Answer to the question number : 1(A)

It's true. Business buyers are people, too. They seek personal benefits and make emotional buying decisions just as in their consumer lives. Gone are the days of stodgy, feature-driven industrial marketing campaigns. Business marketers now rival their consumer counterparts with increasingly engaging and entertaining creative strategies.

Still, there remain intrinsic differences between business-to-business (B2B) and business-to-consumer marketing (B2C). The source of these differences is the complex and interdependent relationships between business buyers and sellers and their relative positions in the supply chain.

Consumer marketing sells products to individual consumers and households who purchase for their own consumption. The B2B market; however, is composed of a succession of companies acquiring goods and services for the production of other products and services that are sold, rented or supplied to other companies. This creates a highly complex and continuous sequence of businesses buying from other businesses.

Keeping these critical differences in mind may help B2B marketers in planning strategies and crafting offers.

1. Business Needs vs. Consumer Wants

Most consumer goods are discretionary products people may want but don't necessarily need, for example entertainment services, consumer electronics or vacation travel. Consumer buying behavior is based on perceived characteristics such as style, fashion or peer acceptance. Emotional factors play a big part in consumers' purchase decisions. So consumer marketing focuses on stimulating discretionary buying behavior through persuasive messaging and media investments to generate demand.

In contrast, businesses usually come prepared to buy a solution to a need – products that are required for daily operations, or to solve a specific business problem. Their need pre-exists. Product performance characteristics are far more important than the image of the product. Business buyers are less emotional and more task oriented. It's simply a matter of finding the supplier who can best fulfill that need.

2. Smaller & Highly Specialized Markets

Business marketers generally sell to narrower vertical markets substantially smaller than most consumer markets. B2B marketers may target only a few hundred prospects but consumer markets can number in the millions. Due to the smaller size it's often possible to identify and profile all the prospects within a particular business market and approach each with customized marketing communications and in-person sales contact.

3. Individual Business Buyers Represent Higher Value

Business marketers focus on fewer, more intimate and longer-term customer relationships. Sales involve significantly higher average dollar amounts to smaller groups of customers with exponentially greater lifetime values. A few large customers can easily account for the majority of a B2B company's revenue. Due to the significantly higher transaction amounts and lifetime values, B2B tactics can accommodate a higher marketing investment per contact.

4. Closer Proximity & Higher Degree of Independence

In consumer marketing, the relationship often ends with a remote transaction made through a retailer. The manufacturer rarely makes personal contact with the consumer. In business marketing, the buyer-seller proximity is reversed. In most cases the supplier visits the customer in person and establishes a true one-to-one relationship with the customer over an extended period of time.

5. Product Importance

The physical product is of greatest importance in consumer markets. In B2B markets, the purchase extends beyond the product and includes an array of economic, technical and personal relationships between buyer and seller.

While the product quality is important, this must be matched by quality and reliability of the relationship. The buyer depends on the supplier for many things beyond the product itself, including an assured supply of materials, service, efficient order handling, delivery, and often extension of credit. These factors can have more influence than having the perfect product, since supply chain complications cost the customer in terms of stock, downtime, lost orders, etc.

6. More Complex Products Requiring Customization

Many business products are specialized and require a high degree of technical customization for specific applications. Even everyday products tend to be more complicated because of their use and application in specialized business processes.

The widely varying needs of business customers dictates highly personalized marketing, including customized products, services and prices. Even meeting buyers' basic operational buying needs typically requires some level of customization to logistics quantities, delivery and invoicing.

7. Stronger Customer-Centric Focus

B2B marketing requires that all parts of the business be customer-oriented and that all marketing decisions are based on a complete and accurate understanding of customers' needs. B2B companies are usually closer to their customers and more knowledgeable about their needs than the typical consumer company.

8. Expert Buyers & Multiple Decision Makers

Consumer purchases typically involve an individual decision maker in a single-step transaction. Compared with consumer decision making, business buying behavior is characterized by a formal multi-step process conducted professionally over a period of time, involving many people interacting within a formal organization.

