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**Types Of Marketing Strategies**

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**Self Marketing**

The job market has grown more competitive over the years. An increasing number of skilled workers are competing for a shrinking pool of jobs, and every year millions of undergraduate and graduate students enter the labor force to compete against more **experienced workers.**

This is made worse by the fact that the world now has a **globalized labor market**, forcing United States workers to contend with highly qualified candidates from **other countries** seeking lucrative jobs and contracts.

With so much competition for jobs, it is necessary for anyone looking for work to do all they can to stand out. A **polished resume** and an **eye-catching cover letter** are no longer enough to get a job. Today’s workers must use the **tools of the Internet and marketing techniques** to frame their skills and experiences in the best possible ways to avoid losing themselves in the pack.

What is self-marketing?

Self-marketing helps individuals improve their **image and reputation** to advance their careers. Self-marketing is sometimes called **personal branding** because it uses branding tools to create an image around an employee rather than a product*.* It gives candidates more opportunities to effectively communicate their **values, skills, experiences, and vision** to potential employers. Successful self-marketing helps employees separate themselves from the hundreds of other applicants who may be competing for the same job.

There are many strategies that job seekers can use to differentiate themselves. Social networking sites allow self-marketers **to build profiles** where they can show off examples of their work, highlight their **experiences**, and network with employers.

Tips for self-marketing

* **Use testimonials –** Let the satisfied responses of former clients help to market your services to future clients.
* **Make self marketing a habit –** Treat self marketing just like a second job. Dedicate a portion of every day to working on self marketing efforts.
* **Utilize social media –** Use sites like Facebook, **LinkedIn**, and Google + to show off samples and network with potential clients or employers.
* **Post a resume online –** Make it easy for employers and clients to find and download a comprehensive resume from the web.
* **Use online forums –** Join the conversation in industry related forums and don’t be shy about highlighting experiences and qualifications.
* **Make a case for yourself –** Include a section on your personal website that spells out 5-10 explicit reasons why your work is better than others.
* **Use keywords –** Using industry related keywords in blog posts, social media profiles, and personal websites makes them easier for employers to find.
* **Market with others –** If you maintain a blog, offer to recommend the work of a friend or colleague if they mention you on their own blog.

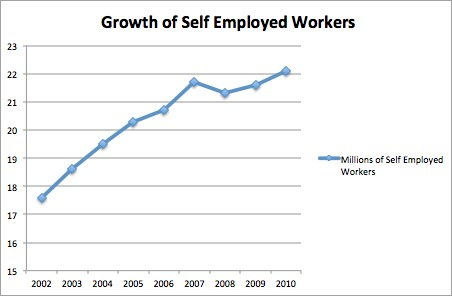
Who implements self-marketing?

There are **two groups** of people who are most interested in self marketing, including those **candidates who are seeking jobs**, **looking for promotions, or trying to switch jobs**. They must identify job openings, then market their skills and experiences to hiring directors. If they are looking for a promotion, they will need to market themselves within a company, while those looking for a career change must extend marketing efforts to different industries.

**Freelancers** are the second group of people who must aggressively market themselves. They work independently and must enter into contracts with a variety of employers. Developing relationships with other freelancers, past clients, and industry professionals is necessary for finding consistent work as a freelancer. These independent contractors will need to self market **continuously** to keep clients aware of their brand, their abilities, and their reputation.

The Rise of Self Employment

Over the last few years more and more people have decided to go into business for themselves. The chart below, based on data from The Bureau of Labor Statistics, shows the **growth of self employment in recent years**. In 2010, the peak year, people who were employed for themselves made up 14.5% of the entire work force. Clearly this is a form of employment that is popular and growing. **As self employment grows, so does the necessity for self marketing.**



How is a self marketing plan developed?

In developing a self marketing plan, job seekers must identify what kinds of jobs they want, what their **biggest strengths and weaknesses** are, and how they are perceived professionally. Self marketers must understand where they are in order to know where they are going. Once these questions have been answered, the job seeker can start identifying **potential employment opportunities**.

Understanding where **employers gather** is key in the networking process. People looking for technology jobs might seek out blogs or high profile message boards to start making connections. Conversely, someone looking for work as a chef might attend cooking demonstrations or farmer’s markets to connect with people interested in food. In the same way that traditional marketers must target customers, self marketers have to target specific employers.

**Catalog Marketing**

Catalogs have been one of America’s favorite ways to shop for over two hundred years. In fact, garden and seed catalogs were in circulation in the United States before the Revolutionary War.

