



Clockwise Handy Guide

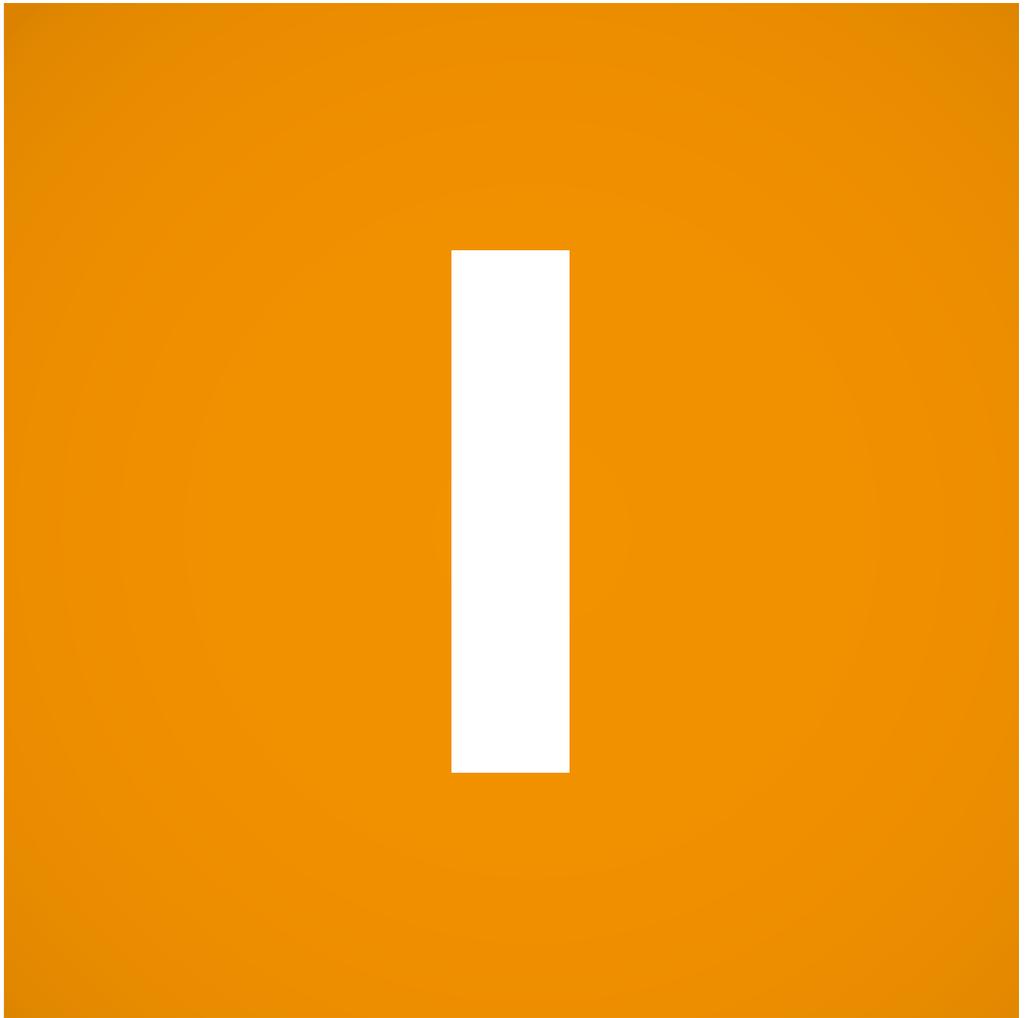
# The Handy A-Z of Marketing Strategies

**Clockwise**  
Marketing.

Leading through change

**Clockwise**  
Marketing.

**Leading** through change



# Introduction.

In the fast paced world of marketing, it's hard to keep up with constantly evolving methods, tools and tactics for business growth. Having a marketing strategy aligned with the overarching business strategy is paramount to success, but which marketing initiatives will best suit the needs of the business you are looking to market, and the messages you need to communicate?

At Clockwise, we have compiled this handy reference guide to cover the range and scope of marketing strategies and their fundamental objectives, which might just help in the planning of your next campaign!

**Now, let's start  
at the very  
beginning...**

A

# A B C D E F G H I J K L M N O P Q R S T U V W X Y Z .

## Affinity Marketing

This strategy focuses on the creation of mutually beneficial strategic partnerships. The brands involved complement one another and their combined exposure builds credibility and trust. Also known as Partnership Marketing or Alliance Marketing.