9. Customers' Product Knowledge

Consumer marketing is aimed at a mass market and doesn't require deep knowledge of the product or supplier to make a purchase decision. Business buyers are comparatively more sophisticated and educated than consumers. The business customer has years of training in his or her field and often knows more about the product and its application than the B2B marketer.

The expertise of business buyers falls into two categories: buying process or technical expertise. Procurement managers are buying experts whose sole function is to procure products and services on behalf of the company. Technical experts and users possess a strong understanding and interest in the problem to be solved and the product being marketed as the solution. And throughout the sales process business buyers continue to learn about a supplier's cost structures, production methods, development expertise and financial viability.

10. Longer & More Formal Buying Process

Every business organization has formal purchasing policies, procedures and levels of purchasing authority that don't exist for consumers. Business buying processes are complex and highly structured requiring multiple steps drawn out over a period of time and involving a wide range of individuals representing various areas of expertise or interest from within the organization.

Marketers must recognize when it’s time to stop nurturing leads through marketing channels and hand those prospects off to the sales team. Conversely, sales must recognize when to recycle dormant leads back to marketing for further nurturing.

Answer to the question number : 1(B)

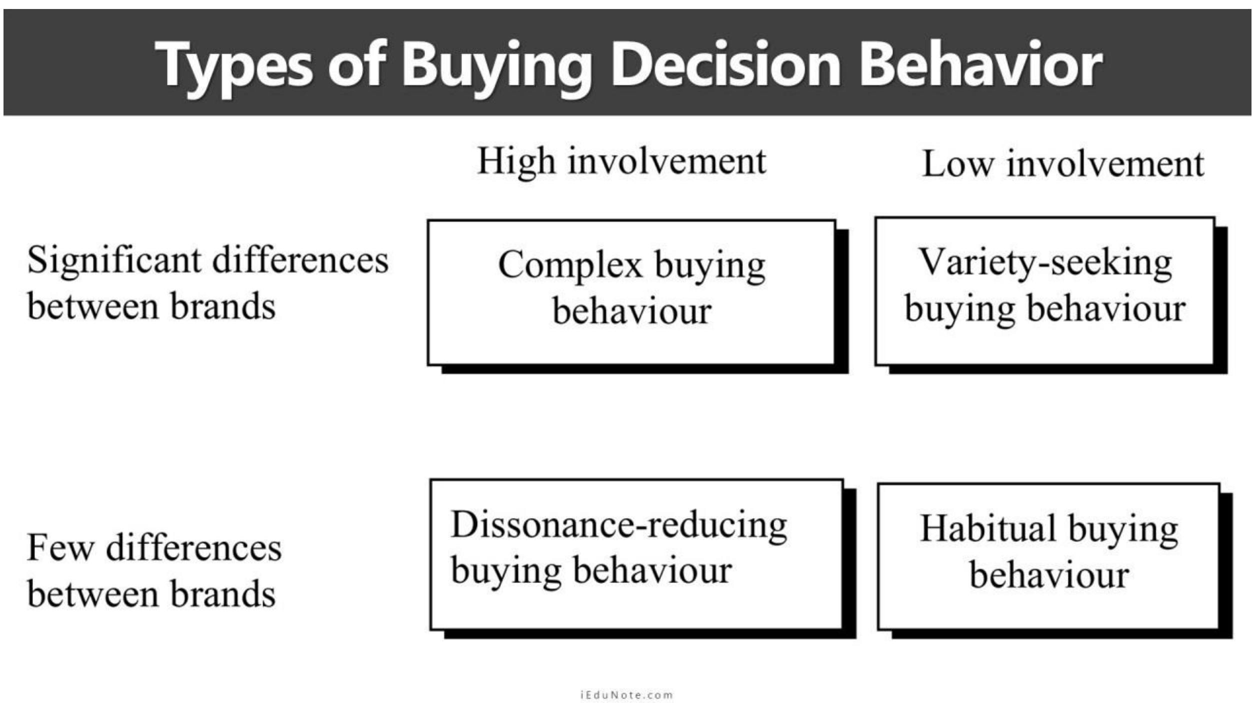
Types of Buying Decision Behavior

Buying behavior differs greatly for different types of products. As participants and deliberation in the buying process increase, buying decisions become more complex.

