



THE 6 DIFFERENT TYPES OF MARKETING YOU'RE NOT TAKING ADVANTAGE OF

Like most other aspects of business, the marketing industry continues to evolve with technology, globalization, and changing consumer expectations. You're likely already using digital marketing strategies such as social media marketing and content marketing to appeal to your target audience. However, if you're still heavily relying on traditional marketing tactics, such as email marketing and product placement, you could be missing out on potential customers.

Your potential customers are seeing ads all day as they scroll through social media, ride public transit, walk or drive around the city, or kick back to watch a show at the end of the day. Along with your ads, they're seeing multiple ads from your competition as well as other businesses that aren't in your industry.

It may feel comfortable to stick to the marketing channels you know. You already understand what ads do well with your target audience. You know where potential customers are and what they're watching. But you might not be standing out, which is why you should consider adding different types of effective marketing strategies into your arsenal.

Using creative, unconventional strategies exposes your brand to a new audience and helps make more of an impact with potential customers who already know you. Unconventional strategies can be as simple as finding new techniques to optimize your search engine marketing or as radical as fully disrupting a public space to get your brand in front of a captive audience.

As a marketer, diversifying your strategy can heighten your brand awareness by increasing your reach. It can also make your brand more relevant by keeping you at the top of your customers' minds. Different types of marketing campaigns resonate with different people. Adding unconventional marketing channels and strategies into your mix lets you surprise your audience and stand out from the competition. Consider these uncommon marketing strategies.



6 DIFFERENT TYPES OF MARKETING TO TAKE ADVANTAGE OF THIS YEAR



1. Neuromarketing

[Neuromarketing](#) involves studying the human brain to better understand what motivates consumer behaviors. **Neuromarketing professionals study how the brain reacts to everything from colors and sounds to a brand's messaging.** They do so by measuring brain waves in response to various stimuli, noting which aspects of a marketing campaign generate a better response.

Neuromarketing is a mix of science and strategy. Marketers specializing in this field use a variety of tools, including magnetic resonance imaging (MRI) and electroencephalography (EEG), to measure brain activity while a test subject watches various advertisements. During these tests, marketers monitor brain activity and physiological responses, such as increased heart rate or a subject becoming emotional.

As a marketer, you can use these insights to build your strategy around what motivates your target audience to buy. Results of neuromarketing studies can inform everything from your packaging to your branding colors.

Frito-Lay turned to neuromarketing to discover why women weren't buying chips even though research showed that they snack more than men. The company hired a marketing agency to get to the root of the problem. After studying various subjects, the agency noted that women process complex ads more easily, and the parts of their brains responsible for decision-making and guilt were more developed.

Because of this, the agency working on the project suggested redesigning the chip packaging to trigger less guilt. By switching up the packaging and adding photos of chip ingredients rather than photos of the chips themselves, the company was able to make 195 million impressions in six months and [increase its sales to female customers.](#)

You don't have to be a neuroscientist to incorporate neuromarketing into your advertising strategy. Partner with an agency with experience in this field. Working together, you can find out how your products, prices, packaging, and promotional activities are affecting customers' brains. You might learn that something as simple as muting the colors on your packaging can completely change how potential customers view your product.

Neuromarketing can inform every part of your brand's strategy. If your product isn't moving the way you want it to, consider having an agency run a neuromarketing study on your brand marketing.

9 Benefits of Neuromarketing:

- 1 Pinpoint Non-Conscious reactions
- 2 Identify Precise Emotional Triggers
- 3 Benchmark Reactions Objectively
- 4 Overcome Language and Cultural Barriers
- 5 Track Responses in Real-Time
- 6 Eliminate Conscious Biases
- 7 Measure Priming and Associative Effects
- 8 Scale Data Collection Cost-Effectively
- 9 Help Continuously Refine Models



2. Audio Marketing

Long ago, the radio was one of the best ways to expand your reach and send your message to people across the country. In the digital age, with an abundance of visual media available to your audience on social media platforms, it's easy to forget about audio ads. You may be focused less on traditional radio advertising because of its [limited reach](#). However, audio ads are not dead. With podcasts, streaming audio, satellite radio, smart devices, and voice-activated searches, you have multiple possibilities to connect with your target audience through the ears.

