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The New Era of Buzz Marketing

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Abstract: In this new emerging world of digital marketing, where everybody is all a buzz about "CREATING BUZZ" as marketers operate in industry with a content that is Buzz worthy. Buzz marketing is technique /method that focused on maximizing the word of mouth of a particular business through the consumers, consumer's families, neighbors and friends or in large scale platforms like social media.

In simple words buzz marketing means "getting consumers talk about their products and services / business". Buzz marketing is also well known with other sort of names like viral marketing, influence marketing or connectors markets as it is a different approach to marketing than the traditional outbound. Social media marketing is also main component in buzz marketing like FACEBOOK, TWITTER etc are two of the main platforms that companies try to maintain a presence in markets and online buzz marketing is typically spread by INFUENCERS OF A PRODUCT, its main aim is not to focus on single influencer or a social media but targeting and occupying all channels of communications in order to create significant BUZZ/NOISE and it is also an emerging ideal tool for start-ups, small and medium sized companies never the less it is also a great tool for large organizations who want to make more buzz in the market with huge advertising budgets. But most of the recent surveys favors on successful buzz marketing confirm originality of product is the first key success factor to get quick and positive word of mouth

This paper focuses on various techniques and stages in buzz marketing that maximize the word of mouth and also describes about the originality of products with better strategies of marketing mix to maintain it and finally it refers on how social media platforms are involved in buzz marketing.

Keywords: Social Media, Word of mouth, Influencers, Viral marketing etc.,

I. INTRODUCTION

In recent years the concept of marketing has changed dramatically due to various changes in the behavior of individual consumers. It is reported that in the post modern society where mass advertising increasingly criticized and individuals show less interest in traditional advertising. Marketing has developed alternatives to better communicate with its targeted consumers. To seek ingenuity in advertising to customer, advertisers rely more and more on BUZZ MARKETING. Buzz marketing is viral marketing technique that is focused on maximizing the word-of-mouth potential of particular campaign or product, through the conversations among consumers, consumer's family, neighbor and friends or on social media platforms.

Buzz marketing is typically driven by influencers or early adopters of a product that are eager to share their thoughts on the product. Influencer's opinions get noticed more readily and can have positive effect on sales and awareness of the product

II. REVIEW OF LITERATURE

buzz marketing is based on word of mouth creating a buzz around a product, service or event.

-According to Billon and Tardieu (2002)

"If we don't create the Market, it doesn't exists -Dietrich Mateschitz"

"Capturing attention of consumers and the media to the point where talking about your brand becomes entertaining, fascinating, and newsworthy; A conversation starter".

-Hughes (2004)

Buzz marketing is a viral marketing technique that attempts to make each encounter with a consumer appear to be a unique, spontaneous personal exchange of information instead of a calculated marketing pitch choreographed by a professional advertiser.

-- According to Search CRM.com (2010),

A. According to Mark Hughes BUZZ Marketing is

a) *Social Customs/Controversial:* The basic idea of this technique here is that unfortunately people have a tendency to talk about things they should not talk about. In order to apply this principal to internet marketing you need to do things that are edgy and controversial, you should not cross the line and create enemies. For example the radio and media personalities who use

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controversial topics to get people talking about their show No matter how you decide to use it, taboo and controversial topics get people talking. Just make sure it doesn't end up being for the wrong reasons.

b) *Unusual:* When it comes to the unusual (or unique) button, your goal is to create a product positioning or content that stands out from the crowd. If you do the same thing as everyone else in your industry, you won't stand out, and you won't get people talking about your product or service.

c) *Impressive:* The another way to stand and to get people talk about to do something impressive/remarkable. Average and ordinary things don't get people talk, here the goal is to do something extremely well at an extremely high quality. You need create something above the average then people will talk about the product and services that are significantly better than average

d) *Outrageous:* This technique is very difficult to apply in a business context. Outside of business, it is easy to use them to create buzz, but for businesses, it's not so straightforward. Outrageous doesn't provide a benefit if there's no connection made with your brand. We have all watched commercials that made us laugh, and after we told our friends about it, we couldn't remember which company the commercial was for. You may get people talking about you with outrageous marketing.

e) *Hilarious:* This is also most difficult technique to apply in business context. Hilarious videos and articles get shared more often because people like to laugh and talk about things that make them laugh. But when it comes to business being funny isn't the easiest thing to do.

f) *Secret:* people like to talk about two things when it comes to secrets. The once that are kept secret and once that are revealed. we want to know more about something if it is mysterious and we want to tell other people about it

III. RESEARCH OBJECTIVES

The primary objective of this paper is

A. To understand the concept of buzz marketing
B. To analyze buzz marketing through social media
C. To know the role of buzz marketing in start ups

1) *Methodology:* The data to study buzz marketing is collected only through secondary data and various reference like internet, journals magazines etc

IV. DATA ANALYSIS, RESULTS & FINDINGS

A. Buzz Marketing Vs Traditional Marketing

Buzz marketing is a different approach to marketing than the traditional outbound marketing techniques or mass marketing tactics which typically involve in advertising through newspapers, magazines, telephones books, radios and TV. But buzz marketing depends on the power of one – on-one personal messages more than a broadcast messaging and assumes that word of mouth hold more weight with consumers since it is perceived and unbiased

B. Positive Buzz And Negative Buzz Marketing

Positive buzz occurs when high level of individuals meet on a social media drive the buzz it is often a goal of viral marketing, public relations and advertising on web media etc., whereas negative buzz can result from events that generate bad associations with products in the mind of the public. Negative buzz can be harmful to a product success.