Catalog marketing is a specialized form of **direct marketing** that still holds an important place among the various marketing strategies used today, including social media and Internet advertising.Even as people purchase goods online more often, many still use the catalog as their **preferred source of information** about a company’s products and services.

Who Uses Catalog Marketing?

Mail-order **retailers** and retailers with mail-order branches utilize catalog marketing to reach a **wider audience**. J.C. Penney, for example, uses both its stores and its large mail-order catalog as ways to connect with customers.

**Business-to-business** companies also use catalog marketing. Businesses that specialize in selling to a particular type of company may not have their entire catalogs online. Instead, they **print** and **distribute** their product catalogs directly to their buyers. 

How to Improve Your Company's Catalog

* **Research your customers**. Look at what they buy; and, whether they buy online, over the phone, through the mail, or in stores. Also examine data on their demographics.
* Give the most visibility in your catalog to your **best sellers**. Look at past catalogs to see how they were presented, and improve on it.
* Use **large images for your best-sellers** in your catalog, placing less visual emphasis on your less popular products. Place reminders of **special offers, free shipping, and other promotions** everywhere in the catalog and on the order form.
* **Revise your catalog on a regular basis**. Look at what worked and what did not. **Your catalog is a project** that should be in a constant state of improvement.

**Email Marketing**

Email has become one of the **most popular forms of communication**. In 2010, there were an estimated 90 trillion emails sent out worldwide. That breaks down to **2.8 million** emails sent every second. These numbers are gigantic, but not surprising when you consider how important the mail in all forms has been throughout history.

But as the **cost of postage and printing** has risen, the effectiveness of marketing through the mail has declined. Businesses now have to pay more while seeing **smaller returns**. This is exacerbated by the fact that new communication tools provide many of the same services that standard mail does. Although direct mail marketing has not disappeared by any means, it has been on the decline for years.

As advertisers have shifted more and more of their efforts online, they have tried to find ways to use the strategies developed in print advertising in new online environments. Most of the traffic once handled by the postal service now happens over email, creating a new method of direct marketing. Today, the **average marketer sends 64 emails** to their customers every year.

What is email marketing?

Email marketing is, quite simply, using the tools of email to **deliver advertising messages**. The vast majority of Internet users have email accounts which allow them to receive an almost **unlimited number** of messages instantly. According to a survey conducted by Pew Internet, 82% of U.S. adults use the Internet, and email is one of the fastest, cheapest and easiest ways for marketers to connect with customers.

Most Popular Email Services

There are dozens of different companies which offer email services. Marketers can boost the success of their campaigns by targeting the most popular. The email clients listed below are ranked based on how often their emails are opened.

* iPhone – 20%
* Outlook – 18%
* Yahoo Mail – 13%
* Apple Mail – 8%
* Hotmail – 8%
* iPad – 8%
* Android – 7%
* Gmail – 5%
* Web Version – 5%
* Windows Live – 3%
* Other – 3%
* AOL – 1%

Types of email marketing

* **Email Newsletters –** These are regular emails that are sent to a list of subscribers who have chosen to receive updates from a company. Newsletters usually **don’t** have **explicit sales messages**, but try instead to **build a relationship between a customer and a brand.**
* **Transactional Emails –** These are emails that are sent out after certain actions trigger them. When a **customer buys a product or makes a reservation**, emails are sent out **confirming that transaction**.
* **Direct Emails –** These are used to inform customers about **new products, sales and special offers**. They provide customers with direct information about products and usually provide a link or another easy way for customers to access the product. They are similar to the **coupons, catalogs, and sales fliers** that used to be sent through the post office.

**Facebook Marketing**

What is Facebook marketing?

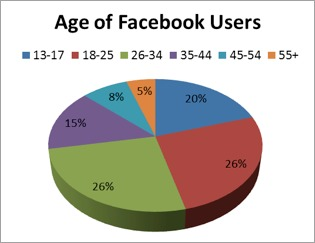
Facebook marketing refers to creating—and **actively using**—a Facebook page as a communications channel to **maintain** contact with and **attract** customers. Facebook actively provides for this, allowing users to create **individual profiles or business pages** for companies, organizations, or any group attempting to develop a fan base for a product, service, or brand.

Who implements Facebook marketing?