The types of consumer buying behavior depend on buyer involvement and the degree of differences among brands.

Four types of buying behavior are;

1. Complex Buying Behavior.
2. Dissonance- Reducing Buying Behavior.
3. Habitual Buying Behavior.
4. Variety-Seeking Buying Behavior.



Complex buying behavior is when the consumer is highly involved in the purchase and the knowledge about significant differences between brands, it is called complex buying behavior. Buying a car is an example of complex buying behavior.

In Variety seeking behavior, there is low involvement of the consumer regarding the product, and there are significant differences between brands. Consumers generally buy different products not due to dissatisfaction but due to seek variety.

For instance, an individual may shop around for different breakfast cereals because he/she wants variety in the mornings!

Sometimes in Dissonance buying behavior, the consumer is highly involved in the purchase, but there are a few differences between brands.

Highly involvement again means that the product is expensive, but due to a few differences between brands, consumers will buy the product frequently.

Like consumers, while buying wall paints, buy them quickly as there are few differences between brands. An example would be buying a diamond ring, as people believe there is little difference between diamond brand manufacturers,

In Habitual buying behavior, there is low involvement of the consumer regarding the product, and there are few differences between brands.

The consumer goes to the market and buys the product. Purchase of a food commodity such as salt, flour, or sugar is a good example.

Let’s learn about all four types of buying behavior in details;

1. Complex Buying Behavior

Consumers demonstrate complex buying behavior when their involvement in the purchase is high, and when they perceive significant differences among brands. Consumers’ purchase involvement is high when the product is costly, risky, purchased infrequently, and highly self-expressive.

In such a situation, the consumer has much to know about the product category.

For example, a personal computer buyer may not know what attributes to consider. Many product features carry no real meaning: a “Pentium chip,” “Super VGA resolution,” or “8 megs of RAM.”

In a complex buying situation, the buyer will go through a learning process that involves developing beliefs about the product, developing attitudes, and making a contemplated purchase choice.

Marketers of high-involvement products need to know the information-gathering and evaluation behavior of high-involvement consumers.

They must assist buyers in learning about product-class attributes and their relative importance, and about what the company’s brand offers on the important attributes.

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It is also necessary for marketers to motivate store salespeople and the buyers' acquaintances for influencing the ultimate brand choice.

2. Dissonance- Reducing Buying Behavior

Dissonance- reducing buying behavior happens when consumers are highly involved with an expensive, infrequent, or risky purchase but perceives little difference among brands.

For example, consumers buying split type air conditioner may face a high-involvement decision because air conditioning is costly and self-expressive.

Still, buyers may consider most air conditioner brands in a given price range to be the same.

In this situation, because perceived brand differences are not wide, buyers may shop around to learn what is available, but relatively quickly. They may respond primarily to an attractive price or to purchase convenience.

Consumers might experience postpurchase dissonance in the form of after-sale discomfort when they notice certain disadvantages of the purchased air conditioner brand.

This can also occur if the buyer hears favorable things about brands not purchased. To counter such dissonance, the marketer should undertake proper after-sale communication and support to help consumers feel happy about their brand choices.

3. Habitual Buying Behavior

Habitual buying behavior happens when consumer involvement is low, and the perceived brand difference is low.

For example, take flour; consumers have insignificant involvement in this product category. They go to a store and ask for a brand. If they keep asking for the same brand, it is out of habit rather than strong brand loyalty. Consumers have low involvement with most low-cost, frequently purchased products.

In cases of habitual buying, consumer behavior does not follow the typical belief-attitude-behavior pattern.

Consumers do not look for extensive information about the brands. They do not evaluate brand features and make strong decisions about which brands to buy. Instead, they passively receive information from the media to which they are exposed.

Repetitive ads build brand familiarity rather than brand conviction. As consumers' involvement is low, they may not make a postpurchase evaluation.

Thus, the buying process contains brand beliefs acquired through passive learning. Habitual buying behavior has important marketing implications.

Since buyers are not highly committed to any specific brand, marketers of low-involvement products with few brand differences may use price and sales promotions to encourage product trial.

