe to magazines on fitness.

## iv) What information media or means of transmitting the message are employed? (Media Analysis)

There are specific communication channels for specific messages. Magazines, newspapers, radio and television offered platforms for specific messages. Advertisement and market news used to be transmitted by a host of communication channels such as the radio, television, satellite and other networks, besides advanced electronic devices. But messages conveyed through advertisement in newspapers was entirely different from advertisement through radio. Companies bought (through its ad agencies) media space for anticipated results.

## v) What behavior follows receipt of the message? (Effect Analysis)

And finally Laswell spoke of the feedback of the receiver to the sender - effect analysis. “Feedback may be described as the difference or discrepancy between the desired and achieved result of performance.” It has to do with the relationship between the content of the message and the subsequent conduct of the audience. Mass media is said to have immense power over the minds of the audience, though there is much debate as to the degree or level of this effect. Joseph Klapper (1960) says that “Mass communication ordinarily does not serve as a necessary and sufficient cause of audience effects, but rather functions through a nexus of mediating factors and influences. These mediating factors ... typically render mass communication a contributory agent, but not the sole cause in a process of reinforcing the existing conditions.” As far as marketing is concerned the feedback on competitive conditions or of the popularity of a product or otherwise helps the marketer to plan and execute adjustments needed for taking corrective action

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<sup>5</sup>Ibid., 8-9.

<sup>6</sup>Ibid., 10.

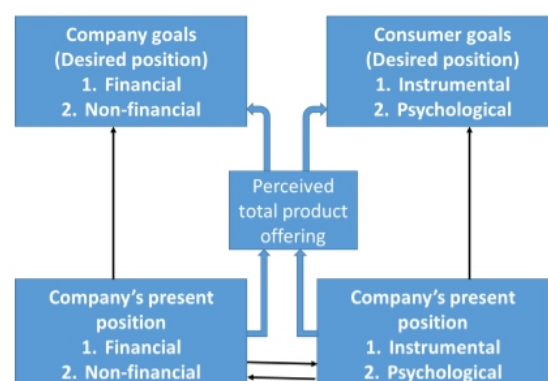


Marketing communications used:	Impact/Result:
Written messages	When these different stimuli are perceived and interpreted by consumers, marketing communications takes place.
Symbols	
Pictures,	
Window displays	
Salesmen/women	
Attractive and colourful packages	
Centrally located show rooms	

## 6. THE NEED FOR MARKETING COMMUNICATIONS

Companies always want to improve from its present position. Similarly consumers also look for better products to attain the personal goals he/she sets for himself/herself. The common element which permits the company and the customer to move closer to their goals is the total product offering – a bundle of satisfactions which a company offers to its prospective buyers or probable customers. Consumers normally purchase for the meanings the product has for them and for what it will give them instrumentally as well as psychologically. Therefore it is very important for marketing communications to share the meaning of the company's total product offering with its customers in such a manner as to help the company to move closer to its goals and at the same time help customers to attain their goals (Kumar, 2008). See Figure 1.

**Fig. 1 The Role of Marketing Communications in the Marketplace**



(Adapted from John B. Stewart. (1965) "Product Department," in George Schwartz (Ed.), (1965) Science in Marketing. New York: John Wiley & Sons, Inc., 1965, P. 164).

## 7. TRADITIONAL MARKETING COMMUNICATIONS MIX

Most companies used to chalk out comprehensive communication strategies for their product. Let us take a closer look at some of the elements which were part of the company's promotional effort. Promote is to motivate customers to action (to make a purchase). Activities which aimed at doing this included advertising, personal selling, sales promotion, publicity, and POP (point of purchase) communication. For those in media, communication, and marketing these elements are self-explanatory and so this paper will not go into them in detail. At the same time these elements can be presented in a table for a quick glance. In many ways this will be an expansion of table 1.

**Table 2: Common Communication/Promotion Tools**

Advertising	Sales Promotion	Public Relations	Personal Selling	Direct Marketing
Print and Broadcast ads	Contests, games, lotteries	Press kits	Sales presentations	Catalogues
Movies	Premiums and gifts	Speeches	Sales meetings	Mailings
Brochures and booklets	Free Samples	Seminars	Incentive programmes	Telemarketing
Posters and leaflets	Fairs and Trade shows	Annual reports	Samples	
Directories	Exhibits	Charitable donations	Fairs and trade shows	
Reprints of ads	Demonstrations	Sponsorships		
Billboards	Coupons	Publications		
Display signs	Rebates	Lobbying		
Point of purchase displays	Low interest financing	Company magazine		
Audiovisual material	Entertainment	Events		

(Adapted from Niraj Kumar. (2008) Marketing Communications: Theory and Practice. New Delhi: Himalaya Publishing House, P. 65)

## 7.1 Marketing Mix

The traditional Marketing Mix consisted of the four variables: Product, price, place, and promotion. They are the tools used by companies to pursue its marketing objectives in the target market.

**Product:** is an object/service or anything of value which is offered to the market for exchange. It is a mixture of tangible and intangible attributes, which are capable of being exchanged for a value, with ability to satisfy customer needs. A company takes care that it produces only those products which are in demand in the market and satisfies the customers' need. Every product is perceived to have its product life-cycle that includes the stages of entrance, growth, peak, and decline. In the decline stage companies adopt many strategies to increase the demand of the product.

**Price:** is the amount paid by the consumer in exchange for a product or a service. No product is launched without a price tag. One of the criterion of a product being in demand or not in demand is the price. Thus price is an important factor that affects the success or failure of the product in the market. It is also a determining factor of the bottom line of a company.

**Place:** It has to do with the manufacturing of the goods and offering of the services at the right place and at the right time so that the consumer can purchase the product or avail the services. If a product/service is not available in a shop/place consumers are put in difficulty. Also a sale opportunity is lost.

**Promotion:** Every company has to promote its products/services. It involves informing effectively the target audience about the product's features, specifications, quality etc. It is a very significant part of marketing that boosts brand value and brand sales. Advertisement is the more common media tool used for promotion. Word of mouth is also used for promotion. It is an effective form of promotion as it is an endorsement by the satisfied customers. The sales staff could also play an important role through public relations and interpersonal contact.

Traditional marketing was based more on planning and strategy involving advertising agencies, branding and PR firms, market research firms ...etc., The marketer didn't require a lot of technical skills.

## 8. NEW RULES OF MARKETING

New rules of marketing is conveyed through new forms of communication namely through digital medium. "The internet and other digital media such as digital television and mobile phones enable new forms of interaction and new models for information exchange."<sup>9</sup> How this is done is explained by using the model developed by McDonald and Wilson (1999). They describe the '6 Is of the e-marketing mix'.

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<sup>9</sup>Dave Chaffey et al. (2008). Internet Marketing: Strategy, Implementation and Practice (Third Edition).

<sup>10</sup>London: Pearson, 21.  
As cited in Chaffey, 22.

1) Interactivity: the modus operandi are the following: a) the customer initiates contact seeking information; b) the marketer is fully attentive to the customer when he/she is viewing a website; c) the company gathers and stores the data about the customer; d) individual needs of the customer will be taken into account and addressed in the future.

Old media were/are predominantly *push* media – marketing message was/is sent from company to customer and other stakeholders. There is limited interaction with the customer. On the web medium it is often the customer who initiates contact and is seeking information. In other words it is a *pull* mechanism. Therefore, it is important for an industry to have good visibility in search engines (Chaffey, 21). The internet is being used for two-way communications, which may be extensions of the traditional direct-response approach. According to Hoffman and Novak (1997) digital media represent such a shift in the model of communication that it is a new model or paradigm for marketing communications. They suggest that in this mode of communication the medium itself comes into play: “Consumers can interact with the medium, firms can provide content to the medium, and in the most radical departure from traditional marketing environments, consumers can provide commercially-oriented content to the media.”<sup>10</sup>

2) Intelligence: Internet being used to collect customer profiles, sometimes on the basis of questionnaire responses. Also using the wealth of marketing research data available from the web. Marketers use the web analytics approaches to build their knowledge of customer preferences and behavior.

3) Individualisation: Web enabled interactive marketing communications facilitates that a product can be tailored to the individual at relatively low costs, unlike in the old media where the same message will be tend to be sent to everyone. Individualisation is usually done based on the intelligence collected about website visitors. This can also be referred to as personalization. For instance, Amazon greets customers by name on its website and offers recommendations on various products based on previous searches on its site or purchases.

4) Integration: In the web-age there is enough scope for integrated marketing communications that is internet complementing other channels for communications from organization to customer and vice-versa. Many industries have been integrating e-mail response and web site call back into their existing call-centre or customer service operation.

5) Industry restructuring: Web-based marketing require that industry be re-structured. Here two concepts come into play: Disintermediation and Reintermediation. The former is the removal of

intermediaries such as distributors or brokers that formerly linked a company to its customers and the latter is the creation of new intermediaries between customers and suppliers providing services such as supplier search and product evaluation (Chaffey, 25).

6) Independence of location: internet-marketing gives a company a global reach providing opportunities to sell into international markets that may not have been possible with old media. With this type of marketing local sales or customer service agents can be overlooked except in the case of some products.

Scott (2015) says “standard marketing education still talks about the four Ps of marketing ... as being the most important things. That's nonsense. To succeed on the web under the new rules of marketing ... you need to consider your organizational goals and then focus on your buyers first. Only when you understand buyers should you begin to create compelling web content to reach them.”<sup>11</sup>

Scott goes on to explicitly state the new rules of marketing<sup>12</sup>:

- Marketing is more than just advertising.
- You are what you publish.
- People want authenticity, not spin.
- People want participation, not propaganda.
- Instead of causing one-way interruption, marketing is about delivering content at just the precise moment your audience needs it.
- Marketers must shift their thinking from mainstream marketing to the masses to a strategy of reaching vast numbers of underserved audiences via the web.
- Marketing is not about your agency winning awards. It's about your organization winning business.
- The internet has made public relations public again, after years of almost exclusive focus on media.
- Companies must drive people into the purchasing process with great online content.
- Blogs, online video, e-books, new releases, and other forms of online content let organizations communicate directly with buyers in a form they appreciate.
- Buyers want information in language they understand, not gobbledy-gook-laden jargon. \
- Social networks like Twitter, Facebook, and LinkedIn allow people and companies they do business with.
- In our always-on world, buyers expect instant, 24/7 communications.