## Agile Marketing

More of an attitude than a strategy - Agile marketing is about being open, receptive and responsive to change with your marketing strategy.

## Ambush Marketing

A strategy whereby a business looks to associate itself with a specific event or brand – without paying sponsorship fees and without the title of ‘official sponsor’.

## Article Marketing

Also now referred to as Content Marketing – Article Marketing can offer a powerful tool to showcase your knowledge and expertise. In industries where expertise is highly valued, white papers are also a great way to share innovations and research, in the quest to be seen as a thought-leader within the market.

## Augmented Reality (AR) Marketing

Augmented Reality is one of the newer strategies adopted by companies who use it to combine elements of print and online advertising. Imagine delivering a marketing strategy in real time, to technically minded customers and clients, who get to experience your product or service as it is meant to be used. Augmented Reality (AR) Marketing takes the reins from virtual reality platforms to create a new, interactive consumer experience.

B

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## **B2B Marketing / B2C Marketing**

Business-to-Business Marketing is a marketing practice which allows businesses to sell products or services to other companies or organisations for use in production of goods, general business operations, or for resale to other consumers. Business-to-Consumer is to convert shoppers into buyers as consistently as possible. B2C marketing campaigns tend to be focused on a transaction and are often shorter in duration, but frequent to avoid losing customers to competition. Typical marketing promotion includes special deals, discounts, or vouchers that can be used both online and in-store.

## **Behavioural Marketing**

This is an online marketing strategy and refers to marketing that happens as a result of an online behaviour such as clicking on a link, visiting a certain page, downloading a pdf, buying something or sharing/liking a post on social media.

## **Brand Lover Marketing**

Brand Lover Marketing is a marketing concept that is intended to replace the idea of traditional brand marketing and focuses on building brand presence and inspiring brand loyalty. Inspiring loyalty however, is no easy task. It requires creating a commitment to your brand through emotional connections that will motivate your customer to repurchase and drive their intention to recommend you to others. These emotional connections need to generate the highest levels of love and a sense of belonging for your brand.

## **Buzz Marketing**

Buzz Marketing aims to induce excitement and anticipation about a product. It is usually a viral marketing technique that is focused on maximizing the word-of-mouth potential.

C

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## Call to Action (CTA) Marketing

In its digital context, CTA Marketing refers to methods of converting web traffic into leads or sales on websites using text, graphics, or other elements of web design. Conversion strategies help improve the percentage of online visitors who become customers or who join the mailing list. Offline CTAs would include printed literature with forms or in fact, any marketing method whereby the purpose is to generate immediate contact, as oppose to brand awareness.

## Cause Marketing

If you can find a cause that is important to both your business and your customers – this marketing strategy could be extremely beneficial. Looking to benefit the cause may serve as an emotional driver which encourages your prospects to buy from you over and above your competitors.

## Community Marketing

By engaging an audience of existing customers in an active dialogue, and speaking to the needs and wants of this particular customer group without the direct intent of selling to them, you can promote greater loyalty and higher levels of engagement.

This can also be an effective strategy for generating word of mouth referrals.

## Content Marketing

Often confused with the more specific task of copywriting, Content Marketing involves the consideration of content strategy and planning elements as well as curation of the actual content itself. This is the opportunity to write and publish content to educate potential customers about your products and services and sway them towards purchasing your product or service over and above that of competitors. This can be an effective means of influencing them without using direct selling methods.

## Contextual Marketing

Contextual Marketing is an online marketing model in which an advertiser or marketer will create content specifically for each target customer and serve it to them based on terms they search for or their recent browsing behaviour. Analytics are crucial for this strategy, as they give the marketer the insight into their target market, whereby more accurate assumptions can be made regarding a person's wants and needs – based on their search behaviours.

D

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## Database Marketing

Database Marketing is a type of direct marketing which uses databases of customers or potential customers to generate personalised messages in order to promote a product or service for marketing purposes.

## Digital Marketing

This is marketing that makes use of electronic devices and digital channels to engage with prospects, consumers and business partners. Digital Marketing extends beyond the more obvious form of internet marketing, to include channels that do not require use of the internet.

## Direct Marketing

Advertise and promote your products and services to customers in a more personal way, using a range of digital devices including computers, smartphones, and tablets. Offline approaches to Direct Marketing include printed literature by post, which can be personalised.