Ads of low involvement products should emphasize only a few key points. Visual symbols and imagery should be used extensively. Ad campaigns should consist of a high repetition of short-duration messages.

Visual media like television should be preferred to print media because it is a low-Involvement medium suitable for passive learning.

4. Variety-Seeking Buying Behavior

Consumers undertake variety-seeking buying behavior in situations characterized by low consumer involvement, but significant perceived brand differences. In such cases, consumers often do a lot of brand switching.

For example, when buying cookies, a consumer may hold some beliefs, choose a cookie brand without much evaluation, then evaluate that brand during consumption.

But the next time, the consumer might pick another brand out of boredom or try something different. Brand switching occurs for the sake of variety rather than because of dissatisfaction.

Variety-seeking buying behavior calls for different marketing strategies for the market leader and market challenges. The market leader will encourage habitual buying behavior by carrying large stocks and running frequent reminder advertising.

The market challenger will encourage variety seeking by using various sales promotion tools such as cash discounts, special deals, coupons, free samples that will induce buyers to try new brands.

Answer to the question number : 2

Business Buying Process

The business buying process is quite different from the consumer buying process. Because in this case the business market is involved in a different set of characteristics and demands. The companies doing business in business markets adopt separate marketing strategies.

There are a few basic concepts that should be discussed. Before going into detail about the business buying process.

All the businesses that purchase goods or services. Particularly to modify them for the purpose of reselling are collectively called the business market. Business markets have derived demand that basically originates from consumer demand.

Buying Situation in Business Markets

The following are the three types of business buying situations:

- Straight Re-buy

In this situation, the previous routine order is made by one business without any modifications.

- Modified Re-buy

In this case, a certain business wants to modify its order in respect of specification of the product. Along with its price or terms, etc. Hence this requires more participants in the decision-making process.

- New Task

When a business buys a specific product or service for the first time. Then this case is called new task buying.

Participants of Business Buying Process

The following are the five participants that may be involved in the Business Buying Process:

- Gatekeepers
- Deciders
- Buyers

- Influencers
- Users

Steps of Business Buying Process

The **business buying process** is split into eight stages. So the new task buying contains all of these steps. Whereas the straight or modified re-buy may skip some of them. These stages are as follows:

- Problem Recognition
- Description of General Need
- Specification of Product
- Search of Supplier
- Proposal Solicitation
- Selection of Supplier
- Order-Routine Specification
- Performance Review

Problem Recognition

In the first stage of the business buying process. A certain problem is recognized by someone in the organization. So that it can be solved through the purchase of any new product or service. Therefore the external or internal stimuli result in the creation of such a recognized problem.

In the case of internal stimuli. The management of the organization may determine to manufacture a new product. Nor any production machine becomes damaged that needs certain new parts. Another internal reason may be that the supplier is not providing effective goods at a fair price.

On the other hand, the external elements may be in the form of any new idea of a product. Even at a trade show or seeing new advertisements. Nor any favorable offering by a salesperson, etc.

Description of General Need

This stage starts when a clear need has been identified by the organization. In this step description about the general need has been prepared. That shows general characteristics and the quantity of the required product.

In the case of simple items, this process is linear. Whereas in the case of complex items in the process involves. A team of buyers, engineers, and other professionals. Basically who work together to agree on the desired product. The significance of reliability, price, durability, and other features are ranked. In fact for the desired product or service by the team.

Specification of the Product

In this stage, the organization that is involved in the business buying process. Actually prepares a detailed list of the technical specifications of the desired product. Through value analysis conducted by the engineering team.

In value analysis, careful studies are made to determine the cost reduction production process. Particularly for the redesigning or standardization of the desired product or service. So the professional team covers the best features and characteristics required in purchasing the product. Therefore the selling organizations can also use this step to increase their sales.

Search of Supplier

In this step of the business buying process, the buying organization searches the suppliers. In order to make a purchase with the best one. For this purpose, a list of competitive vendors is prepared by the buying organization through the use of supplier directories. Also the aid of a computer (internet), or contacting other organizations for obtaining recommended names.