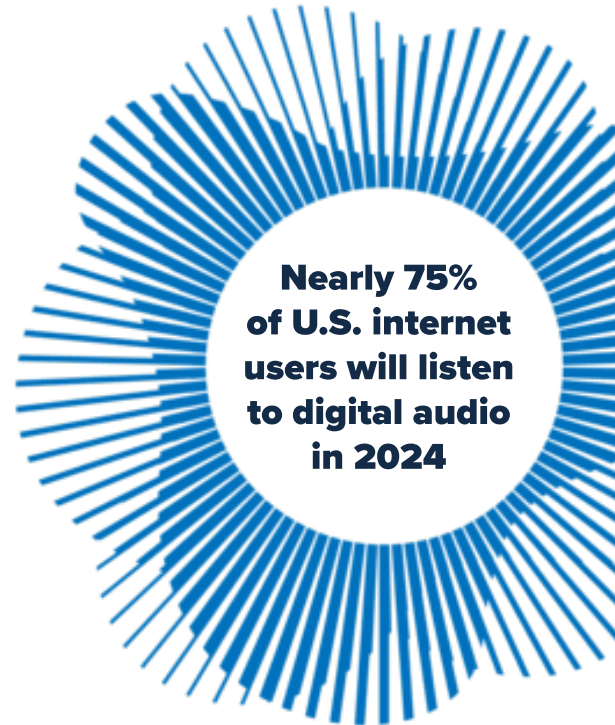
Podcast advertising alone is expected to reach [\\$5.26 billion in revenue by 2028](#). Advertising on this medium was once limited to brands that needed to reach audiences without blowing their budget. However, many larger businesses noted how startups like [Blue Apron and Casper](#) were increasing their sales with podcast ads. Consumers listening to popular podcasts in 2023 have likely heard these ads alongside those they would hear on their local radio station.

Many streaming platforms currently offer analytics and dashboards that can help you optimize your audio strategy. Streaming giant Spotify offers Ad Analytics, which helps advertisers learn how and where to target their customers. Grammarly, an AI-powered proofreading and editing platform, leveraged Spotify Ad Analytics to develop a targeted ad strategy for professionals.

Digital audio will claim 2 hours, 20 minutes (2:20) per day from U.S. listeners [which is more time than Netflix (1:02), Hulu (0:53), or YouTube (0:48)]

The company's ad campaign centered around the difficulties of building relationships at work with written message. Grammarly used Spotify's tools to target business people between the ages of 25 and 54, running ads on podcasts and streaming channels that are popular with these demographics. As a result of the inbound marketing campaign, [Grammarly saw 1,200](#) new Premium purchases.

If you want to explore audio ads, you're not limited to traditional ads on podcasts and streaming platforms. You can use these tools to reach your target audience, but you can also branch out. Create your own branded podcast to share your expertise. Or drop tidbits of industry news or helpful tips through [Amazon's Flash Briefings](#). Also, make sure your online content is optimized for voice searches.





3. Buzz Marketing

Buzz marketing is aimed at getting people to talk about your brand and share it with their family and friends. Creating digital content to go viral and improve your visibility is an example of buzz marketing. Buzz marketing is not limited to viral content, however. If you're launching a new product or celebrating a monumental achievement, you may also end up creating a buzz. Think about the six months leading up to Apple's launch of its first iPhone in 2007. Apple's CEO at the time, Steve Jobs, introduced it with an ad during the Academy Awards, and soon everyone was clamoring to get their hands on the new smartphone.

To make content go viral, you need to target your audience with high-quality yet simple posts. Develop a social media feed full of shareable content and interact with your audience to create a community. By building relationships with potential customers, you can expand your network of people who can help build a buzz around your brand.