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<sup>11</sup>David Meerman Scott. (2015). *The New Rules of Marketing & PR*. Hoboken, NJ: John Wiley & Sons, Inc., 162.

<sup>12</sup>Ibid., 37

Entrepreneurs, CEOs, and business owners want people to pay attention to their company. In the old marketing tradition the following people – marketers, PR pros, advertisers, and salespeople – would have been paid handsomely to generate attention. While these are still useful and can be effective one new approach is to create something interesting, and publishing it online for free: a YouTube video, blog, research report, series of photos, Twitter stream, e-book, Facebook fan page, Instagram posts, or other piece of web content. Most companies overspend on advertising, PR, and sales and underinvest in social media, but it will be immensely beneficial if nearly all firms do some combination of each (Scott, 2015: 415-416).

## 9. INTEGRATING THE OLD AND NEW MARKETING MIX

It must be noted here that just because the world is connected to the internet 24/7 doesn't mean that people do not venture into the physical market place. While many companies are now focusing their time and money solely on internet marketing and social media campaign, it's important not to neglect the traditional ways of marketing.<sup>13</sup>

A marketing strategy can be more effective if both online and offline marketing tactics are integrated in one. Traditional marketing mix presents highly effective way to reach a broad spectrum of consumers. On the other hand internet marketing can be used to create a relationship with the customers. A company should use the traditional marketing mix to generate broad awareness and drive customers to the digital experience (Banerjee, 2017: 300). Companies do need a combination of multiple marketing strategies and tactics to maximize the outcome. In effect it means for businesses to integrate their online and offline marketing campaigns.

**Table3: Comparison of Traditional Marketing and Internet Marketing**

Parameters	Traditional Marketing	Internet Marketing
1.Target reach	Reach is limited: For e.g., a radio ad might play in one locality – your town/city/region	Reach is unlimited: Customers all over the world through websites, blogs, YouTube videos ...
2.Cost	Requires huge costs for printing ads, ads on TV or for placing on billboards.	Cost-efficient: Online ads for instance on Google are cheaper.
3.Data	Can be preserved in physical form – hard copy of matter which can be read over and over again.	Data is kept in soft copy, which is available any time.
4. Level playing field	Small retailers struggle to compete with large players in terms of resources	In the digital realm it is almost equal; it is largely depends on marketing strategy and technical skills.

## 10. CONCLUSION

In this short paper an attempt has been made to present the old and new scenarios of marketing, which is hinged very much on the communication apparatus used. Though seem outdated the old still has its relative relevance. Old style Advertising and Public Relations firms' role may have diminished drastically but their role is not extinguished. In the cyber age these have gone online. The wise thing for companies to do is to combine both the old and new ways of marketing, the emphasis perhaps being on the new. Online has provided companies the best opportunity ever to expand into global markets. Marketing has become borderless.

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## Brief CV

Did his PG Diploma in Media studies from Griffith College, Dublin, Ireland, and Licence and Doctorate in Social Sciences, specializing in media, from Gregorian and St. Thomas Universities in Rome. Has a Master's Degree in Philosophy from Nagpur University. Licence in Philosophy from St. Thomas University, Rome. Taught Media, and Philosophy for 22 years at many Institutes and colleges. Has published five books. Presented papers in national and international conferences and seminars. He has a significant presence in online media with a personal website, blogs, and social networking pages offering comments on economic, political, religious, and social matters. Presently he is a full Professor of Journalism and Mass Communication at Amity University, Haryana.

<sup>13</sup> Gelb David. (2013). "Benefits of Integrating Online and Offline Marketing." <<https://www.jbidigital.co.uk/blog/benefits-of-integrating-online-and-offline-marketing>> 17 February 2018



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## Social Network: As A New Ecosystem For Professionals

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Our Environment refers to our surroundings in which the humans interact with each other at any given point of time and space.

Environment is what is around us or what is around something. It includes physical, chemical and other natural forces. In the environment there are interactions between animals, plants, soil, water, and other living and non-living things. In other words, the environment is all of the natural materials and living things including sunlight. This is also called the natural environment. Things in the natural environment that we value are called natural resources.

Since we all are already aware of the term ecosystem; an ecosystem is a large community of living organisms (plants, animals and microbes) in a particular area. The living and physical components are linked together through nutrient cycles and energy flows. Ecosystems can be of any size, but usually they are in particular places.

Social media is the term used for an online platform such as LinkedIn, Twitter, Facebook or any other community discussion board, where individuals can post information, exchange ideas and comment. Organisations have also realised that social media is an effective vehicle for recruitment. They use it to widen their selection pool to a larger community of professionals who possess the expertise they're looking for.

Many professional institutes, educational establishments and media organisations provide an array of online communities for niche audiences to exchange information, advice and opinions. You can also use [YouTube to upload video content or produce a blog to share your commentary on hot topics.](#)

Keep an eye on developments as this is a very fast-moving area and relatively new social media applications, such as [Google+, are likely to grow in importance.](#)

Social media has made it easy and acceptable for you to advertise your skills and to connect with others who may be interested in your professional services. If you're not using it you could be missing out on opportunities to advance your career interests.



Nowadays Social Media plays an important role in our life, we are using it to keep in touch with our friends and make some new friends. Besides that we want to show the world what we are doing by means of posting pictures or videos. These tools are all very useful, but do they control our life too much? A few years ago Social Media wasn't that big yet, but nowadays people are able to use it for almost anything in their daily life. Everything looks and feels easier to do with social media. Social media websites are very useful for companies to keep in touch with their customers and get some important information about them, but there is also a negative side. There will be a chance that employees are more interested in their own personal Facebook timeline than in their work tasks. It will decrease the work productivity when people are influenced the whole day by social media instead of more important things.

All successful businesses have grown to know their audiences very well. The benefit of social media is that, getting to know your audience is now easier than ever. With analytics like Facebook Insights in Hoot suite you can understand the major demographics and patterns of your customer behaviours. This not only allows you to better target your audience but it also helps you understand the specific needs of your customer base.

While gaining insight on the demographics of your audience, social also helps you connect on an individual level. social media functions best in real-time, it gives you instant access to feedback from your customers. This insight is invaluable, as it can help everything from new product growth to customer retention.

The best part about social media is that if you have an Internet connection and a computer, anyone can participate. Meaning that in terms of monetary investment, you can do a lot with just a little bit of budget. For small businesses getting started in marketing, social media is an easy and affordable option.

Along with building relationships with your customers, many businesses use social to connect with other people in their industry. Along with connecting with other professionals, you can also use social to establish your business as an industry expert.

For advertisement purpose social media is considered as the best way for advertising. When compared to traditional advertising methods such as print media, TV and radio advertising, social ads are not only dependable, but also cheaper. What's more, you're allowed to engage on various social media channels for free before scaling with paid ads. You're free to grow on your own, at your own pace. Traditional advertising doesn't give you the luxury to reach out to your target audience the way social media ads do.

It simply doesn't work that way. Using social media ads you reach out to targeted prospects, increase your conversions and ultimately get a higher return on investment. Knowing if your ad is working or not is integral in order to improve it. When you're doing any type of offline advertising, you're unable to analyse the performance of your ad campaign. Social media ads on the other hand allow you to constantly keep track of how well.

Social media is now a days important in almost every field whether it be business, environment, industries etc. social media are basically computerized technologies that facilitates the creation and sharing of information, facts, ideas, interests and other forms of expressions. Some most popular social media sites include Instagram, facebook, snapchat, twitter, whatsapp, linkedin, viber, reddit, wechat, youtube and many more.

Social media can provide great understanding about how people interact with nature. Most people enjoy the outdoors with a camera and often share their photos on networking sites. The photos or pictures that visitors take and share, then, can provide valuable information for researchers and conservationists.

The role of social media is very important in shaping public awareness about global climate change and associated actions.

The social media play an important role in modern societies. Regarding environmental policy, media have a key role to play, especially in promoting environmental awareness and education. In fact various social media sites such as facebook, whatsapp, twitter, Instagram etc helps to spread awareness regarding environment.

It's simple and we know that social networking is a way for one person to meet up with other people on the net. Some people use social networking sites to make new friends and some use social networking to find old friends on net. Through social networking, a person can easily share his or her thoughts and idea to public. We sometimes think that social networking is for teens or the age group of 20-22. But, that's not at all true. Most of people who use social networking sites are even 30 and above. There may be as many as a thousand different social networking sites out there by now, and more starting every day. Many of them are just out there to help you meet up with new people and socialize. Some are created to help you find old friends.

Now a days almost every person in this world cannot live without a mobile phone. Cell phones are considered as necessity. It's difficult rather impossible for any person on this planet to live without cell

phone. Hence social media is considered to be the best medium to spread information or message regarding what all is happening in environment. We can share quotes or various other thoughts with public regarding environment conservation.

If Facebook were a country, it would be the third most populous in the world. This is what networking has evolved into in the modern world. It effectively means that corporate networking is much more important now that the person you were searching for being a mere mouse click away. Networking is about setting up and maintaining relationships with professionals. Networking, in the context of one's career, is about finding the right person at the right time. Whether it is for a business deal or involves identifying vendors, suppliers, employees. For most, the biggest motive for networking is to find a job they need when they need it.

Anytime is good time to network. A successful networker will have the liberty to call up a person at a moment's notice to solve an immediate problem. His web of connections would have been built strand by strand and kept strong through regular follow up. Like any relationship, it cannot be built at the time of need.