Featuring nearly a billion potential customers, every business should be using Facebook. It is at least as essential as having a business web page—and actually much easier to create. Whether you **represent a big brand** or a **small business employing** only a handful of people, you can bet that some portion of your customers are already on Facebook. Commonly, Facebook marketing is used by:

* **Brands.** Food, electronics, home goods, restaurants—nearly any kind of brand can be promoted through Facebook, turning passive customers into active fans who follow news of promotions and developments, and who **share with their own friends.**
* **Local businesses.** Whether a business is family-owned, or a franchise of a larger company, a Facebook page can be used to turn a local customer base into a fan base that more commonly visits your store.
* **Personalities.** Musicians, celebrities, authors, syndicated columnists—anybody who makes their money through being known wants to be known by as many people as they can on Facebook.
* **Non-profit organizations.** Charities, political groups, and public service campaigns can all leverage the natural sharing capabilities of Facebook.

Who Uses Facebook?



For what kinds of customers if Facebook marketing effective?

While originally marketed **to college students**, Facebook has expanded well beyond that demographic.  More than half of all users are in the **18-34 age range**, and slightly more than half of United States users are **women.** In the United States, about half of all user profiles are accessed through mobile devices as well as through computers. Due to its considerable number of users, there is a wide variety of market segments that can be reached on Facebook, and **an active fan base for nearly any niche.**

A more helpful question about Facebook customers would be: **When is Facebook marketing most effective**? For brand and company pages, posts made in the morning attract more comments than posts made in the afternoon. Consumers at home may check Facebook at any time during the day (the peak traffic period is around 3:00 in the afternoon). However, working or school-going consumers commonly check Facebook before and after work/school; therefore, only posting during the 9-5 business day misses a lot of opportunities.

**Celebrity Marketing**

**Famous people have always made excellent salesmen**. Presenting a familiar face is one of the **fastest and easiest** ways for companies to create brand associations in the minds of consumers. When a widely loved actor or a heroic sports figure endorses a product, that product gains immediate credibility.

Celebrity marketing is a tactic featuring a famous person to offer an endorsement of a product. This famous person might be an **actor, musician, athlete, ex-politician** or a **cartoon character**. They do not need to be international superstars; they only need to be **familiar to the target audience**.

Successful and Unsuccessful Celebrity Marketing Campaigns

**Successful**

* **Michael Jordan for Hanes –** The famous basketball star has endorsed Hanes brand **clothing** for over a decade. The admiration of the athlete lends an air of respectability and quality to the brand.
* **Britney Spears for Pepsi –** The pop star was the celebrity face of a famous ad campaign in the late 90s. The singer’s worldwide fame and popularity helped to connect Pepsi with a new group of young **soda drinkers.**

**Unsuccessful**

* **OJ Simpson for Hertz –** The football star endorsed Hertz Rent-A-Car throughout the 1980s. When he was **accused of murder** in the early 90s, the advertiser quickly severed their relationship with him.
* **Tiger Woods for Nike –** Woods had been an iconic spokesman for the brand for years. Following the public meltdown of his marriage, Woods appeared in a now famous spot featuring a voice over from his deceased father. The ad was extremely unpopular and is widely considered one of the least effective ads of all time.

Selecting a Celebrity Marketer

Marketers use the acronym FRED to evaluate the strengths and weaknesses of potential marketing campaigns. The same tools are used to evaluate celebrity spokesmen. Here is how it works.

* **Familiarity –** The more familiar a celebrity is to the **widest possible segment** of the population, the more affective their ads will be. Relatively unknown celebrities are only used to market niche products and speak to very specific demographics.
* **Relevance –** Marketers strive to create the **greatest fit between** a product and its celebrity endorser. The celebrity chosen must be seen in the eyes of the public as linked to the product they endorse. The greater the link, the more customers will trust the message being delivered.
* **Esteem –** The more esteem that a celebrity endorser has, the more that esteem will transfer over to the product they are endorsing. Celebrity marketing is about associating a famous person’s reputation with a product. The better their reputation, the better the product appears.
* **Differentiation –** The advertising market is fierce and it can be difficult to differentiate similar products from each other. Advertisers are always trying to find a message or an image that makes their product seem unique when compared to competitors. Having an esoteric or unexpected celebrity spokesman can be a great way to stand out from the crowd.

**Global Marketing**

Only a few generations ago, it **took months** to ship products to a market in another country, and doing so was such a difficult undertaking that only **huge trading** companies were able to take the risk. Then, developments in transportation technology made it possible for people and products to move much more quickly, and the first push towards globalization began.

More recently, information technology—and particularly the Internet—**has shrunk** the world even further. A business might have partners and employees half a world away, and consumers can get products from those locations in a matter of days.

What is global marketing?

Global marketing is more than simply selling a product internationally. Rather, it includes the whole process of **planning, producing, placing, and promoting** a company’s products in a worldwide market. Large businesses often have offices in the foreign countries they market to; but with the expansion of the Internet, even small companies can reach customers throughout the world.