The internet is increasingly becoming a platform for such searching. Nowadays as most of the organizations are entering into this virtual world. In the case of buying new and expensive products. So the more time is consumed in searching for suitable suppliers. That can best meet the specifications of the required product.

The suppliers should keep themselves enrolled in the relative directories. Just to make their good reputation in the market. Moreover, the salesperson should also target the supplier searching organizations in the **business market**.

Proposal Solicitation

In this stage, the suppliers are asked to submit their proposals. In some cases, some suppliers send only their salespersons or simple catalogs. However, when the desired product is more expensive and complex. Than proper formal presentations and detailed written proposals are required from the qualified suppliers. So the marketers of business organizations should also be skillful in writing. As well as in presentation of business proposals to the buying organizations.

Selection of Supplier

At this stage, the final supplier is selected from the list of potential suppliers. Who have submitted their proposals to the buying organization. So the selection team of the buying organization reviews the proposals of all suppliers. Also lists the offered attributes on the basis of the rank of importance. So following are some of the main attributes that serve as the basis for the selection of potential suppliers.

- Quality of product
- Delivery time
- Ethical corporate behaviour
- Reasonable price
- Honest communication
- Past performance and reputation
- Repair and maintenance services etc.

Order-Routine Specification

The order-routine specifications are prepared in this step. Actually which contains the order having a final list of the specifications, the selected supplier. Also delivery time, quantity required, price and repair and maintenance services, etc.

Performance Review

This is the last stage of the business buying process in which the performance of the supplier is reviewed by the buying organization. For this purpose the buying organization contacts the customers. As well as users of the purchased product and asks them to provide their experience of using that product.

Mainly the Consumer Behavior or the satisfaction level of users serves as the basis of the performance reviewing factor. Particularly for the product purchased from business suppliers. So the performance review helps in the future decisions of the business buying process. Specifically in the form of straight re-buy, modified re-buy, or new task buying. Therefore the selling organization also takes into account the same factors. That would affect the performance review by the buying organization.

Answer to the question number : 3(A)

Market Targeting Definition Strategies and Examples

In this article, we will discuss market targeting. What is it and why need to know it. We have already discussed market segmentation and learnt that companies are unable to reach all customers in the market. The company cannot fulfil all customers needs that is too large. Therefore, to solve this problem marketers segment the market into small segments. After this, one should target those segments which can be better served is market targeting.

There are some businesses who believe that everyone will be their customer. It is not true. Targeting is focused on evaluating available segment's attractiveness and select one or more segments to serve. You only want those people who have a need for the products and services you are offering.

Many of your customers belong to multiple target markets at a time, for example, I am a man, a father and a husband. Each category has some products and services that I need to fulfil my wants, needs and responsibilities in each respective position. Here you noticed that everything about me puts me in a target market for some marketers.

Market Targeting Definition

A market is segmented using age, gender, income, education, lifecycle, social status, social class and many more. After **identifying segmentation** few segments are selected to reach target customers. This process of evaluating and selecting market segments is known as market targeting.

Market Targeting Process

There are two steps of market targeting process, the first step is to evaluate market segmentation and select those segments that suit the business. In the second step, marketers select appropriate market targeting strategies.

Step1. Evaluation Market Segments

The market targeting process involves assessing those segments marketers already identified in the market segmentation. But when we talk about evaluating market segments, it is based on certain criteria. Business owners and marketers must answer these questions while assessing the market segments.

- What are the sizes of the segments I am looking for?
- What are the demographics of identified segments?
- What is the competition level of each segment?
- What is the growth potential in the segments?
- What segments can help to achieve company goals?
- How to best utilize company resources pursuing the segments?

These are not the only questions. The questions may vary according to industry, business nature and the depth of research you conducted.

Step 2. Market Targeting Strategies

In todays' business environment every business needs market targeting strategies. Targeting the right market is very important. Here we will discuss four types of market targeting strategies with examples.