If we see on personal level, social media has been an important part in our lives as we cannot even think to live without it even for a few hours. This impact of social media on us is now slowly hitting professions and professionals as its target. It's important you have profiles built-out to show off who you are, your achievements and job history. Being inactive on social media will, in many cases, jeopardize your chance at getting your dream job. When done right, social media platforms can be a major help in getting noticed and eventually soliciting offers. While Facebook and Twitter are popular, it's important your presence doesn't end there. Being well-rounded, and at least having built-out accounts with several other sites is helpful.

As social media platforms continually evolve, it becomes more important for businesses and professionals to become involved with them. Social media offers a chance to connect with clients on a personal level and maintain a brand across all marketing channels. It can be challenging to incorporate social media into your professional life. You may struggle to compose posts that are appropriate for work, yet not so bland and safe that they're boring. Time management may become a challenge, especially when people respond and you're tempted to reply to them. Or your managers may be reluctant to let you use social media at all because they only associate it with bad things such as hackers and relatives who overshare. There are many ways to incorporate social media into your work day without having it take over. For example, set aside a five- or 10-minute break to share or retweet something

of interest or to post something beneficial to your employer. Most people struggle with how to keep creativity alive on their professional social media accounts. When you're trying to maintain a professional tone, it can be difficult to make your account fun. Posting about things that interest you can help, as it's always easier to write about something you're personally involved in as opposed to something that doesn't excite you.

Social media sites are fast becoming standard tools for professional practices. Sites such as Facebook and Twitter may serve as a substitute for a professional web page or as an auxiliary platform for other original content, such as a blog. Some sites, such as LinkedIn, are primarily designed for professional networking and may facilitate communication between employees and employers. The ability of social media sites to spread information beyond the capacity of traditional digital media makes them attractive tools for organizations and individual professionals.

However, the capacity to reach a widespread audience also carries the potential for unknown users to interact with the site and post undesired content, including comments or photos. “Tagging” is the practice of identifying another user in the context of a comment or photo posted online. Security settings can be set to ensure that your professional profile cannot be tagged by other users. You also can adjust security settings so that only authorized people can post as an administrator. Close surveillance of any professional social media page is recommended to ensure that any undesired content is discovered and addressed promptly.

Because you can establish strict security settings and boundaries on personal information when you use a professional social media profile, it is preferable to a personal social media profile for professional communication. It can be a powerful tool with low risk when maintained with close surveillance.

A personal social media profile can be an enjoyable way to share life events, photos, and other personal news with close family and friends. However, posting personal information increases the risk that it will reach a larger audience. It should be understood that any content could become public material, even if it is only intended for trusted members of a group.

A personal social media profile can be considered a moderate risk if the physician allows large audiences of informal acquaintances to view personal information. This online activity may be regarded as a lower risk if personal content is only shared with close family and friends.

Professional social networks also provide the opportunity for “closed networks” among professionals,

where more specific dialogues and ideas may be shared without being easily accessed by a public audience. However, as with all content on social media, even in closed networks, physicians should exercise caution not to publish content that could be interpreted as offensive or inappropriate for mass dissemination.

Some professionals, still manage to avoid social media altogether. But most see that as unrealistic in many occupations, and are unwilling to be deprived of the advantages social media affords in terms of connecting to people and collecting information. Many in some way recreate in social media the kinds of boundaries, or mental fences, they use in real life to organize their worlds. These boundaries serve people well offline, and they can perform their function online, too.

There is no doubt that the media play an instrumental role in modern societies.

Social media is now a critical part of the way people in most walks of life communicate and a key part of how work gets done — from corporations to government.

Social media allows us to perform some functions for example:

1. Social media is a way through which we can discover new ideas and trends which are followed by people around us.
2. Social media somewhere or the other helps us to connect with existing and new audiences in deeper ways.
3. Social media brings attention and traffic to our work.
4. Social media helps to build, craft and enhance brand.

The fact is that it's impossible to separate the personal use of social from the professional, and everything you say online can and will be used against you. There are ways in which you can try to safeguard your privacy and control who sees particular content, but the onus is on you to be vigilant. So, the more seriously you can take your social media activities, the better.

There are many such social networking sites and apps that are completely based on professional work. Most people just take it for granted and start using it in a panic when they have to change jobs. It's often too late at that point. You are better off learning to use it when you don't need it. LinkedIn works best when you use it as a career management tool and not just for job hunting.

LinkedIn offers a variety of ways to expand your network by finding and connecting with relevant professionals in your industry. It is very important for us to post your own content, showing off your expertise on a regular basis. On LinkedIn, you can create a company page and build an online community around it, getting customers and potential customers to follow you. Finding jobs is the most important part of LinkedIn for individuals, and you can use the network to track specific companies, people and job openings.

Another example of a social networking site is twitter. Everyone's obsessed with getting more followers, but for job hunting, who you follow is more important. Following good grammar, spelling and punctuation rules will help you stand out and create a good impression.

Facebook, with more than two billion users worldwide, is the most powerful and influential of the social networks. It is a great way to connect with family, friends and friends of friends. It remains mainly a personal network for most people, but it is useful for business and professional outreach as well.

Facebook helps us to connect with influencer in our own field. In addition to a personal profile, creating a business page lets you connect with people who want to know more about your work. You can share updates, progress reports and ideas with a wide range of folks who may not visit your website on a regular basis. We should keep Facebook to follow companies we are interested in and to get ideas about openings and opportunities. Put our personal network to work to help you identify client or employee leads. Our friends and family can be helpful if they know what you are looking for.

Each person's experience and success rates with using social media in his or her career will vary. The best way to ensure success is to think carefully before we post, and constantly evaluate what we are posting and our overall online activities. We are unlikely to have time to dedicate to all these networks -- and whatever comes along next -- so we should pick and choose the ones that make most sense to us, your subject areas and our schedule.

Overall, social media isn't brain surgery. All it takes is a few focused hours and a goal in-mind. It's best that you simply sit down and map out where you'd like to go with your career and build your profiles with said goal in mind. Also, make sure you maintain a clean profile, instead of just cleaning it up when the time comes you think that they'll be analysed. In this digital age, you just never know who is looking at your profiles when, so it's best to be safe rather than sorry.

Last but not the least, it's important for businesses of all types to understand that social media ads are

only getting bigger and smarter. Social media advertising is where the future is headed. It's the new wave.

Social media proves to be a powerful tool when it comes to growing your brand awareness. There are businesses who dismiss it as a way to build a brand, but by doing that, they're leaving an open ground for competitors. On the other hand, many reputable chief marketing officers agree that social media has a definite impact on brand awareness.

By using social media, you diversify your marketing efforts in more than one way. You don't reach out to just one type of crowd, but connect to a versatile customer base.

In conclusion, Social media is one of the easiest means and includes media and social networking sites. As mentioned above, social media has become a part of everyone's life that can't be ignored. Social media provide a powerful tool for organizations to spread their messages and build communities that share a common vision.

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# Social Media As A Marketing Tool For Attracting Prospective Students For College

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## **ABSTRACT**

*Social media has changed the landscape of communication. Social Media is not only now used for exchanging photo, video, and information but also provides us to interact on real time thus bring augmented reality in communication. It's not only impacting e-commerce industry but also making impact on education system in some fashion. Young generation are always online and seeking the information through social media, whether they have to join a new college, or about college facilities, or about campus, or about amenities through friends, peers and college.*

*So, connecting with this social media enabled students is important as they can be tapped via the same medium. Their marketing strategies should take into account the impact and profoundness of Social Media. Colleges need to use social medium as a vibrant marketing tool to attract the students to their colleges.*

*A key issue of this research how different college are using social media as effective tool for communication to college freshman and how it helpful in making decision.*