Strategies of buzz marketing and word of mouth marketing

1) Begin with consumers needs and desires
2) Come up with an innovative products and services
3) Target the right group and create the right message
4) Find the right social context, right conditions and circumstances to spread the message
5) Turn word-of –mouth into buzz by adding emotion to hype the campaign, often creating a customer craze

Buzz Marketing As A Tool Of Marketing Promotion

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V. BUZZ MARKETING THROUGH SOCIAL MEDIA

Social media marketing is main component of buzz marketing, through social media platform companies try to maintain its presence and can interact with customers, receive feedback, address issues or concerns and promote their products and services. The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace.

A. What is Social Media Marketing?

Buzz marketing that leverages the network and conversation effects of the social web is often referred to as social media marketing. According to step forth web marketing social media marketing is defined as "Social media marketing (SMM) or social media optimization (SMO) is a method of promoting your brand (be it yourself, a product, a service, or a company) by strategically making your presence known across various social media networks"

Do not except your social media marketing campaign to immediately drive business as best used for branding or web reputation management that will indirectly convert targeted audience into fans and fans into customers

B. Why do You Need Social Media Marketing?

In day to day life, someone out there, somewhere people are discussing something important to your business. They could be discussing your brand, company executives, competitors or about your industry. According to market expert Andy Beal " A great brand can take months, if not years and millions of dollars to build, it should be the thing you hold most precious but it can be destroyed in hours by a blogger upset with your company"

C. Steps To Follow To Build Buzz With Social Media For "Buzz Worthy" Success

1) Pick your social channels
2) Plan ahead
3) Create social events for each trade show
4) Set up and check information
5) Run contests on social sites
6) Execute the plan

VI. HOW TO CREATE BUZZ AROUND YOUR START UP AT NO COST

Generating awareness for startups is essential and can be the critical factor that defines success or failure for a new business. A startup can use buzz marketing to encourage third parties to amplify their marketing messages and spread the product by implementing various buzz marketing tactics. These tactics include on-site features that allow and encourage sharing within the users' social network. They can offer extrinsic incentives to motivate sharing but should also attempt to appeal to intrinsic motives. Furthermore, startups can create buzz though media by creating valuable content for all three parties involved (i.e. media outlets, the users of the media and the startup itself).

Social media is incredibly useful tool for business, yet it can be a challenge for for a startup to leverage the power of face book, twitter inked in and like, due to their smaller size and relatively low brand awareness. Although it can be hard to start from nothing there are ways to get over those early issues and create a genuine social buzz around your new company. One of the key thing about social media for startups is that youe are starting from nothing, this being the case even a small print or web PR campaign can really kick start your social buzz while this can be more costly for startups, the value of those acquisitions is higher. Your goal is to create critical mass across which ever social media your using, so until you get there, you are going to need some outside help
This is where old fashioned PR and marketing techniques come into play as well as sponsored links and advertising within the social media platform itself. It is common for companies to be happy with the high conversions that face book, for example, offer and leave it to grow organically. However, this can be incredibly slow and something of a missed opportunity.
Here are few tips to help you alone your way to create buzz worthy:

1) Focus on the product over the brand

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2) Don't sterilize the message
3) Know your strategy before you start building buzz
4) Advocate the social buzz

A. Relevance Of Buzz Marketing

1) New interactive and digital media technologies into the marketing industry gained a momentous prominence on the use of online content to create buzz about a product, service or company.
2) Buzz generates a highly powerful and interactive form of word-of-mouth referral that occurs both online and offline.
3) Sophisticated word-of-mouth campaign flatter consumers to be included in the elite group of those in the "know" and willingly spread the word to their friends and colleagues.
4) Techniques of Buzz marketing will turn out to be a standard component in all cross-media advertising campaigns.
5) Reliable form of marketing where reviews or recommendations made by respondents are considered to influence buying decision of the consumers, strengthening brand image and buzz marketing supports others forms of marketing

VII. SUGGESTIONS

1) Encourage communications through website forums and social networks
2) Give people something to talk about with information that can be easily shared or forwarded and publicity events that inspire people to tell others saw or experienced.
3) Create communities and connect people such as user groups, fan clubs, and message boards
4) Work with influential communities by identifying influential people and informing them about the company's plans and encouraging them to shares.
5) Research and listen to customer feedback which can be done by tracking online comments to social networks and collecting survey data.
6) Engage in conversation by establishing blogs and a social media-presence and contributing to them on a regular basis.