Undifferentiated Market Targeting

Undifferentiated market targeting strategy ignores market segmentation and goes after the whole market. This strategy considers buyers as homogeneous group. Undifferentiated marketing is also known as **mass marketing**. In this strategy, companies do not produce different products for different market segments.
This type of marketing strategy relies on mass distribution and mass advertising. Companies aim to create superior image of the product in the minds of consumers. Company use this strategy to appeal a wider audience based on common customer needs and wants other than differentiated and concentrated strategies.

It has a narrow product line which leads to low advertising cost. Lack of segment marketing reduces the costs of marketing research.

Example
Henry Ford adopted undifferentiated marketing strategy for T Ford Model. This model was available in only black color in 1930s. Another example of undifferentiated strategy is Hershey company, few years back they have only one chocolate candy bar for all.

Differentiated Market Targeting

In Differentiated market targeting strategy, a company opt to target multiple market segments and design different and **effective marketing mix** for each market segment. A Differentiated market targeting approach is likely to create more sales than does undifferentiated marketing. But due to distinct marketing mix, the promotion cost also increases. The increasing sales must be weighed with increasing costs.
Number of different companies adopted differentiated marketing strategies. ***For example***, the segmentation of Unilever generates more sales by achieving higher market share through various detergent brands which they could not with just one brand.

Example
Another example is McDonalds, they have developed unique menus for local consumers in many countries of the world. In India McDonald create a unique menu for local consumers i.e. the McCurry Pan which a vegetarian dish. The Indian version of Big Mac is called the Maharaja Mac "the Social Burger" make with grilled chicken, tomatoes and onions. Both products are according to the Indian religious sensitivities as beef is not consumed.

Concentrated Market Targeting

In concentrated / niche market targeting strategy, resources are focused and target specific market segments. **Concentrated marketing strategies** are effective for those small companies having limited resources. Due to focused strategy they can perform better compare to large businesses.
Due to better knowledge of specific segment's needs, company can achieve a higher market position. If company choose the right segment at the right time, it can achieve lucrative rate of return on investment.

Examples
Pizza Hut successfully developed database of 9 million pizza lovers customers. By using this database, Pizza Hut developed target market campaigns to reach its consumers.

Micromarketing Market Targeting

Micromarketing strategy involves developing products, services and marketing programs best match with individuals and locations. Small business owners can use micromarketing strategy to target customers at personal level. micromarketing includes local marketing and individuals marketing.

Example
A good market targeting examples is Citibank, it offers different services on branch level based on neighborhood demographics. Walmart and Sears Store customizes its inventory and promotion to meet the requirements of specific clients.

Individual marketing examples include hotel industry, clothing, furniture and bicycle industry. This strategy is based on the preferences on individual’s customers.

Whether a company, business owner or marketer, you should evaluate and target the market very carefully and effectively. Market targeting strategies are designed to promote a brand or resonate a message to target audience. Evaluate market segments and select target market according to your overall business objectives and plans.

Answer to the question number : 3**(B)**

Buzz marketing is a viral marketing technique focused on maximizing the word-of-mouth potential of a campaign or product. These strategies can spur conversations among consumers' family and friends or larger-scale discussions on social media platforms. By getting consumers talking about their products and services, companies that employ buzz marketing hope to grow awareness through more online traffic and increase sales and profits.

A buzz marketing example would be if a company promoted its product through a show or stunt where consumers can try the product and share their experiences through everyday conversation or online. Another term for buzz marketing is astroturfing.

Online buzz marketing is typically driven by "influencers." These are early adopters of a product, who are eager to share their thoughts on the product and proactively start conversations about it. These people typically have established online presences and large followings as social media influencers on platforms such as Facebook and Twitter. They possess power and influence over their followers.

Influencers' opinions get noticed more readily and can have a positive effect on product awareness and sales. Marketers aim to rally these influencers to build buzz for their products. Some marketers target people known as *connectors*. They are big-name personalities and celebrities who can lend instant credibility and exposure to a product. Marketers looking for a large jump in awareness will seek out connectors.

How does buzz marketing work?

Social media marketing is a main component of buzz marketing. Facebook and Twitter are two of the leading social media platforms where companies seek to maintain a presence. Using these and other social media sites, companies can do the following:

- interact with customers
- receive feedback
- address issues or concerns
- promote products and services

Cultivating a rich set of shareable content and amassing a strong following on these sites helps companies get information to existing and potential customers. These approaches also facilitate a real-time dialogue where customers feel valued and informed.