**Keywords: Marketing, Internet, Web, Marketing Mix**

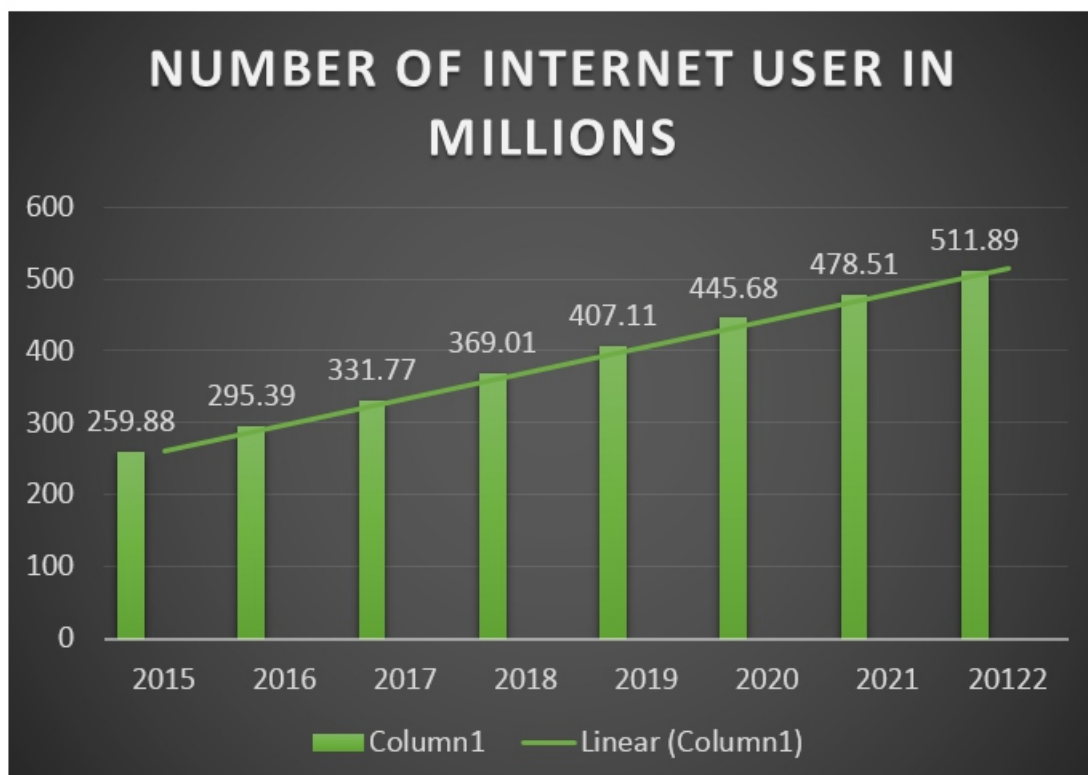
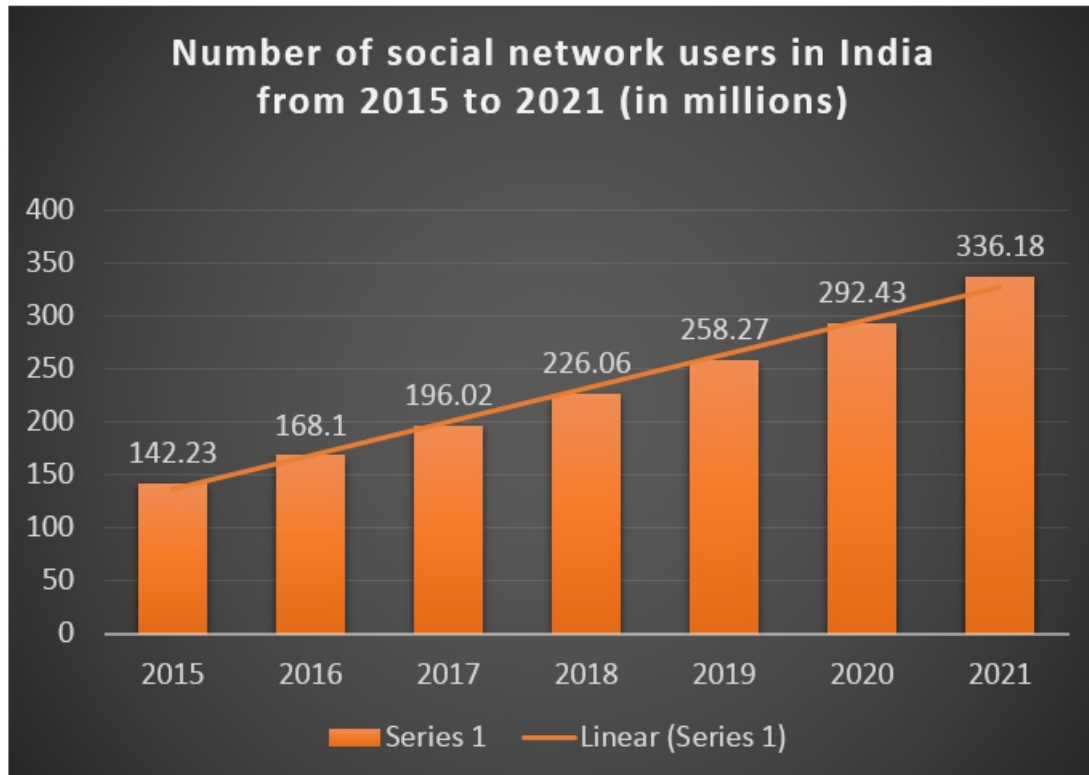
## **1. INTRODUCTION**

Before 1999, internet pages featured mostly static content such as text and graphics. Websites operated on Web 1.0 technologies, where websites host and owners were the primary content contributors. Online information targeted a mostly passive audience that received rather than contributed content. However, with the introduction of web 2.0 internet technologies around the turn of the 21st century, social media venues such as blogs began to allow user to interact and collaborate with each other in virtual communities. This more open, communal method of social media dialogue contrasted significantly with the top down approach that characterized the early years of the web. Specifically, social media began meeting the characteristics of Web 2.0 websites, providing rich user experience, dynamic content, scalability, openness and collective intelligence.

Active social media users could take advantage of various features that allowed them to like, create and posts images and upload videos and text. Users could then share this information, either with a select



group of friends or publicly across the web. However, this has also opened social media websites to spamming, trolling and flaming by unscrupulous or less mature users. Nevertheless, social media has grown rapidly around the world and in India also due to its blending of technology and social interaction for the co-creation of value.



In India, the number of internet user is 462,124,989 in 2016, which is growing with faster pace, till June 2017 the number of user is about to more than 465 million approximately.

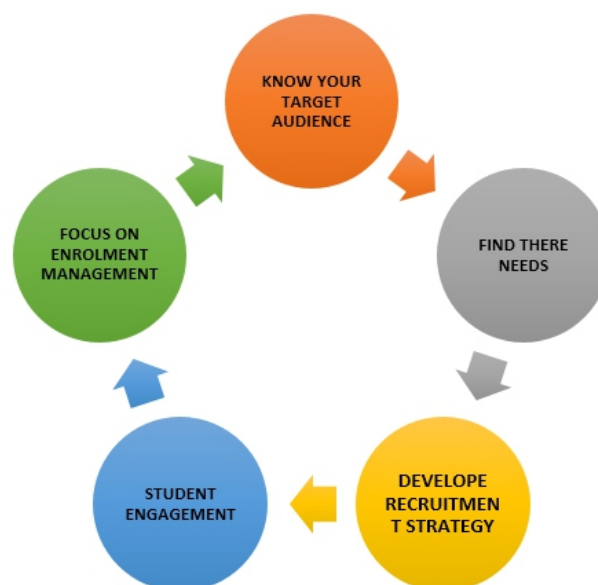
According to the report of Internet and Mobile Association of India 2016 the younger generation (26%) and college going (24%) are the most prolific users of Internet. And 68% population use internet for accessing social media. So, this statistic shows that, the young and college going students spend most of the time on social media for communication, search.

Social Media also impacting on their decision-making power whether they have to buy cloths, accessories or laptop or mobile or they have to choose institute or college for higher education.

Social Media has change the traditional way of communication, several surveys have been done as social media applications have continued to grow in popularity and they all generally say the same thing- students are online all the time. 24/7 hours they are connected with their friends, associate, parents, teacher, colleague, college on Twitter, Facebook, Snapchat, WhatsApp and tons of other apps and they are looking for information.

Communication is a two-way process, if students and parents are looking for information through social media so college should also avail the information to them by using same medium.

### ADMISSION STRATEGY



## 1. KNOW YOUR TARGET AUDIENCE

Presently school students/soon-to-be college fresher are a part of the Digital Generation. Today's teenagers leave little of their daily lives to the imagination, now that smartphones and social media apps are readily and constantly available. For all they are sharing, though, they are absorbing just as much. And if we want their undivided attention we must meet them where they are. They are on Facebook, on Twitter, on YouTube, on Quora, on Reddit and tons of other apps that keep them one click away from engaging with their peers and others in any number of ways. Several surveys have been done as social media applications have continued to grow in popularity and they all generally say the same thing — school students are online and they're looking at you. What do you have to say to them?

## 2. FIND THEIR NEEDS

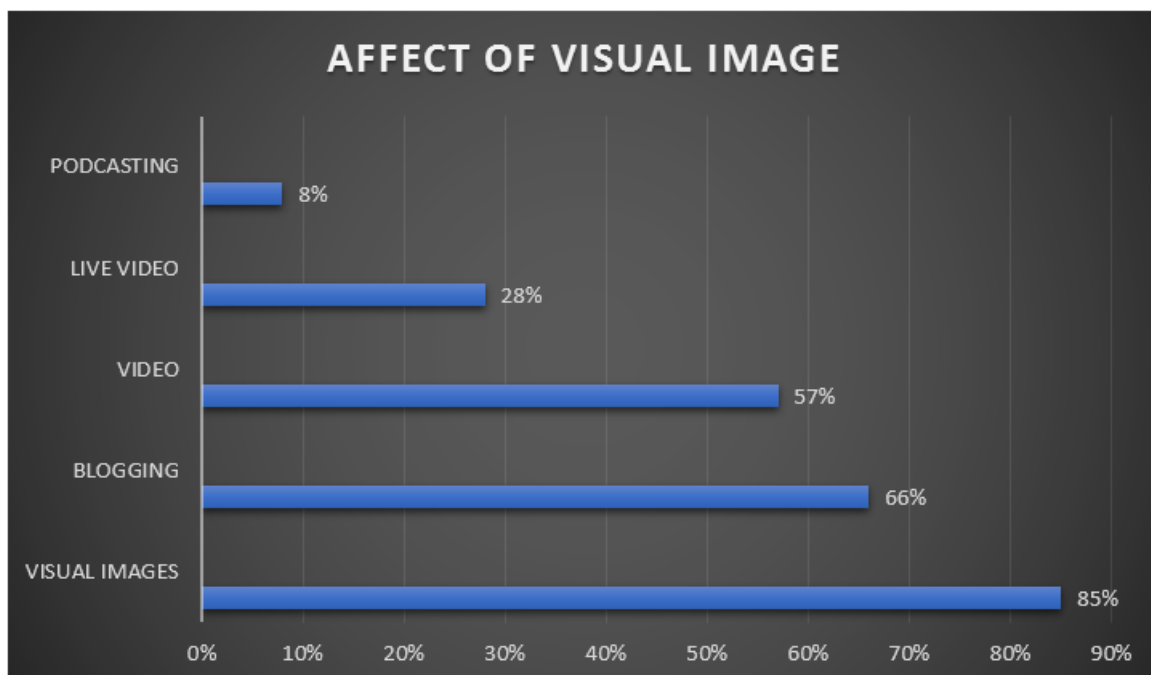
Why colleges should have a presence on social because: It helps those students who are looking for college admissions to learn about the college and get a feel of the environment. Students can hear the truth from people their own age, compare different views, and even keep in touch with friends on campus. It helps them to interact with currently enrolled students, other admitted students, admissions counsellors. Students are also using social media to ask college “Are the students there like them? Will they like them? Will I like them?”. They're also looking for scholarships and admissions information and they want answer in real time — 61% of students expect a response within a day of contacting a college representative. Parts of the university they don't normally see — give them a look inside a lecture, post a point-of-view photo from commencement.