## Diversity Marketing

This strategy focuses on developing a customised marketing plan by analysing different customer segments based on cultural differences including tastes, expectations, beliefs, world views, and specific needs.

## Drip Marketing

Drip Marketing is a communication strategy that sends, or “drips,” a pre-written set of messages to customers or prospects over time. Common channels for Drip Marketing include direct mail, and radio and TV advertising – where the full message is communicated over the course of the ad break.

E

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## Email Marketing

As soon as customers migrated into the online world, digital marketers have attempted to collect and organise emails for potential prospects. Many B2B marketers depend on Email Marketing as a primary way to connect with customers and email has fast become a relied upon way of communicating discounts and generating customer loyalty in the B2C market.

## Evangelism Marketing

Get your advocacy bowl overflowing with fanatical customers who become promoters of your brand or product, simply because they love it and the experience they are having with it. They will want to represent the brand as if it was part of their own identity. If you achieve this outcome, it will be because:

- **You have a genuinely fantastic product or service**
- **You have created a fantastic brand and story to go with it**
- **You are a fantastic marketer who has managed to bring it to the correct market and proven its benefits and value.**

## Event Marketing

Producing and running events is a great way to drive sales. Customers often need a reason to shop and events can often offer the perfect reason. B2B events, such as exhibitions and seminars are a fantastic way of introducing your offering to the right audience – and B2C events, a great way to launch a product and display its benefits. Events can serve both brand awareness and lead generation objectives.

F

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### **Field Marketing**

Field Marketing is a direct marketing technique, involving face-to-face contact with prospective customers at a particular and relevant place where they can be easily approached and engaged with.

### **Freebie Marketing**

This is a great strategy for giving your customer a taste for what they are likely to want more of. As a marketing strategy, you can promote free giveaways or sell your products and services at low rates to boost the sales of other related products or services.

### **Free Sample Marketing**

Unlike Freebie Marketing, this is not dependent on complementary marketing, but rather consists of giving away a free sample of the product to influence the consumer to make the purchase.

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### Geo-Marketing

Geo-Marketing involves incorporating geographical intelligence within a marketing campaign. The chances of a geo-marketing campaign failing are significantly reduced due to it being based on facts and statistics.

### Guerrilla Marketing

This strategy tends to focus on low-budget, unconventional methods – true to the essence of the brand. It typically involves creativity, high energy and the element of surprise to gain the attention of a large volume of people at a more personal and memorable level.

H

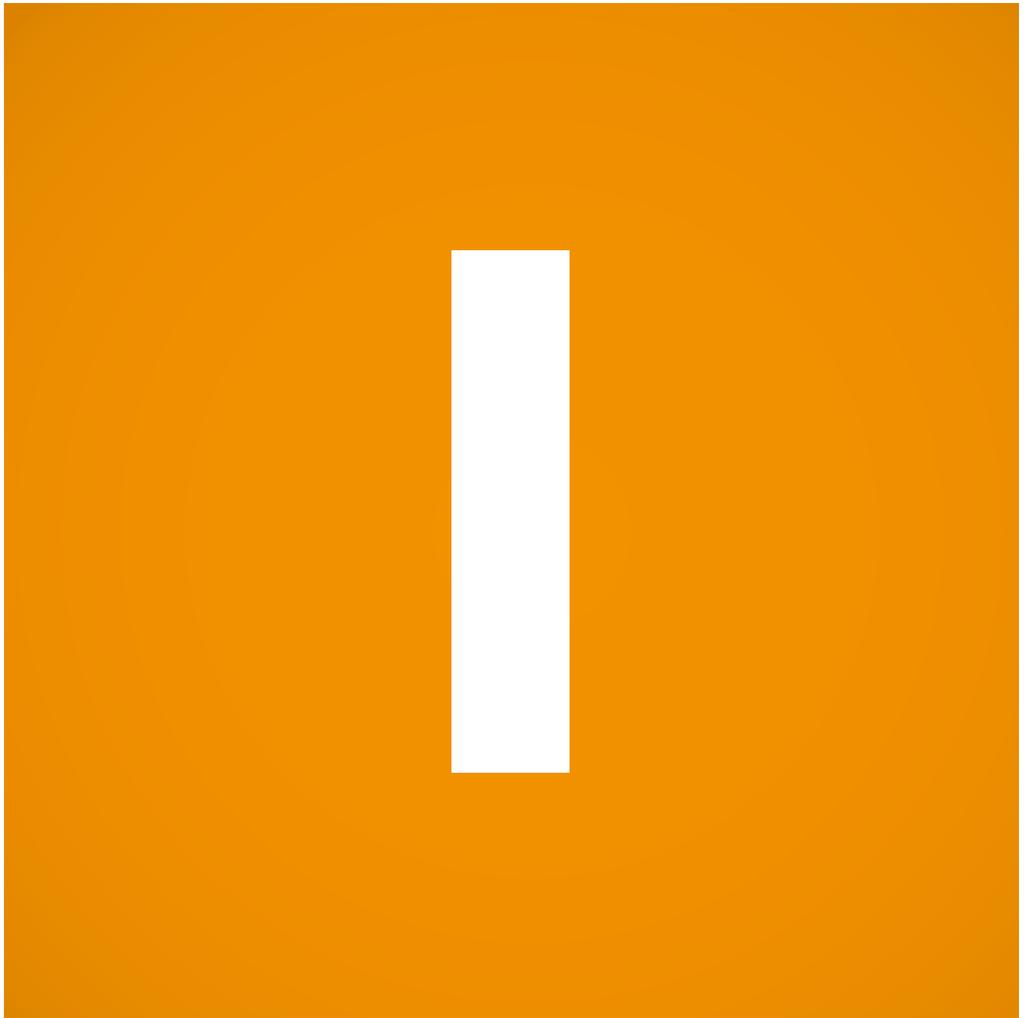
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## **H2H (Human to Human) Marketing**