Other online buzz marketing strategies include the following:

- Engaging influential bloggers to create a stir. Companies often let bloggers or media outlets try a product in advance of its release in exchange for a published mention of the product.
- Using website forums to foster conversation or provide answers to frequent questions.
- Creating customer communities that connect fan clubs, message boards and other groups. One medium that works well with this strategy is podcasting. Podcasts often combine an influential host with an already built-in community of followers and accompanying web content.

Buzz marketing is a different approach to content marketing than traditional outbound marketing and the mass marketing tactics of TV, radio and print advertising. In outbound marketing, companies aim to get their messages to as many people as possible with the hope that a few will become interested.

Buzz marketing strategies often make use of social media platforms and influencers.

Buzz marketing depends on the power of one-on-one personal messages more than broadcast messaging. It assumes that word-of-mouth marketing holds more weight with consumers because it is perceived as unbiased, coming from people they trust and not simply directly from the company.

One of the challenges of buzz marketing is maintaining the element of surprise as part of the marketing strategy. For example, tweeting absurd, snarky quips from a corporate twitter account catches Twitter users by surprise when that's not what they are used to from that account.

As consumers get better at identifying buzz marketing, marketers must use it sparingly to be effective. This development is similar to early forms of online marketing, such as pop-up and banner ads, which some audiences now consider annoying. However, they still have a role in marketing but also must be used creatively to be effective.

With buzz marketing, companies also run the risk of not being able to connect their campaigns with the brand or product itself. Merely creating content that gets people talking is meaningless if people don't identify it with the company that created it.

Examples of buzz marketing

Examples of buzz marketing include companies creating online videos, centered around something humorous, controversial, unusual or outrageous. In doing this, they hope to cause a sensation and get people talking about the video, sharing it via social media and driving up views on websites such as YouTube. Companies will then try to capitalize on the content's popularity by promoting the product on social media, either by creating a hashtag in the hopes of becoming a "trending topic," or encouraging consumers to download other pieces of content to further foster customer engagement.

Some examples of buzz marketing include the following:

- **ALS Ice Bucket Challenge.** This social media-based movement involved an individual pouring a container of ice water over their head. The point of the challenge was to promote awareness of amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease. The campaign motivated a surge of donations to organizations like the ALS Association and the ALS Therapy Development Institute.
- **Dell on campus.** Dell ran a college campus campaign in 2016 to increase brand awareness. It sent brand ambassadors to engage with students and hold more meaningful conversations with them about Dell products. Doing this made for more memorable interactions with the company and kept the brand top of mind with a strategic audience.
- **Super Bowl commercials.** The Super Bowl is watched by more than 90 million people, and the commercials often generate buzz. Men's deodorant and shower product company Old Spice rebranded its advertising strategy in 2010 to incorporate humorous and outrageous meme-friendly commercials. One commercial had actor Terry Crews shouting and riding a tiger.
- **Wendy's**. Fast-food chain Wendy's regularly posts on its Twitter account with edgy content roasting other brands like McDonald's. Wendy's also locked its Twitter account, making it available only to followers during a promotion of its new 2020 breakfast options. This strategy generated more followers, motivating individuals to follow the account for the humor.

Marketingdive.com reported in 2020 that Wendy's received over 10,000 follower requests in a 36-hour time span after locking its Twitter account. Wendy's also ran a campaign in 2018 where the company created a character in the video game Fortnight to run around and destroy freezers. It was a way to signal that Wendy's never uses frozen beef.

What are the different types of buzz marketing?