## 3. DEVELOPE RECRUITEMENT STRATEGY

After knowing there need, the next step to develop the strategy for admission:

- **Don't be everywhere-** Don't try to put content out on all social channels; it won't help you. We look where are students. Where are they? If they aren't on a social network, don't spend your time and energy there.
- **Post in Real time-** Real time marketing is when brands react quickly to events, trends, and new happening online or offline. Instead of having a pre-planned social media content strategy with a strict publishing schedule, real-time marketing is based on chasing trends or feedback from followers. To create social media admissions account for prospective students, try to focus in on the platforms where students are spending most of the time. Real time marketing can be used to portray your campus culture and raise awareness around upcoming dates and events.

- **Make Videos-** The Yale University tongue-in-cheek musical video titled “That's Why I Chose Yale” has received more than one million YouTube views. The video gives you a fun yet accurate musical tour of college. The engaging video, a big departure from showcasing the head of admissions dressed in a suit and tie, goes a long way to suggest that students can have an enjoyable time at College.
- **Use visuals-** According to Brainrules.net, a person who hears a piece of information will remember just 10% of it three days later, while someone who sees that same information in a picture will recall 65% of it. Video content should be interesting and useful, with live video there's no expectation of perfection. If anything, viewers are likely to be more forgiving with live video because they know that anything can happen when the camera is rolling live.



Source- Social Media Examiner's own 2017 Social Media Marketing Industry Report

- **Make a social media hub-** Social media hubs provide a unique way for brands to display their social media content on their digital properties. They work by aggregating posts from social media networks like Twitter, Vine, Instagram, Facebook, and Pinterest and presenting them in one unified location. Increasingly, brands are using social media feeds for hashtag marketing campaigns to drive more engagement with their campaigns on social media. By displaying visual content in a rich interactive display brands humanize their marketing campaigns and their products. Social media hubs allow the viewers to come back for content & information that's real-time.
- **Make it personal-** Nobody likes talking to a logo. Show that there are real people behind college like faculty, existing students, alumina, etc. Give students behind your accounts some freedom to inject their own personality, quirks and observations into their updates. By humanizing your college on social media presence, students will be more likely to interact with you.

- **Keep it real-** Try to avoid press releases and sleek marketing videos. For social media, your college satisfied, and successful students are your best asset. Try to capture the moment why they have taken admission in this college in real, authentic ways.
- **Deliver exclusivity-** To create additional exclusivity for students who are using social media, create real-life connections. Host a Facebook contest and offer the winner a personal visit on campus with one of your recruiters. Many students would be thrilled with the opportunity to get some insight in a relaxed, non-interview setting such as this. Headed for a campus visit? Announce an impromptu Tweetup for students who avidly follow your updates on Twitter. This is how admission officer can engage with prospective students on social media.
- **Add value-** Students are flooded with information from companies on a daily basis. To make your organization stand out, provide relevant and useful content through your social media platforms. For example, admission officer can host Twitter chat for prospective students, allowing college students to ask questions and receive real-time responses from current employees. Or live tweet your campus information sessions, giving students from other locations an opportunity to participate in the events remotely and gain important knowledge about your recruiting operations.
- **Stay ahead of the curve-** If you're fumbling with Facebook while your competitor is developing a mobile admission app, students might judge your college in a negative way. When trying to recruit a generation who is ahead of the curve technologically, we need to stay ahead of the curve as well. Examine our recruiting strategy and see if it would make sense to utilize location-based services like Foursquare and Gowalla in some way. Consider other emerging technologies, like QR codes, as well. In general, today's students want to take admission on that college who are perceived as technologically advanced.

#### 4. STUDENT ENGAGEMENT

College admission teams that have all this type of knowledge at their disposal and a deep understanding of who their prospective students are face the challenge of how to make their institutions stand out to quality applicants in a veritable sea of higher education options. In many cases, colleges and universities have had to take a step back and reassess their marketing strategies to capture the attention of today's students. A painfully slow website or an unresponsive social media account might be the difference between University A and University B, for any student. Institutions must constantly evolve their websites and other digital platforms and become as social media savvy as the students they want to recruit.

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## 5. FOCUS ON ENROLMENT MANAGEMENT

As admissions administrators know, getting students to apply is just part of the equation. Having them enrol is the goal—and social media can help make that happen. As soon as a student has been accepted, his or her needs become less about information and more about fit. Social Media allows admitted students to form relationships with their peers before deciding where to enrol. When students are making their final decision a lot of what they see is the social experience. Students get excited about that early in the process. If they are choosing between three comparable colleges and they have already made a lot of friends at one college, we believe that gives that school just a slight edge. The bottom line is that admission officers need to think outside the box when it comes to their social media initiatives.

### FINDING

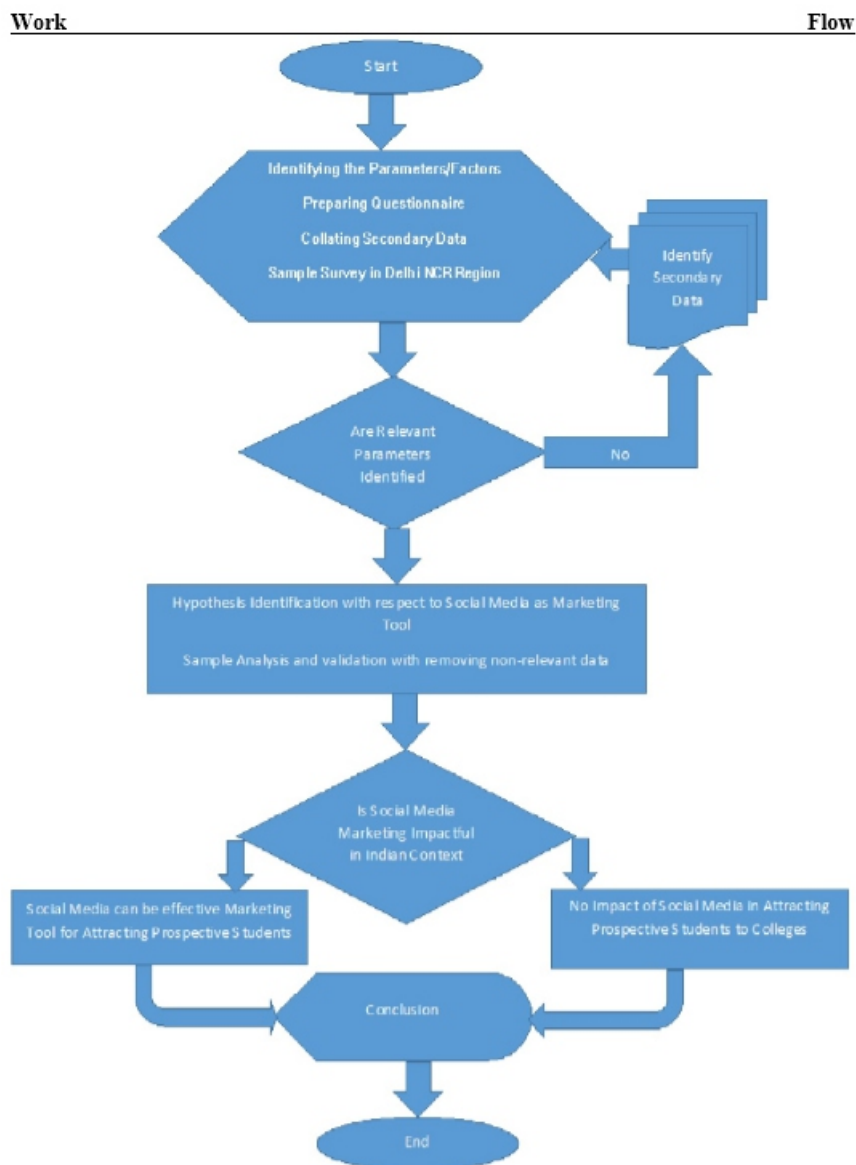
In today's world internet has given deep penetration on looking individual profile and activity. People are busy in posting and hash tagging on Facebook or twitter and other social media. 68% population is youth who are available on these social media. If college want their undivided attention they have to meet them where they are. And they are on Facebook, Instagram, Snapchat, Twitter and tons of another social media platform. Students think that college should have a presence on social media because it helps student to learn about college and get a feel of the environment. And they can hear the information from people their own age, they are looking for scholarship and admission info and they want it now

So, social media has given chance to college to tap these potential students to interact with them directly, engage with the conversation and answer their question in real time to establish the dynamic relationship with them.

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# Marketing Opportunities In The Digital World

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## **ABSTRACT**

*Every day marketers face challenges and getting several new opportunities within this digital age. Marketers are using electronic media to promote all the goods and services into the market. One of the major challenges the marketer has to contend with is to know how to persuade someone and how to come up with ways in order to draw in and retain prospective customers. The issue could easily be resolved by allowing customers to interact about the brand through the use of digital media. With the birth of the World Wide Web, this decade has witnessed exquisite evolution within the media environment and indicates that electronic commerce, defined as the electronic trade of knowledge, goods and services has sooner or later come of age. Despite the aggressive popularity of electronic commerce and presence of many corporations on the digital market, the opportunities offered by this new environment continue to be unknown. The paper addresses the opportunities offered by the digital media to marketers. This method considers the digital media as a two-way communication model within which four totally different communication states can take place. The paper additionally indicates the need for new ideas and models for entrepreneurs to manage their websites and then presents the chance supporting the marketers' objectives within the new environment.*

**Keywords:** *Digital, Marketing, Electronic, Media, Opportunities*

## **1. INTRODUCTION**

### **DIGITAL MARKETING**

Digital marketing is the selling of goods or services using digital technologies, primarily on the net, additionally with mobile phones, show advertising, and the other digital medium.

As digital platforms are progressively incorporated into marketing plans and existence, and as people use digital devices rather than visiting physical outlets, digital marketing campaigns are getting more prevalent and economical.