If you're promoting a new product or service, consider partnering with influencers, journalists, and other well-connected people in your industry. Or jump on one of the latest social media trends to get more views on your videos and static content. Most buzzworthy content is centered around humorous, controversial, unusual, or outrageous subject matter. Make sure you choose a buzz strategy that aligns with your values and doesn't alienate your customers.

In 2012, Red Bull sponsored Austrian skydiver Felix Baumgartner as he plunged to earth from 23 miles high. Red Bull gave Baumgartner a GoPro and allowed the world to experience the epic free fall online. More than 8 million people viewed the livestream. In 2014, GoPro used the footage with some behind-the-scenes content to create a Super Bowl commercial.

“It is impossible to produce superior performance unless you do something different.”

- John Templeton

Word-of-mouth is the primary factor behind 20-50% of all purchasing decisions.



92% of consumers trust recommendations from friends and family over all forms of advertising

Even if you're not launching unheard-of tech or sponsoring daredevils, you can create a buzz in your digital marketing tactics. The best way is to pay attention to your target audience and learn what triggers its interest. Develop a strategy to appeal to these triggers without alienating your audience. Finally, build a strong community of advocates to generate buzz on your behalf.



4. Guerrilla Marketing

Guerrilla marketing is one of the most well-known unconventional tactics for engaging target customers. The concept was unleashed in [1984 by Jay Conrad Levinson](#). It involves a variety of techniques you can use to market to customers in new, creative ways. Guerrilla marketing can be as bold as filling a public space with your branding to get in people's faces. Or it can be as simple as using grassroots outbound marketing techniques such as handing out flyers outside of a popular event.

Successful guerrilla marketing tactics surprise an audience and get people to talk about your brand. You're free to stretch your imagination and get more creative than normal. Many brands have taken over public spaces as part of their guerrilla marketing efforts. If you choose to launch your campaign in a public place, think about where your target audience is most likely to congregate. Then brainstorm ideas on how you can integrate your concept with the space.

In 2019, [Fiji Water](#) became the star of the Golden Globes when one of the company's promotional models strategically photobombed multiple red-carpet photos. Although the company didn't sponsor the awards show, it still managed to hijack highly visible photo opportunities for increased exposure.

Twentieth Century Fox took guerrilla marketing into the 21st century while promoting the first [Deadpool](#) movie when marketers created a Tinder profile for the superhero. The fake bio included the release date and reminded people to go out and see the movie. Deadpool was rated by more than 4,500 users on the app, proving to be a pretty popular match.

If you want to add guerrilla marketing to your portfolio, start getting creative. Brainstorm games, public art, building projections, and other tools that can integrate into the environment and find a location that appeals to your audience. If there's some empty wall space in your city, project your brand onto the side of the building at night to capture the late-night crowd. Whatever you do, make sure it's memorable so people talk about it.

Why Try Guerrilla Marketing?

- 1 It is often memorable to target audiences
- 2 Challenges competitors' status quo
- 3 Provides a humanistic element to advertising



5. User-Generated Marketing

Even in the digital age, word-of-mouth advertising is still one of the best ways to build your brand.

More than 90% of people trust a recommendation from their friends or family over an ad. User-generated marketing takes advantage of this concept since your customers participate directly in your ad campaigns.

User-generated content refers to anything created by your existing customers. It could be a mention on social media or a long-form video review of one of your products or services. If someone posts a video of themselves cooking dinner and tags your brand, this would be considered user-generated content (unless you sponsored the post).

You can inspire your customers to create branded content in multiple ways. Run a contest or promotion using a branded hashtag and ask customers to tag you in their posts. Ask them directly for feedback and reviews. Repost the organic content your users are already posting and say “thank you.”

Starbucks is among the best at using this effective marketing strategy. The company is frequently featured in social media posts showcasing how baristas misspell customers’ names. But that’s not the only way Starbucks ends up in people’s social feeds.