VIII. CONCLUSION

Buzz is a new marketing technique that may affect the image of advertiser and their product. This technique consists of communicating about goods and services by generating and maintaining a process of Word of mouth orchestrated through targeted actions. When all goes well the buzz can create product awareness through Word of mouth allowing for reaching a large number of consumers. However, many actors involved in the process of buzz may alter the information content of message in positive or a negative way. The transmission of information in social networks, real or virtual, may take a turn that the company could not control with the often unplanned interactions of consumers. Buzz marketing is all about supervising and delighting customers.

IX. LIMITATIONS

The study has a number of important limitations that should be acknowledged and that call for further research in the field to verify and extend the findings of this research.

1) This study is only based on buzz marketing doesn't cover other areas of marketing
2) The primary objective of study is focused only on Start ups
3) This notion provides an interesting area of further research; more research should be conducted about the social stigma that can be relevant to certain industries and how it affects the results of buzz marketing.

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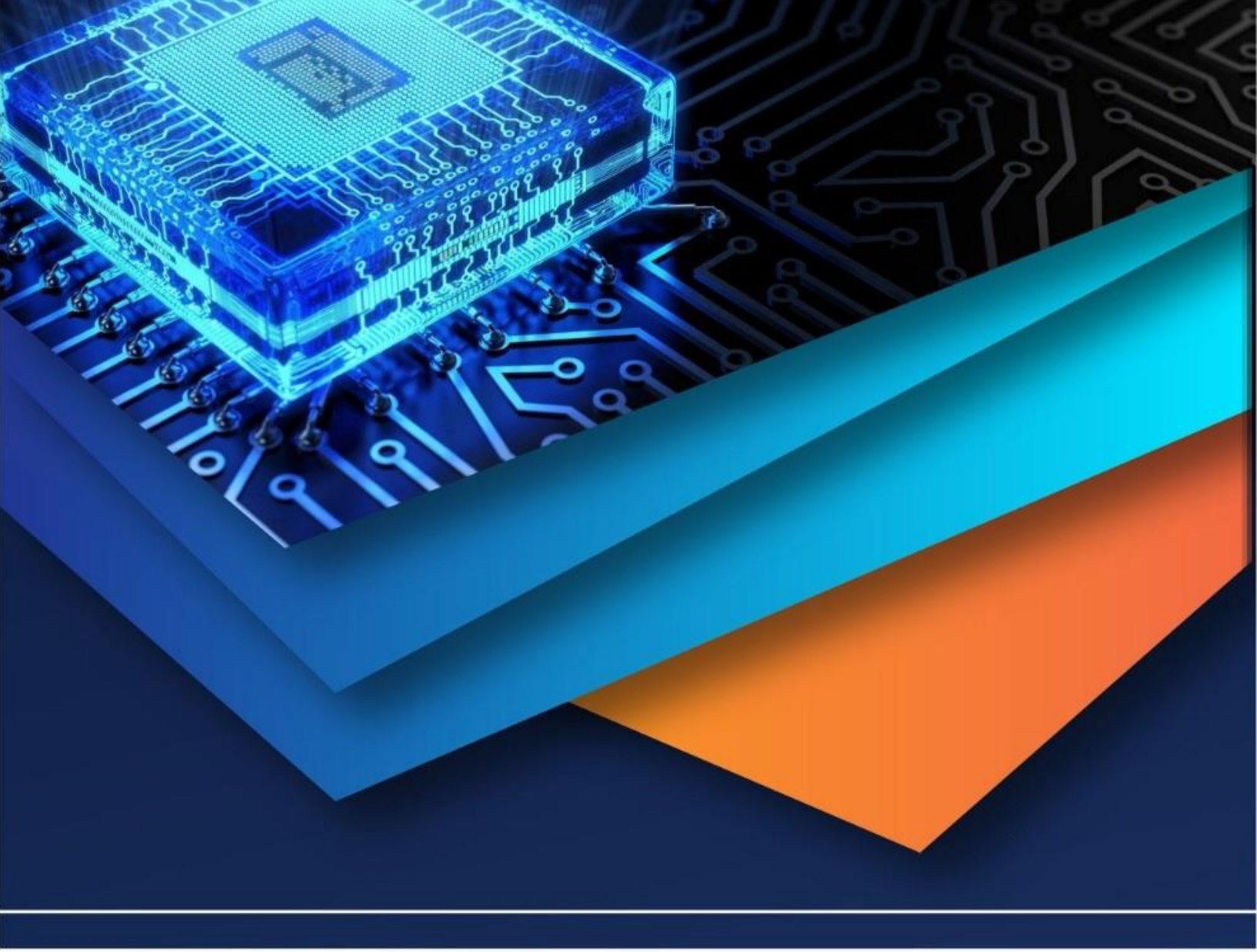

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