The greatest invention of human race is language an invention during which all types of individuals have contributed over a protracted time which permits them to speak their feelings and thoughts. If that's the case, the second greatest invention is returning of age; that's the International communication network, whose last manifestation is the World Wide Web (WWW). Language gives human being the



likelihood of communication and the internet is removing its biggest physical barrier, that's distance. This second invention that is the results of thousands of inventions and discoveries may be a continuous growing and developing development, as language is.

Businesses can produce and transmit advertisements on the online that may be accessed by anybody with a computer equipped with applicable software. Such a convenience and promoting efficiency, each for the publicist and also the potential client, is creating the online common for promoting practices everywhere the planet.

## **MARKETING OPPORTUNITIES ON THE WEB**

### **Company-to-consumers**

This facet of the communication on the online views the content delivery. According to Morgan (1996), marketers will use interactive media to supply higher services and lower price by delivering up-dated product- and non-product-related information. Comparing the webwith ancient promoting communicationchannels, in keeping with Ellsworth and Ellsworth(1997), the online could be a quicker, less costly, highly immediate communication, round the clock and global. It offers wider and deeper material and richer advert content. To deliver an advertising content to customers, the Web will do the items that the traditional mass media advertising cannot.

### **Consumers-to-Company**

Marketing today has learned that the probability of purchase by a repeat buyer is much greater than that by a randomly mailed household who has never been a customer. Once an individual or firm becomes a customer, the marketer begins to collect information to manage the relationship.

Consumer-to-company is a business model in which consumers (individuals) create value and businesses consume that value. For example, when a consumer writes reviews for new product development then that consumer is creating value for the business if the business adopts the input.

### **Consumers-to-Consumers**

Consumer to consumer (C2C) marketing is the creation of a product or service with the specific promotional strategy being for consumers to share that product or service with others as brand advocates based on the value of the product. The investment into developing a top of the line product or service that consumers are actively looking for is equitable to a retail pre-launch product awareness marketing.

### Company-to-Company

Business to business, is a type of transaction that exists between various businesses, such as one involving a manufacturer and a wholesaler, or a wholesaler and a retailer. Business to business refers to business that is conducted b/w companies, rather than between a company and individual consumer.

## **BENEFITS OF DIGITAL MARKETING**

- Global reach - a website permits you to search out new markets and trade globally for under little investment.
- Lower cost - a properly planned and effectively targeted digital promoting campaign will reach the correct customers at a far lower value than traditional marketing strategies.
- Trackable, measurable results - measuring your on-line promoting with net analytics and alternative on-line metric tools makes it easier to ascertain how effective your campaign has been. You'll be able to acquire info regarding how customers use your web site or reply to your advertising. Net analytics will be established to indicate you precisely what proportion cash you create from every digital tactic.
- Personalisation - if your client information is coupled to your web site, then whenever somebody visits the location, you'll be able to greet them with targeted offers. The more they obtain from you, the more you can refine your client profile and market effectively to them.
- Openness -by getting involved with social media and managing it rigorously, you'll be able to build customer loyalty and build a name for being straightforward to have interaction with.

## **OBJECTIVES**

- 1) The main purpose of this paper is to recognize the usefulness of digital marketing in the competitive market.
- 2) To study the impact of digital marketing on consumers purchase.

## **LITERATURE REVIEW**

- Kaushik (2010): The rise of digital has presented both opportunities and challenges for marketers. “The offline world is not going anywhere. But the web is becoming central to every aspect of our existence”. The goal is to effectively use technology to develop strategies and evaluate them to see where improvement is needed.
- According to Chaffey (2011), social media marketing involves “encouraging customer communications on company's own website or through its social presence”. Social media marketing

is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing.

- Roberts, R. R. & Kraynak, (2008): All types of social media provide an opportunity to present company itself or its products to dynamic communities and individuals that may show interest.
- Waghmare (2012) pointed out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies.
- According to Gurau (2008), online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners.
- Stephen (2016) determined the extent the online word of mouth affect the perception of consumers. He found that consumers tend to seek enough information from various media about the product to come to a particular decision. The research showed that there is high degree of awareness about the concept in the targeted group and that digital media can play a vital role if the students take the word of mouth seriously.
- Yasmin, Tasneem and Fatema (2015) also probed the various elements of digital marketing and understand the reasons why digital marketing is more effective than traditional marketing. They found that digital marketing would succeed only when it is a priority for the customer and that there can be many innovative ways in digital marketing like affiliate marketing, pay per click and text messaging.
- As indicated by Times (2015), digital marketing alludes to the advertising of products or services by utilizing computerized technologies to get hold of the targeted customer or consumer. It also incorporate providing marketing services through cell phones, display advertising as well as any other digital medium in order to promote brand.
- Mariani, (2015).Customer loyalty through their engagement is considered as a standout amongst the most compelling business measurements. For digital marketing, loyalty program is a fundamental action which should be kept in mind in order to create brand recognition in the minds of consumers. Customized communications are responsible for ensuring higher retention rates. By utilizing client information, it is possible to anticipate future offers that need to be sent to their existing customers for keeping the clients alive and tied up with the organization.

## **RESEARCH METHODOLOGY**

The purpose of this paper is to study the marketing opportunities in the digital world. The objective is to know the opportunities of digital marketing and consumer's perception on it. The type of research design

followed is exploratory cum descriptive in nature. The primary data has been collected through a direct interaction by asking students (school and colleges), neighbours, and professors about their perception on digital marketing. The secondary data has been collected through various internet sources.

The age group that we have considered is ranging between 15-45. We have used systematic and convenience sampling methods for analyzing the scope of marketing in digital world. Also, for knowing the perception of youth toward digital marketing as the age group has been defined and also, we are interested in getting approximate results of the survey.

## **FINDINGS AND CONCLUSIONS**

The digital/social media consumer behaviour literature is fast-growing and largely focuses on phenomena that are practically relevant and theoretically interesting. Consumer behaviour other than those in online platforms would be taken into consideration. A multitude of consumer outcomes are influenced by the digital environment in which they are increasingly situated. Digital marketing has turned out to be a crucial part of the approach of many companies. At the present time, still for tiny business proprietors at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Companies can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority. Digital channel in marketing has become an essential part of strategy of many companies. Nowadays, even for small business owners there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Companies can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results won't also come without attempt, without trial (and error). Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

## **SUGGESTIONS AND RECOMMENDATIONS**

Another high-potential direction for future research is to consider how various kinds of digital environments (including social media and mobile) impact a wide variety of consumer outcomes, including psychological and economic constructs. It is also possible that some adverse consequences may be detected therefore companies should create innovative customer experiences and specific

strategies for media to identify the best path for driving up digital marketing performance. In addition to this, the ways that consumers physically interact (i.e., interface) with digital environments needs deeper exploration. In studying the impacts of digital environments on consumers, it will also be necessary to consider longer-term responses because these effects may be subtle but cumulatively important. Thus, one-shot experimental studies should be complemented by longitudinal experiments and archival data capturing consumers' digital exposures, online social interactions, and behaviours over time. Finally, researchers should consider emerging important topics, particularly consumer privacy issues in the context of digital marketing and social media. In conclusion, there has been much recent activity in the consumer behaviour and psychology literature related to digital and social media marketing, and many important contributions to knowledge have been made. To move this literature forward, particularly given the fast-moving nature of digital settings, research that attempts to broaden our understandings of key phenomena, examines brand-new phenomena, and develops theories in an area that lacks an established theoretical base will be most valuable.

Few other suggestions and recommendations can be:

- 1) Improve technical advancement in promotion of digital marketing.
- 2) Collect and implement the feedback provided by the consumer in the right way.
- 3) Provide a transparent and good service to the consumer before and after purchase.
- 4) Creating awareness among the people about digital marketing.
- 5) Complete description need to provide about the product to the online shoppers.

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# Guerrilla Marketing: A Disruptive Marketing Approach in 21st Century

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## **ABSTRACT**

*In the highly competitive market, business organizations are leaving no stone unturned to come out with flying colours. According to the turbulent times, it is necessary that companies have to improve current processes to meet new challenges. Companies have to be effective in each activity, especially in marketing. As consumers are getting better at avoiding the traditional marketing campaigns used by companies, it has become crucial for companies to make their messages different, to make them stand out from their competitors' messages in order to be seen and heard by the customers. One way of doing this is to use guerrilla marketing, which is more extreme, innovative and attention capturing than traditional marketing. Guerrilla marketing is one of the growing marketing techniques that make use of unconventional or unusual means of promoting the product to the market. It is all about taking the consumer by surprise. The main point of guerrilla marketing communication is to put the business name in front of as many people as possible, in an unexpected way. The effectiveness of guerrilla marketing is enhanced when modern technology changes consumer behaviour rapidly, reflecting through the increasing Internet usage and the overall declining exposure of audience to traditional TV advertising. It is usually a low cost form of marketing. The objective of this study is to identify the key characteristics and importance of Guerrilla Marketing in present scenario. It is descriptive study based on secondary data obtained from various sources like journals, books, magazine etc. Even though guerrilla marketing may not completely replace traditional marketing, it does unarguably illustrate new directions, support the proven marketing tools and supplement them with unconventional elements, the purpose of which is to achieve advertising effectiveness and influence consumer behaviour. The paper emphasizes on the issues and challenges in adoption of guerrilla marketing and has suggested the crucial factors need to be taken care while designing successful Guerrilla marketing strategy.*

**Keywords: Guerrilla Marketing, Traditional Marketing Campaigns, Consumer Behaviour, Unconventional Elements, Guerrilla Marketing Strategy, Advertising Effectives.**

**“Today there is no shortage of products and services, only clients”**

## **1 INTRODUCTION:**

We live in an era of risk and instability. Globalization, new technologies, more awareness, increased competition and greater transparency have combined to upend the business environment which has made market leadership even more contingent. Today it's important to be competitive in every aspect of marketing.