In 2014, Starbucks launched the “#whitecupcontest,” which encouraged people to decorate the company’s famous white cups. The winner would receive a \$300 gift card. In the first week alone, Starbucks got [4,000 entries](#).

Eyewear retailer Warby Parker built a solid ad strategy to target prospective customers using user-generated content. Since the company sells eyeglasses digitally, it uses augmented reality to let customers try on their glasses. People can share their snaps through social media to get opinions on which pair of glasses to buy. The company’s branded hashtag “#warbyhometryon” generated more than [56,000 videos](#).

As few as 16% of brands have a strategy regarding user-generated content

UGC increases conversions by 10% when included in an online purchase path



If your products or services lend themselves well to social media, encourage your customers to speak up on your behalf. For example, if you have a restaurant, put your social media handles and a branded hashtag on the menu so people can tag you when they’re out. Practice social listening to find out how people are already talking about you on social media. With this information, you can determine how to inspire others to follow suit.



6. Multicultural Marketing

We live in an increasingly diverse world. Demographics in the U.S. are rapidly evolving, and focusing on the same target customers may no longer be a viable marketing

strategy. Multicultural marketing allows you to target people of multiple cultural backgrounds in your ad campaigns.

Multicultural marketing goes beyond simply swapping out actors in your ads. It involves developing an understanding of cultural differences and shifting your marketing messages to appeal to people of different cultural backgrounds. Under a multicultural marketing strategy, you could run different versions of your ad to target people in various markets and make them feel seen.

Avoid stereotypes and keep your ads authentic to avoid appearing performative. Go deep into actual market research to find messaging and benefits that appeal to people of various cultural backgrounds. For example, [22% of Gen Z](#) grew up with at least one immigrant parent. If you want to appeal to these consumers, you might consider aspects of their experience such as growing up in two different cultures, speaking one language at home and one at school, or dealing with the expectations of being a first-generation American.

Diversity, equity, and inclusion (DEI) are important to job-seekers, with 76% listing this as a requirement for their workplace. If you're not committed to a diverse, multicultural ad strategy in which you're accurately representing and appealing to your target audience, you risk pushing many consumers toward your competitors.

The first step in multicultural marketing is to understand your customers. Do some research on your existing customer base. If it skews heavily toward one audience, find out why. If you're running a business geared toward filling a need in a specific community, then you might not need to worry about appealing to people outside your target demographic. However, if you want to be inclusive, analyze your current marketing strategy to see where you may be missing the mark.

Finally, to boost brand awareness, talk to people from different cultural backgrounds and actually listen to them. Determine what they like about your product or service. Ask them what's missing or what would make them recommend your brand to their friends. Make sure you represent a diverse range of people in your ads in an authentic way to gain new customers.

Conclusion

If you've spent a lot of time focusing on your digital marketing strategy, take a step back and consider these different types of marketing strategies. Diversifying your marketing efforts lets you cast a wider net and build brand awareness with people who may not hear about you otherwise.



Many of the tactics discussed above are cost-effective, potentially offering a high return on investment. Advertising on podcasts or creating branded content for smart speakers is a great way to reach people when they're away from their screens.

Use neuromarketing to appeal to your customers on a psychological level. Or use guerrilla marketing and user-generated content to get people to talk about your brand while you flex your creative muscles. Capitalize on word of mouth with user-generated content.

Finally, invite all of your customers to participate in your marketing efforts. Understand what resonates with people from different cultural backgrounds and make them feel seen in your personalized marketing campaigns.

However you decide to boost your marketing efforts, Elevato can help you find the right marketing strategy. We're a full-service digital firm specializing in solutions for modern businesses. We've stood at the forefront of innovation since 1986, adapting to changes in the business environment. We'll use these insights and our experience to develop an unconventional marketing strategy for your business.

[Schedule a consultation](#) today to learn more.