H2H Marketing focuses on engaging with prospects, to build and nurture relationships rather than purely focusing on conversions. The need to make customers feel important features greatly in order for them to truly consider you as a contender for their purchase and later, loyalty.

## **Horizontal Marketing**

Horizontal Marketing is the collaboration and sharing of resources between a business and another company that operates in a related niche to market a product or service.



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### **Inbound Marketing**

Inbound Marketing is a strategy that focuses on methods to naturally attract prospects to a product or service through content and communication, rather than more obvious selling tactics. Inbound Marketing works by earning someone's attention, rather than buying it.

### **Influencer Marketing**

Influencer Marketing is the concept of using a well-known person or celebrity who has a degree of influence over a certain audience – to market a product or service.

Digital presence is becoming more and more important and the predicted impact of an influencer on a campaign could be gauged by their number of social media followers!

By establishing a relationship with an influencer, it's possible to leverage their positioning and grow your brand quickly.

### **Integrated Marketing**

Integrated Marketing as a strategy, is about trying to create a seamless experience for a consumer, no matter which channel they are choosing to engage with your brand. In other words, your brand needs to look and feel the same across every medium whilst representing the same core values.

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## **Jingle Marketing**

A **jingle** is a short, catchy song or tune most commonly used in TV and radio advertising, which contains one or more hooks that explicitly promote the product or service being advertised.

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## **Keyword Marketing**

Keywords are the words used individually or as part of a 'keyphrase' to describe your products and services in the digital medium, as part of your SEO strategy. They are also essential in search marketing and PPC (Pay Per Click) planning and execution.

# K

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## **Loyalty Marketing**

Loyalty Marketing is marketing that concentrates on retaining customers through offering various incentives.

A core objective is to ensure customers stay true to your brand and value your offering over and above the competition.



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## **Mobile Marketing**

Marketing on or with a mobile device, such as a smart phone. Mobile Marketing can provide customers with time and location sensitive, personalised information that promotes goods, services, and ideas.

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### Network Marketing

Network Marketing is a marketing strategy that aims to generate revenue from selling goods to customers, but also by building a team of people under you who will do the same, often across specified geographical areas.

### Newsletter Marketing

A fun way to promote a business is to produce a newsletter that highlights some of the newsworthy things that have happened for a business, as well as practical tips and information. A well written, well designed newsletter can create a sense of inclusion and participation with customers and clients and can be an appealing benefit to business prospects.

### Niche Marketing

A niche, refers to products, services, or interests that appeal to a small, specialised section of the population. Finding a niche and filling it could be described as the secret recipe for growth in over-crowded marketplaces.

O

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## Offline Marketing

Offline Marketing refers to any promotional communication that utilises 'offline' media channels. With mass adoption of the internet, many companies are finding new ways of integrating offline marketing with new technologies to create more engaging customer experiences.

