

4 Low-Cost, High Impact Marketing Strategies

Phineas Gay, PARTNERS+simons "The New Marketing Toolchest"

1) Advertainment

Advertainment happens when marketing merges with entertainment. When the lines are blurred, aversion to traditional advertising messages goes away.

Advertainment started in the form of paid product placements and has since migrated to ad placements within Internet or video games as well as "advergaming" designed specifically for the brand. Advergaming draws the user into becoming part of the entertainment. Instead of a single experience with a brand or product, game players interact with it again and again.

The marketer's challenge is to blend the essence of the brand, the purpose of the product/service and a rich gaming experience. The result can be a multiminute brand exposure rather than a few seconds on a banner ad. Research predicts advertising revenues from online gaming will reach \$7.2 billion by 2016.

Beyond the Buzzword: Barak Obama placed an ad for his election campaign on a highway sign in the 2008 release of *Burnout:Paradise*

2) Fusion Marketing

Fusion Marketing has been called "guerrilla marketing," "collaborative marketing" and "tie-in marketing." Whatever you call it, Fusion Marketing is a way to build exposure points through cooperation.

Fusion Marketing is one of the most rewarding, inexpensive and underutilized marketing methods available to marketers. It starts when companies with contiguous, not competitive, offerings get together and share marketing resources. It ranges from trading links to trading lists - whatever expands the mutual reach of the trading partners.

Beyond the Buzzword: A software company with a complex application requiring high-end hardware, teams up with the hardware company to cobrand and co-market their products. They further extend their reach through cooperative arrangements with distributors and VARs quadrupling their audience while presenting a total solution.

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Our Services



Sales

Our goal is to understand your specific sales needs. Whether it's hitting your quotas or engaging with your ideal prospect - we are here to keep you on track.



Marketing

Our specific demand generation and nurture programs are set in place to keep your buyer engaged at every point of the sales cycle. Stay in touch with your prospects via digital,



Research

Do you understand your target audience? What are the trends impacting them? Can you quantify the issues? Do you need hard data and answers to tough questions? We do that.



Technology

We specialize in Salesforce.com CRM and Pardot marketing automation consulting. If you need better contact or opportunity tracking, nurturing, scoring and analytics, we can show you how.

3) Permission Marketing (Inbound Marketing)

The idea of Permission Marketing, or inbound marketing, was coined by Seth Godin in the '90s and has continued to evolve in a number of highly relevant strategies for technology marketers today.

Permission Marketing is the antithesis of "Interruption Marketing." A TV commercial interrupts the show, a print ad interrupts the article and a billboard interrupts your drive. "The interruption model is extremely effective when there's not an overflow of interruptions," Godin says. "But there's too much going on in our lives for us to enjoy being interrupted anymore."

The new model is built around "permission." The challenge for marketers is to persuade customers to volunteer their attention. The model takes advantage of what's known as an "equitable exchange." The customer will grant you permission if you give him or her something in return. Developing highly relevant offers is the first step in practicing Permission Marketing.

In today's economy, marketers need to care more about "deep" impressions than "cheap" impressions. Permission Marketing is the beginning of a shift away from the business telling the customer what it has to offer toward the customer telling the business what he or she needs.

Beyond the Buzzword: A hardware company creates an information resource site for purchasing agents. The site offers "update alerts" for agents who want to be told when certain products become available at certain prices. The hardware company acquires "permission" to send highly relevant marketing messages by creating an "equitable exchange" for their e-mail addresses and by promising to deliver information only when it fits the specifications dictated by the prospect.

4) Wireless Marketing

Also known as "M-marketing," Wireless Marketing revolves around ad and information delivery to pagers, cell phones, tablets and anything else that connects people on the move.

Wireless location technology, such as GPS and Time-Distance Difference to Arrival (TDDA), can help companies identify the location of a wireless device within several meters. This will allow the delivery of customized offers that leverage the location of the user.

Beyond the Buzzword: A wireless taxi top with a GPS monitor is able to change the advertising based on the location of the cab and the area the cab is passing through.

Phin Gay is an 18-year veteran of marketing communications. Throughout his career, Phin has worked with B2B clients including Microsoft, Aetna, IBM and Lotus to increase revenue while lowering acquisition costs.

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