

The role of Promotional and Buzz marketing strategies in enriching modern contemporary advertising campaigns in Egypt

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Abstract:

Social media nowadays is an easy and cost-effective way to communicate with customers. Moreover, they will have the opportunity to intercommunicate and share their positive experiences about the service or product with other customers in an effective viral way.

Advertising and marketing professionals are developing creative strategies to get others talking about their services and products in a positive way. These include everything from creating online communities for customers to interact as part of a lifestyle. The target of buzz and promotional marketing strategies is to find out how a brand fits into a customer's life and making that fit as easy as possible. The more effectively a brand satisfies a customer's needs, the more likely they are to mention it to other consumers, grabbing new customers.

This paper aims to clarify that successful modern advertisements should be carefully designed to draw in attention, to be remembered, and to end in a call to act toward the stimulus created. These styles of ads aren't any longer passive and suggestive, they're active, dynamic and fast in forming a wide customer base in a short time.

The study helps to understand the difference between promotional and buzz marketing strategies, their relationship to advertising, their benefits, examples, and their role in creating loyal customers. These creative strategies have taken an important role, where companies compete to spread their influence through the social networks of their customers.

Some examples are discussed and illustrated for these strategies, advantages, disadvantages, and usage. Statistical procedure was utilized in analysing the questionnaire of the proposed ads in Egypt.

Keywords:

Promotional marketing, viral marketing, buzz strategy, advertising campaigns, word of mouth.