## Outbound Marketing

Outbound Marketing promotes a product or service to people who weren't looking to buy anything - the opposite of Inbound Marketing. A company initiates the conversation and sends its message out to an audience, to tell them they exist. Outbound Marketing examples include more traditional forms of marketing and advertising such as TV commercials, radio ads, print advertisements, tradeshow, outbound sales calls and mass emails.

P

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## Performance Marketing

Performance Marketing is digital marketing that only costs businesses money when it delivers a tangible result. It is judged on the number of sales, leads, clicks and impressions, and dependent on what the company wants to measure.

## Personalised Marketing

Personalised Marketing (sometimes referred to as one-to-one marketing) is an extreme form of product differentiation, which tries to make a unique product offering for each customer.

## Proximity Marketing

Proximity Marketing utilizes location technology like Bluetooth or Wi-Fi so that businesses are able to communicate with consumers via portable devices when they're on the go. It can also help businesses develop more relevant advertising.

Q

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## Query Based Marketing

A query is a question that is programmed to retrieve information from a database. Queries are used frequently in Direct Marketing to obtain counts from a mailing list database. The data is then used to inform further marketing planning.

R

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### **Real-Time Marketing**

Real-Time Marketing is any marketing strategy that uses up-to-date information. It can't be planned, so is spontaneous and is usually focused on current trends.

### **Relationship Marketing**

Relationship Marketing is based on the theory that customers who love your brand will spend more money with your brand. By focusing on building relationships with customers, they are more likely to remain loyal and make repeat purchases.

### **Remarketing**

Remarketing helps businesses to remind a website visitor of a possible intention to purchase, by putting their product or service in front of them again on other websites.

S

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## **Search Engine Marketing (SEM)**

SEM is a form of internet marketing that seeks to promote a website by increasing its visibility in search engine results pages (SERPs.) SEM is accomplished primarily through paid advertising and search engine optimisation by adjusting and/or re-writing website content to include keywords, with the intention of achieving higher search rankings.

## **Show Marketing**

Statistics reveal that about 90% of information in our brain is stored in the form of visuals and that people respond to visual – ‘show’, more than textual information. Marketers across different industries are now making use of various types of visual content to engage with their audience.

## **Social Media Marketing**

Much like Relationship Marketing, Social Media Marketing focuses on customer engagement. Sites like Facebook and Twitter provide an opportunity for businesses who believe that investing in stakeholder communication and engagement across digital platforms, will reap rewards.

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### **Transactional Marketing**

Often thought of as conflicting with 'relationship marketing' this form of marketing is about driving sales and meeting demand. Retailers have to encourage consumers to buy using coupons, discounts, liquidations, and sales events.

### **Tradeshow Marketing**

Many products have to be experienced to be bought. Tradeshows are industry gatherings where customers are invited to come sample all that the industry has to offer.

U

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## **Undercover Marketing**

This strategy is about creating intrigue and drive to purchase. This can be done by retaining information or diverting attention until the timing is right for launch. Common uses are in event marketing, the film industry, or even for the release of a brand new product or service to its marketplace.

V

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### Video Marketing

Video Marketing is fast becoming a preferred channel for viewers to learn more about a product or service offering and how it will benefit them. It is increasingly effective in engaging prospective customers and providing all the right reasons to purchase.

### Viral Marketing

Getting your customers talking about your products and services is very important to growing awareness for your business. Viral Marketing is about spreading the word through creative campaigns that are good enough to share - in order to keep your products in the heart and minds of the global consumer.

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W

### **Word of Mouth Marketing**

This is the passing of information from person to person through verbal communication. Consumers love to share and recommend 'great' products and services. It is important for marketers to ensure their messages are clear and with meaning and that product or service benefits are clearly communicated across every medium.

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**X**

**Xtreme  
Marketing**

Radical, high-risk  
marketing that will  
leave your budget in  
ruin... OK, you got us.  
We made that one up.

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Y

## **Youth Marketing**

Youth marketing is any marketing strategy that's directed towards the younger generation, and where they are the target market for a product or service.

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Zzz...

### **Snooze Marketing**

Non-compelling, non-engaging marketing and communications that sends people to sleep. We would avoid this strategy, and all associated costs.





Your marketing strategy should be agile and open to change.

**Talk to us for help with strategic planning and implementation.**

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Marketing.**

**Leading** through change



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