Nowadays people are constantly bombarded with marketing messages. Customers are constantly getting better at avoiding and getting influenced by traditional advertising messages by using new technology and simply by mentally blocking them. Being exposed to same types of messages repeatedly will make them familiar and cause them to increase their ability to block. One way to solve this problem is to increase advertisements and other marketing strategies. But this will increase marketing budget and since consumers are becoming better at ignoring the messages, it will be a waste of money. Other way, which is more promising, is the need to make messages different so that it can be seen and heard by customers. For this, Guerrilla marketing can be used, which is more innovative and attention capturing than traditional marketing. This is about getting exposure for products by hopping into the trenches and finding creative ways to capture attention in specific locations offline.

Guerrilla marketing is a marketing strategy of using low-cost different means (graffiti, sticker, flash mobs and stunt) to promote a product or idea. This approach now utilizes digital technologies to engage the consumer and create a unique and memorable brand experience. This term is taken from guerrilla warfare which uses small tactics to achieve objectives in a competitive environment. Guerrilla marketing efforts relies on time, energy and imagination rather than a big marketing budget. Generally guerrilla marketing campaigns are unorthodox, interactive, and consumers are targeted in unexpected places.

## **2 OBJECTIVES:**

The primary objective was to identify the key characteristics and importance of Guerrilla Marketing in present scenario which makes it different from traditional marketing. The secondary objectives emphasized on the issues and challenges in adoption of guerrilla marketing and the crucial factors need to be taken care while designing successful Guerrilla marketing strategy.

## **3. RESEARCH METHODOLOGY:**

The Research Methodology provides a systematic approach to fulfil the desired objectives as mentioned in the study. It is descriptive study based on secondary data obtained from various sources like journals, books, magazine etc.

## **4. RESULTS/INTERPRETATION:**

Marketing can help the organization determine where it has been, where it is now, and where it will be in



future. Nowadays marketing is not only about advertising and other traditional ways but it is about shifting through a world of possibilities and unearthing opportunities to get in front of customers. As consumers are getting better at avoiding the traditional marketing campaigns, it has become crucial for companies to differentiate their marketing strategies. One solution is to use guerrilla marketing, which can create a different, interactive and thought provoking idea to generate buzz and go viral. Guerrilla marketing involves low cost creative efforts, such as encounters in public places, giveaways, PR stunts etc., to get maximum results with minimum resources.

**4.1 History of Guerrilla Marketing:** Marketing slowly developed over the centuries but never exactly mounted until the early 1900s. Until 1940s or 50s, main purpose of marketing was to educate target audience rather than entertain or engage them. Advertisements intended on telling the consumer something what they did not know before. It was mostly about big expenditure, exposure, and catchy jingles.

The iconic term 'Guerrilla Marketing' did not come into popular existence until the late 1970s. The original term was coined by Jay Conrad Levinson in his book 'Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business' in 1984. This book was an industry game-changer which shows how big results could be achieved with little promotional investment. When the book was published, not even Levinson could have predicted how small businesses would take the concepts and run with them.

According to Jay Conrad Levinson:-

***“Guerrilla marketing is the truth made fascinating. It's going after conventional goals using unconventional means. Your prime investments in guerrilla marketing don't have to be money – they should be time, energy, imagination and information.”***

The term guerrilla marketing was inspired by guerrilla warfare which is related to the small tactic strategies used by armed civilians like ambushes, sabotage, raids and elements of surprise. Guerrilla marketing uses similar kind of tactics. The attraction of guerrilla marketing is that it is not educational or preachy. It makes the viewer think that they are on a secret. More creative a campaign is, more attention it gets.

The earliest examples is in 1980's, when girls in clubs and bars would come up to men and ask “Buy me a drink?” Then ask for a specific brand of vodka and continue to tell how much they love that brand. Then suddenly, they would be lost in crowd. This tactic is still in use today.



Around the same time, Adidas was desperate for an image overhaul. In the mid 1980s, a French businessman named Bernard Tapie took over the company. He knew that he had to do something drastic to get the shoe brand back on top. So he gave pairs of Adidas away to upcoming rappers in New York. Tapie was called insane. But one rap group brought Adidas on the top from downfall. In 1986, Run DMC put out a single called “My Adidas.” Overnight, Adidas shoes were on the top. There were many more examples which shows that concept of guerrilla marketing continued to develop and grow organically.

#### 4.2 Types of Guerrilla Marketing Strategies:

Guerrilla marketing encompasses a large number of techniques that utilizes creativity and imagination and emphasizes heavily on networking and relationships. It can also be used by small business owners, independent professionals and nonprofits organizations that lack resources to launch full-scale marketing campaigns. Few techniques that bring in good results are:

- ★ **Outdoor Guerrilla Marketing:** Marketers can add something outdoor like putting something on statue or putting temporary artwork on streets.
- ★ **Indoor Guerrilla Marketing:** It takes place in indoor places like stations, bus stops, shops and university campus.
- ★ **Ambush Marketing:** In this set-up, the publicity generated by event like a concert, is used by a brand to further its own interests, usually without permission from sponsors. 1996 summer Olympics were actually sponsored by Toyota but General Motors scored over by promising a Golden Holden car to all gold medal winners.
- ★ **Undercover Marketing:** In this, “plants” or undercover agents mix up with prospects and convey marketing message of the brand under the pretext of regular interactions. Sony Ericsson's “Fake Tourist” campaign had actors, requesting passers-by to click photos of them using their cell phone.
- ★ **Ambient Marketing:** In this, signage and brand logos are placed creatively with unusual items that are not accepted backdrops for advertisements. One excellent example is Dancing Grass Vans of London by renegade smoothie makers, covered in real grass and be seen around the city making deliveries and drawing attention.
- ★ **Experiential Marketing:** It is an abstract concept which meant to create a close bond between buyer and brand by getting him in an altered reality and interact with brand. It aims to give an experience rather than sending one-way message. Disney promoted Doc McStuffin program through “McStuffin Clinics” that were set up in stores.

- ✦ **Presence Marketing:** This can be achieved through product placements in movies, TV shows, stalls, regular Twitter updates etc. It gives excellent return for their investment.
- ✦ **Grassroots Marketing:** It is about getting customers one-by-one not all on the same time. It emphasizes on building relationships and emphasizing the personal connection.
- ✦ **Astrourfing Marketing:** It involves creating a fabricated buzz about a product or company. Postings are created at online platforms like [blogs, message boards, podcasts etc. appreciating a certain product, not by public but by people associated with company who are paid to express a positive opinion.](#)

#### 4.3 Key Features and Benefits of Guerrilla Marketing Strategies:

Guerrilla campaigns do not follow process, rules or structure. It only focuses on assuring that buyers feel special, privileged, surprised or thrilled by the interaction. There are various features of Guerrilla Marketing which makes it superior to traditional campaigning and prove beneficial for the marketers. Few are:

- ✦ **Distinct and Memorable:** Guerrilla marketing is not a common tactic. Some ads may even shock or frighten people temporarily in order to have the desired impact. This is useful especially for new brands.
- ✦ **Edutainment:** It gives priority to an enjoyable experience and stand apart from crowd as it turns on edutainment switch that is they entertain and educate while advertising.
- ✦ **Innovative and Authentic:** It offers more creative liberties, allows brainstorming and finds the perfect opportunities for the brand to showcase itself in unique ways.
- ✦ **Cost effective:** It uses unconventional methods at always low or evens no cost. Many experiences are interactive and can occur at unexpected places to build brand awareness. Creating a Facebook page and promoting products and innovative ideas costs nothing.
- ✦ **Potential for being Viral:** This world is shaped by technology, smart phones and social media. Now most people post day-to-day activities online. Marketers can tap into this trend, make fascinating campaigns that can go viral and rack up millions of views.
- ✦ **Build partnerships:** Marketers can collaborate with local businesses and organizations to produce a campaign, to target ideal audience and also gain a larger exposure through engaging with partner's audience i.e. a café with florist shop on the same street.
- ✦ **Enhances Customer Base:** Guerrilla marketing aims at attracting new customers, encouraging old customers to buy again and become loyal and upselling i.e. free cookies with coffee for three customers in a café.

#### 4.4 Tactics followed in Guerrilla Marketing:

Guerrilla marketing is based on original thinking and creativity, where imagination and ingenuity replace big budgets. It relies on smaller and mortar tactics like:

- ✦ **Media Coverage:** Marketers can send free samples to media with press releases. For ex: a healthy food restaurant can invite media to a tasting party preceded by a short talk on rising rates of health problems.
- ✦ **Partnerships:** Business can work with other established businesses, having a similar customer base to increase exposure at no cost. For ex: A wedding photographer can be partner with caterers, florists etc.
- ✦ **Word-of-Mouth:** Companies can get people to promote them to their friends. For ex: A Facebook page with rich content can encourage customers to share information with friends for referral bonus.
- ✦ **Wild Postings:** Static posters can be placed in large number at multiple locations to attract maximum attention, especially in the entertainment industry i.e. album releases, concerts, appearances.
- ✦ **Giveaways and Demonstration:** Companies can distribute free samples at charity auctions, setting up a table at a local fair trade show or using in-store promotions. They can also offer free talks or seminars such as personal training, nutrition counselling, Customers like to buy tried and tested products.
- ✦ **Event Marketing:** Companies can sponsor a race, tennis or golf tournament, volleyball league or some other event for a nominal amount. They can print their name and logo on t-shirts and put the signage
- ✦ **Graffiti:** It uses city streets and alleyways as a giant canvas. But businesses should get permission from property owner before going Monet on their walls.
- ✦ **Stickers:** Companies can use stickers creatively that can be very successful when implemented well. They can use professional and customized stickers to make a bold and radical statement.
- ✦ **Flash Mobs:** Flash mobs means organizing a group of individuals to perform a specific action or task at a pre-determined location and time. Company can organize flash mobs to attract the people.
- ✦ **Publicity Stunts:** Publicity stunts involve specific feats of awe and amazement to draw attention of customers. For ex: Red Bull organized 2012 skydiving record as part of their Stratos project. Red Bull Stratos project set numerous world records and was viewed live on YouTube by over 9.5 million users.
- ✦ **Treasure Hunts:** Creating interesting treasure hunts can energize audiences. It often involves posting online clues to hidden items scattered across a single or several cities and winners are rewarded with prizes, or a hint for the next level of the treasure hunt.
- ✦ **Gamify:** Marketers can use games or competitions not only to delight audience, but to get them to visit store, or to follow a promo code to get a special deal on website etc.

