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TYPES OF PROMOTIONAL TECHNIQUES THAT REALLY WORK

Getting advertising seen and getting people to talk about them are two of the biggest challenges facing any advertiser these days. Among the most famous forms of promotion we can mention: word-of-mouth marketing (WOMM), viral marketing, street marketing, guerrilla marketing (undercover marketing), relationship marketing (experiential marketing), ambient marketing and etc.

Word-of-mouth is one of the most credible forms of advertising because people who do not stand to gain personally by promoting something put their reputations on the line every time they make a recommendation. Word-of-mouth marketing is a key component to the growth of a small business. It's often WOMM keeps small businesses running in the early days of operation when there is little to no marketing budget.

Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages. A lot of world famous companies have used viral marketing to spread their brand to the masses. Hotmail is one of the most classic examples of successful viral marketing.

The major difference between word-of-mouth and viral marketing is that WOMM is often driven by a marketer or business owner and viral marketing is driven by the passion of consumers. The objective of guerrilla marketing is to create a unique, engaging and thought-provoking concept to generate buzz, and consequently turn viral. Typically, guerrilla marketing campaigns are unexpected and unconventional, potentially interactive, and consumers are targeted in unexpected places. The term Guerrilla Marketing is now often used more loosely as a descriptor for non-traditional media, such as: Reverse Graffiti, Wild Posting Campaigns, Alternative marketing, Live-in marketing (real life product placement).

There's a subtle difference between viral marketing and guerrilla marketing. Guerrilla marketing ambushes the viewer and grabs their attention when they least

expect it. Viral marketing is advertising that is voluntarily passed around. Guerrilla marketing was initially used by small and medium size businesses, but it is now increasingly adopted by large businesses. Guerrilla Marketing should be based on human psychology rather than experience, judgment, and guesswork.

Relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages. Relationship marketing involves the organization undertaking a number of important activities. Company must put into place tactics to attract customers. Methods used to attract customers may include promoting the product and brand, offering good quality products/services and competitive prices. Customers that are attracted to the organization have to be retained. Methods used to retain, may include, loyalty cards, a good customer service section, and an individual account manager if it is a large client.