Even if a company chooses not to expand globally, it may well **face domestic competition from foreign companies** that are. This competition has made it nearly a necessity for most businesses to establish an international presence.

Top 10 Biggest Global Companies

(excluding oil and energy)

1. Wal-Mart
2. Toyota
3. Volkswagen
4. Japan Post Holdings
5. Glencore International (commodities)
6. ING (financial services)
7. General Motors
8. Samsung Electronics
9. Daimler
10. General Electric

* **Coca-Cola** started selling internationally back in 1919, and is now present in more than **200 countries**. In order to keep a consistent brand, Coke tastes the same in every region, but the **size, shape, and labeling** of the bottle are changed to match the norms in each country. While the company formerly used a standardized advertising approach, it has changed to adapt advertising messages to local culture. Additionally, it adjusts its product line-up to fit local tastes; including a number of additional beverage brands.
* **McDonald’s** makes certain that a Big Mac tastes the same in every country; but it also varies items on its menu according to local tastes. Customers in Mexico can order a **green chili** cheeseburger, customers in Korea get to eat bulgogi burgers; and customers in many Arab countries can enjoy the McArabia, a grilled kofta sandwich on **pita bread.**

What kinds of customers does global marketing reach?

Since global marketing involves a variety of different products and opportunities, it’s **impossible to identify a single customer profile**. A global company must be prepared to develop **multiple profiles for each of the different regions** it trades in.

Depending on the product, customers can be reached nearly **anywhere in the world**. In order to do so, global companies may rely on local distribution networks; but as they grow in particular markets, they may establish their own networks. Companies attempting to enter new markets tend to start with heavily populated urban centers, before moving out to surrounding regions.

**One-to-One Marketing**

What is one-to-one marketing?

One-to-one marketing (also sometimes written as 1:1 marketing) is a strategy that relies on getting to know the **individual choices made by a customer**, and then tailoring marketing outreach to each customer differently based on **those choices**. It’s an approach that is not used to get the customer’s attention, but to keep their attention and their business.

Basic types of 1:1 marketing

* **Personalization –** the company learns the personal **preferences and tastes** of each consumer and customizes its marketing plan to them. Amazon.com is known for perhaps the most successful 1:1 personalization strategy, recommending products based on past purchases and interests.
* **Customization –** the company doesn’t learn the preferences of each customer, but instead gives the individual customer the ability **to customize** the product to their own tastes. A good example of this strategy is a computer retailer that offers a basic platform of a laptop and then gives the customer the ability to tailor many of the laptop’s features (processor, memory storage, loaded programs) to their own tastes and needs. Many online news websites use the same strategy by allowing visitors to pick and choose the types of news stories (international, political, financial, etc.) they want shown most prominently on the site.

1:1 Marketing Strategies

* **The Personal Touch:** Few things make a bigger impression on a consumer than personal attention and appreciation. The best coffee shop baristas know what Joe’s order is the minute he walks through the door, and that keeps him coming back.
* **“Suggestions for You” Marketing:** Online marketing companies like Amazon and Netflix have become masters at collecting, storing, and interpreting customers’ click history on their sites. They take that information and create a specialized marketing plan just for each customer, with recommendations on the next book to read or the next movie to watch.
* **Preferred-Customer Marketing:** Many retailers now offer a no-cost “**club membership**” to consumers. Club membership gives the customer incentives in the form of **lower prices** or **frequent-purchase rewards**. In order to earn those incentives, the customer must check-in with their membership ID. This allows the company to track all items purchased during each visit. Once retailers know each customer’s shopping patterns and preferences—that a particular club member buys a lot of cereal and prefers Cheerios, for example—they can send out personalized coupon mailers to that member with savings on Cheerios and other preferred items.

How is a one-to-one marketing plan developed?

The key to developing a successful 1:1 marketing plan is to create a data system for learning and remembering the **tastes** and **purchase patterns** of each and every customer. Methods for doing this will vary based on how the company interacts with its customers.

In the case of online retailers like Amazon, data is collected by capturing the consumers’ general information and connecting it to records of all of the items that customer has viewed and purchased. This creates a unique profile for each customer.

**Industrial Marketing**

What is industrial marketing?

Industrial marketing, also known as **business-to-business (B2B)** marketing, is a branch of communications and sales that specializes in providing **goods and services** to other businesses, rather than to individual customers.