#### 4.5 Few Successful Guerrilla Marketing Campaign in India:

Most of guerrilla campaigns in India have taken place at cities like Mumbai, New Delhi & Bengaluru. Few Successful examples are:

- ✦ **People Move Away When You Have Body Odour:** Life-size stickers of people were stuck on automatic sliding doors at a mall in Mumbai. When a person approached, doors move apart and it feels like the people on the door are moving away. The person entered the place and sees the message 'People Move Away When You Have Body Odour'.
- ✦ **Snapdeal and Flipkart:** Under 'Acha kiya nahi kharida' campaign of Flipkart, five digital videos were released to leave the audience wondering what the campaign is about. #AchhaKiya was trending. Then Snapdeal indirectly attacked Flipkart by filling the imagination with “Acha Kiya Bata Diya. #YahanSeKharido.” It was also strategically placed just below Flipkart's 'Achha Kiya' campaign.
- ✦ **BMW India Flying High In Mumbai:** [BMW India flew high in Mumbai for promoting its BMW X Range of cars. This flew between Andheri to Vile Parle and ended its journey in Pawanhans. The banner flying with it was big enough to grab attention. The copy read “The BMW X Range. Leave Your Mark.”](#)
- ✦ **#Please Beer with Us, Heineken:** Heineken released a five minute digital film with Rudy Singh to drive home the message of how generations think apart. It started with youngsters discussing about how their parents were not happy with their career choices. It took a turn when youngsters with their parents were invited for a stand-up comedy act featuring Rudy Singh.
- ✦ **Anando Milk, Mumbai:** Anando Milk wanted to increase milk consumption, so they place a creative ad on one building in Mumbai, where everyone can see a child strong enough (as a benefit of milk) to move a part of the building itself.
- ✦ **#DonateAWall by Asian Paints:** Donate A Wall was a festival in Jan-Feb, 2014, when urban villages like Hauz Khas became the focal point of the growing street art scene. The festival continued with its next edition, aiming at creating larger iconic landmarks in different parts of Delhi.
- ✦ **#Run through the Wall by Nike:** This ad spans two buildings: the first one got a cracked image of the building in the shape of the running man, while the second has actual runner with the Nike logo.
- ✦ **#Small World Machines by Coca-Cola:** The campaign was meant to help in bringing together people from India and Pakistan to share a moment and show that what unites them is stronger than what sets them apart. Coca-Cola, partnered with [Leo Burnett, set up the two vending machines with 3D touchscreen technology in two shopping malls in Lahore and New Delhi. People were supposed to complete a task through the machines, like touching hands together before sharing a Coca-Cola.](#)

#### 4.6 Challenges in Guerrilla Marketing Strategies:

Objective of guerrilla marketing campaign is to attract attention of people and spreading without big budgets. It looks like a great fit for small business. But there are few negative effects. It can easily backfire, leading to negative image for company, fines, and loss of new as well as existing clients. There are few issues, marketers can face, while using guerrilla marketing:

- ✦ **Content and Intent:** Content should be proper and acceptable. The target should receive the message same way, marketers wanted them to see. Lapses in interpretation will diminish the effectiveness of ad.
- ✦ **False and Misleading Advertisements:** Misleading advertisements are an important ethical issue and can affect the credibility. When a company shows that they are better than their competitors, it can attract wrath from competitors as well as governing body i.e. In India, a car manufacturer had to recall its ad when it incorrectly showed that one of its car was superior to its competitor's.
- ✦ **Misinterpretation:** These campaigns are often mysterious. Lack of clarity can skew audience interpretation and possibly damage reputation or causing logistical problems. Innocent guerrilla marketing displays were mistaken as being covert bomb related to Boston Mooninite Panic in 2007
- ✦ **Exposure to children:** There are no ad filters. Even children are exposed to some ads which is suitable for them. Many images or actions such as bike driven at a high speed or many people dead after accidents are brutal or deadly which can harm young minds.
- ✦ **Negative emotions:** Marketers use negative emotions like fear or anger to provoke people to purchase their product. It can send wrong message.
- ✦ **Distraction:** Marketers select unexpected place like inside wash rooms, under the bridges, hangings from the ceiling, paints on the public wall etc. It may cause distraction and lead to accidents.
- ✦ **Acceptance in society:** Many issues like live-in relationships are not acceptable in society. Few ads highlight racial or colour discrimination, but over social acceptance will not be there for these concepts.
- ✦ **Authority Intervention:** Some forms of guerrilla marketing, such as street graffiti with no permission, can result in tension with authorities.
- ✦ **Unhealthy Competition:** It may lead to unhealthy competition as this is a low cost strategy. If all the marketers show the content not acceptable to all, then it will lead to unhealthy competition in the market.
- ✦ **Time investment:** Guerrilla strategies take a long time to think up, plan and execute. Nobody can guarantee exposure, impressions, or growth rate. Lack of benefits can waste time and money.
- ✦ **Difficulty in Measuring Success:** Guerrilla strategies are hard to measure. The variety of tactics can make it difficult to determine which ones are working and which ones are not.

Guerrilla marketing undoubtedly can provide fantastic results but it will only work for businesses that are not afraid of risk-taking.

#### 4.7 Elements of Successful Guerrilla Marketing Strategy:

While Guerrilla marketing has many benefits, it also has its risks because it can also create negative experiences about a company. Few critical elements to create a successful guerrilla marketing strategy are:

- ✦ **Know Target Audience:** Businesses can gather information about target audience. They should understand how people think, what bring them to buy, what selling points make them pull the trigger, what motivates them to tell their friends and become loyal to a firm.
- ✦ **Plan Carefully:** Guerrilla marketing tactics are typically one-time campaigns. Many tactics are spontaneous and random, the planning of these activities is crucial that needs great investment of time.
- ✦ **Creativity:** Nowadays people are experience-hungry and often respond with interest when presented with creative strategies. Imitating other's creative marketing may be a turnoff instead. One recent example is Ice Bucket Challenge. When other charities tried to mimic the idea, most of them were failed.
- ✦ **Measuring Success:** Sales are not the only measure. Acquired Customers, increased profit margins, loyalty or sales of upgrades and add-ons are other measures that can be considered as essential goals.
- ✦ **Strategic partnerships:** Partnerships create win-win scenarios for all with increased brand awareness, sales, customer acquisitions etc. But few factors should be considered such as Shared target audiences, Shared goals, Shared values and cultures because damaged image of partner can destroy their image too.
- ✦ **Using Other Marketing Tactics:** Guerrilla marketing strategies should be combined with other offline and online marketing channels like Hoardings, email and blogging etc. They should have robust social media and publishing plan in today's digital marketing landscape.
- ✦ **Choose the Right Strategy:** Based on the resources and budget, the reach they want, customers they want to target, marketers should decide the appropriate marketing strategy for their business.
- ✦ **Leverage traction.** Guerrilla campaigns cannot be repeated. Marketers must structure a strong follow up to efforts including more promotional acts and ways to convert the traction and interest into buyers.



- ✦ **Make it Endearing:** People love freebies; therefore marketers are giving free giveaways. The results can be incredibly positive. For ex: Coca-Cola introduced 'Happiness Machine.' Users were rewarded with free bottles of Coke to share with friends, beautiful flower bouquets, and pizzas.
- ✦ **Memorable and Interactive:** Marketers should make the campaign captivating and interactive so that the brand can reside in their memory.
- ✦ **Follow Law:** Marketers should make sure that they are not violating a solicitation law, they have proper license or permit if required and the venue does not have any special policies.
- ✦ **Maintain Respect:** Marketers should respect the target audience and takes into account the time and needs of the target audience. For ex: if tactic involves approaching people in a high traffic area, they may be in a hurry to get to work or catch a train. Marketers should not be very aggressive.
- ✦ **Positive Emotions:** Sometimes guerrilla marketing tactics use intense emotions to impact people but the experience should never be upsetting. Use of negative emotions should be negligible and should be used only if highly necessary. For Ex: A fitness gym can inspire the audience to get by showing health benefits not scaring them by using scary facts on the dangers of obesity.
- ✦ **Clarity:** Marketers have a finite window of time to convey message, so they should make it as clear and obvious as possible. For ex: A fund raising company should clearly show that they are supporting a cause not just raising money for business.

#### **4.8 Conclusion:**

Guerrilla marketing is a new trend in marketing which is becoming popular nowadays because of the innovative ideas and creative thinking of the marketers. From the financial aspect, guerrilla way is cheaper than traditional way but it reaches the customer much more effectively. Guerrilla marketing does not replace the classical marketing mix, but support and supplement them with unconventional elements. Guerrilla is known for its quickness and its impact which will benefit the marketers. But it will be useful only after taking proper steps to overcome the constraint, it faces. Some of guerrilla advertising, that are prepared and executed without certain boundaries, may lead to ethical problems. Public disliking of a campaign may lead to the damage of the goodwill of the company. Once these issues are taken care of, the technique will definitely benefit marketers. Firms should implement these strategies in a responsible manner. It would be more effective if company have their own moral policing and unique ideas to present to the market in form of guerrilla campaign.

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# Instructions for Authors

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- 1 Submitted articles should not have been previously published or be currently under consideration for publication elsewhere.
- 2 Conference papers may only be submitted if the paper has been completely re-written (taken to mean more than 50%) and the author has cleared any necessary permission with the copyright owner if it has been previously copyrighted.
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The title should be informative. It is in both Journal's and author's best interest to use terms suitable. For indexing and word search. If there are no such terms in the title, the author is strongly advised to add a subtitle. The title should be given in English as well. The titles precede the abstract and the summary in an appropriate language.

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The name and the number of the project or programmed within which the article was realized is given in a separate note at the bottom of the first page together with the name of the institution which financially supported the project or programmed.

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