Each buzz marketing tactic focuses on a different trigger to get an audience talking. Mark Hughes, who is credited with coining the term buzz marketing, identifies six ways to go about a buzz marketing campaign. Hughes recommends focusing on the following tactics:

1. **Taboo.** Using controversial subjects to generate buzz gets people talking. But this approach also entails risk of negative reactions and backlash. One example is Coca Cola's 2014 *It's Beautiful* Super Bowl advertisement, which featured the song *America the Beautiful* sung in nine different languages. Some people reacted negatively on social media, saying the version of the song as unpatriotic and expressing an English-only sentiment.
2. **Outrageous.** Another way to generate buzz is to shock the audience. BlendTec's *Will It Blend?* YouTube campaign, is an example of an outrageous approach. It features a man in a lab coat putting various items -- Action figures, Amazon Echo, Apple iPhone -- in the blender to obliterate them.
3. **Hilarious.** Humorous ads get people laughing and talking. One example is the Allstate *Mayhem* commercials that feature Mayhem Man destroying people's personal property to show why someone should buy Allstate insurance.
4. **Secret.** Using secrets to pique interest can generate buzz. When marketing material presents clues to some exclusive information, people's curiosity is peaked. A phrase that sums up this tactic is: "I'm not supposed to tell you this, but …". Facebook is a good example of how this approach works.

When it was initially launched, you had to have a personal invitation from another member to join. This created a *fear of missing out* (FOMO) and excitement around being included.

5. **Remarkable.** This is when a brand attempts to exceed what is expected, demonstrate its values or inspire its audience. Chrysler's *Imported from Detroit* marketing campaign appealed to the "buy American" sentiment and overcoming hardship and tough times.
6. **Unusual.** This is when a brand frames its product or service as different or unique. When the iPad came out in 2012, Apple positioned it as a new product different from anything on the market.

Best practices for creating a buzz marketing campaign

Buzz marketing is an effective type of marketing in part because people in social settings are perceived to be more trustworthy than companies, which are trying to sell their products. Someone talking about a product or service appears to be doing so because they like it, not because they are trying to sell it.

Best practices to achieve successful buzz marketing include the following:

- **Know the target audience**. Understand the interests, triggers and boundaries for a campaign's target market.
- **Develop a strategy**. Match the audience profile with a strategy that will appeal to them.
- **Push the right buttons**. Make sure that triggers stir as much of a reaction as possible, without offending or turning away audience members.
- **Build anticipation**. Stimulate the customer's desire to learn more, particularly before the product launch. This generates momentum.
- **Encourage early adopters**. Reward those who respond positively to the brand early on. This will make some customers feel special while stimulating FOMO or a sense of curiosity in others.

- **Embrace influencer marketing**. Influencers have pull in large audiences and can generate buzz quickly.
- **Monitor the results**. Identify and use key performance indicators to track the performance of a digital marketing campaign success. Success measures include brand mentions and followers gained in a certain time. Sentiment analysis tools can reveal how customers are reacting to a campaign.

Getting and keeping the attention of millennials and Generation Zers is important for modern brands. Learn some best practices for influencer marketing to those generations.

Co-branding is hardly so simple as slapping on another company's name and calling it a day. To be successful, the partnership must offer a unique value-add to customers (see: extra cheesy taco shells). Not only that, brand partners must also have similar cultures, values and customer bases. Joining two unlike companies—or partnering with a controversial company—can result in disaster.

Consider the decades-long partnership of Shell, a Dutch petroleum company, and Legos, a Danish toy company. Shell benefitted from stamping its name on Legos' toy sets, like race cars and gas pumps, while the Shell brand imbued the toys with authenticity. But this all came to a screeching halt in 2011, when environmental organization Greenpeace pointed out the dissonance of children playing with toys marked by a petroleum company that was drilling oil aggressively in the arctic and had a track record of questionable environmental practices. After a lengthy Greenpeace campaign, public outrage ensued, leading the companies to officially part ways. Yikes.

Let this be a lesson to all: Shell and Legos were simply too unlike in their missions and values to work together successfully.

Even if the two companies *do* go together like Sandy and Danny in *Grease*, there are some important pitfalls to avoid. It's essential that the goals of both companies are aligned, that they craft a transparent proposal outlining these goals, and that each partner has the internal resources and funds to bring the partnership to fruition. Nothing ruins a happy marriage like financial strain.

So how do you find the mustard to your ketchup? Below, we’ve rounded up seven examples of successful co-branding partnerships and outlined what made them work.