Because industrial marketing often **involves large orders and long-term** relationships between the producer and client, the process from first pitch to close of sale is often more complex than the process between a business and a private customer.

While B2C sales might focus on one-on-one interactions between two parties, businesses are usually made up of a number of individuals. Before the product appears on the other store’s shelves, the two businesses must reach a deal that will involve the manufacture, purchase, and shipping of thousands of products.

Who uses industrial marketing?

Many companies create and market products that have little to no application on the level of the individual customer, so their only clients will be **other businesses**. A company that makes large-scale manufacturing machinery, for example, is either unlikely or unable to sell that machinery to private individuals because those customers are unlikely to be able to afford it or won’t need equipment of such size. The machinery would have to be sold to another business that has both the resources and need to produce large quantities of their own product, such as a mass-market toy factory that needs to create one million units of the same toy each year.

Industrial Marketing Strategies

Industrial marketing is an intricate process that occurs at many stages. It can involve a wide variety of marketing strategies, such as:

**Informational websites** with language directed at other businesses

**Personalized presentations** to the management staff of potential clients

Product samples to demonstrate confidence in the **quality of the product**

Online videos displaying products and sales staff

**Search Marketing**

When a brand name becomes synonymous with the product category, it’s hit the big time. Consider “Kleenex,” meaning all facial tissue, “Band-aid” for any generic sticky bandage, or “**Google,”** now used as a verb meaning “look it up.”

Google is now a familiar term for everyone from kindergarteners to octogenarians. As the number of websites increased exponentially throughout the mid-1990s, search engine platforms like Google were developed to help people find the information they were looking for quickly. Over time, they developed highly complex algorithms, determining which websites should be given the most weight (and the highest results) for each search term typed in.

What is search marketing?

Search marketing, also known as search engine marketing or **SEM,** is a type of online marketing strategy that promotes websites by increasing their rankings and visibility on search engines like Google, Yahoo, or Bing. Search marketing employs both paid and unpaid (organic) tactics to help Internet users find the right website among millions.

The 10 Most Popular Search Engines in 2020

The drop-off between use of Google, the next three search engines, and the remainder of the top 10 is astronomical. Google averages 900,000,000 unique monthly visitors. Ask.com, Yahoo! and Bing average between 125,000,000 and 165,000,000, and AOL Search averages only 33,000,000.

1. Google
2. Bing
3. Yahoo!
4. Ask.com
5. AOL Search
6. MyWebSearch
7. Blekko
8. Lycos
9. Dogpile
10. WebCrawler

What kinds of people are effectively marketed to with search marketing?

Young, Internet-savvy users are especially critical of how a website looks and functions, and they will click through all of the top results on a search page to find what they’re looking for. Those who type in simple terms rely on search marketing teams to make sure that the correct website for their needs appears in an easy-to-find place.

**Guide: Cloud Marketing**

The term cloud marketing encompasses all of a **company’s online marketing efforts**. Online portals give companies new ways to present products, engage with customers, and push brand messages. Traditionally, advertising has been confined to print, television and radio and linked to brick and mortar stores. The Internet has opened up huge new commercial avenues that allow businesses to connect with their customers more intimately, from online stores to Twitter feeds. Think of a major online retailer like Amazon.com that sells tens of thousands of different products but has no physical stores. Another component of cloud marketing is online applications which help marketing departments operate more effectively. It is now possible to run faster, more efficiently, and at reduced costs while accomplishing all of the same goals.

Cloud Applications for Marketing

There are two different kinds of online applications that are used for marketing purposes: **media and tools**. Media allows you to present a message to the public. Tools take common marketing tasks and make them faster and easier. Here are some examples of both:

|  |  |
| --- | --- |
| **Media:**   * Facebook * Twitter * Youtube * Official company website | **Tools:**   * Google Analytics * Constant Contact * Sales Force * Google Social Reports |

Benefits of Cloud Marketing

* **Reduced cost of marketing materials** – Companies no longer have to pay for printing costs or buy expensive advertising time.
* **Reduced costs of distributing marketing materials** – Online marketers don’t have to pay to send catalogs or newsletters through the mail. Digital formats offer fast and cheap ways to communicate with customers.
* **Less wasted marketing materials** – Advertising is produced only when it is needed. Unused mailers and signs don’t sit around collecting dust. Once a particular marketing campaign is over it is simply erased from the net.
* **Increased customization** – The web has opened all kinds of new interactive mediums for advertisers to place marketing in. This flexibility allows for more focused, relevant, and effective advertising.
* **Increased efficiency** – Cloud marketing greatly reduces the time between planning and implementing an ad campaign.