

## **Influential Article Review - Creative Promotional Strategy in the 21st Century**

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*This paper examines marketing strategies. We present insights from a highly influential paper. Here are the highlights from this paper: Buzz marketing is a promotional posture that is focused on maximizing word-of-mouth of a product or phenomenon in a viral way via technology, whether through personal conversations or on larger scale discussions on social media platforms. Ultimately, buzz marketing affects brand perceptions, but there is still the question as to why certain brands, situations, or phenomenon are talked about more than others, both right after first exposure and in the months that follow? The purpose of this article is to improve the understanding of buzz marketing, and to propose a three step buzz marketing process based on the extant literature for implementing buzz marketing successfully. For our overseas readers, we then present the insights from this paper in Spanish, French, Portuguese, and German.*

*Keywords: marketing development, buzz marketing, digital age*

### **SUMMARY**

- With the rise of digital tools, buzz marketing has evolved into a viral marketing technique that maximizes the word-of-mouth potential of a particular brand campaign via technology, whether through conversations or larger scale discussions on social media platforms. However, for buzz marketing to be implemented successfully, there must be more than just getting people to talk about a brand. A question, for example, is why certain brands are more buzz worthy than others, both right after people first hear about them and in the months that follow.
- While practitioner writings suggest that buzz is usually something that combines a wacky, jaw-dropping event or experience with pure branding to get people talking, it is critical to identify the core value of a brand that lends itself to sharing content. At the core of the buzz marketing process there must be a product, service, or idea that is of value to customers and audiences. Interestingly, marketers that attempted to copy viral campaigns learned that imitating a campaign often does not work. Without something of value to begin with, even the most successful campaigns do not last.
- Brand equity is a core concept of marketing. It is the «added value» embedded in the product, the differential advantage, and influences a firm's performance in a positive way by impacting consumers' reactions toward a brand. This added value can be viewed from the perspective of the firm, the trade, or the consumer.

- In today's digital age, with so many different types of content available, the challenge to marketers is how to present content in a way that stands and generates buzz about the brand for it to go viral. For brands to draw attention, they must be able to stand out above the noise.
- The seeding strategy determines the first group of targeted customers to initiate a viral marketing campaign, and has a strong influence on its success. Seeding to well-connected people is the most successful seeding strategy approach because these attractive seeding points are more likely to participate in viral marketing campaigns, and as Hinz et al quote, «marketers should pick highly connected persons as initial seeds if they hope to generate awareness or encourage transactions through their viral marketing campaigns because these hubs promise a wider spread of the viral message»
- Typically, buzz marketing is driven by social media word of mouth «influencers» and «connectors» to share brand information and to proactively start conversations about it. Companies rely on social media influencers to raise brand awareness, promote brands, and build brand buzz with the goal of increasing online traffic, sales, and profits. These people typically have established online presences and large followings on social media platforms such as Facebook, Twitter, and Instagram, and in circles of social influence, they possess the power of influencing their fan base.

## **HIGHLY INFLUENTIAL ARTICLE**

We used the following article as a basis of our evaluation: Mohr, I. (2017). Managing Buzz Marketing in the Digital Age. *Journal of Marketing Development and Competitiveness*, 11(2).

This is the link to the publisher's website: <https://articlegateway.com/index.php/JMDC/article/view/1629>

## **INTRODUCTION**

Buzz marketing is a promotional posture that is driven by word of mouth (WOM), a process where people influence the actions or attitudes of others. It takes WOM one step further by using technology, media, and creativity to foster individuals to talk, share, and spread information about a product or brand to the point that it is viewed as entertaining, fascinating, and newsworthy or simply just so dramatically different from the norm so ultimately, it becomes an enjoyable experience to share. However, for this to occur, there must be something interesting, clever, amusing, catchy, or remarkable enough about the message such that WOM spreads quickly to create "buzz." For the message to go viral, it requires crafty marketing and digital tools to succeed (Mohr 2007).

While buzz marketing resembles the traditional marketing model in targeting audiences through varying media, in the case of the former, the marketer injects the audience with a jaw-dropping message that is so interesting and exciting for it to spread like wildfire. According to Mohr (2007), that appealing element of exhilaration is key to buzz marketing because it is the nature of the message that makes people want to share it with others. Ultimately, buzz marketing targets a greater number of people than in the case a traditional marketing campaign. Given that the terms buzz marketing and viral marketing are often used interchangeably with WOM communications, the following discussion clarifies the differences in the three.

## **CONCLUSION**

Buzz marketing captures the attention of consumers and media to the point that people talk about the brand because the message is perceived as entertaining, fascinating, and/or newsworthy. Companies that employ buzz marketing hope to increase brand awareness, and increase online traffic, sales, and profits. However, for this to work, it is important to recognize that buzz marketing has evolved into a viral digital marketing technique. With the world becoming increasingly digital, it is necessary to bridge word of mouth (WOM) with technology (e.g., the Internet, mobile phones, apps, tablets, smart TVs, etc.) and "outside the box" thinking. The intent of this article was to improve the understanding of buzz marketing in today's

digital age, and to propose a three step buzz marketing process based on the extant literature for implementing buzz marketing successfully.

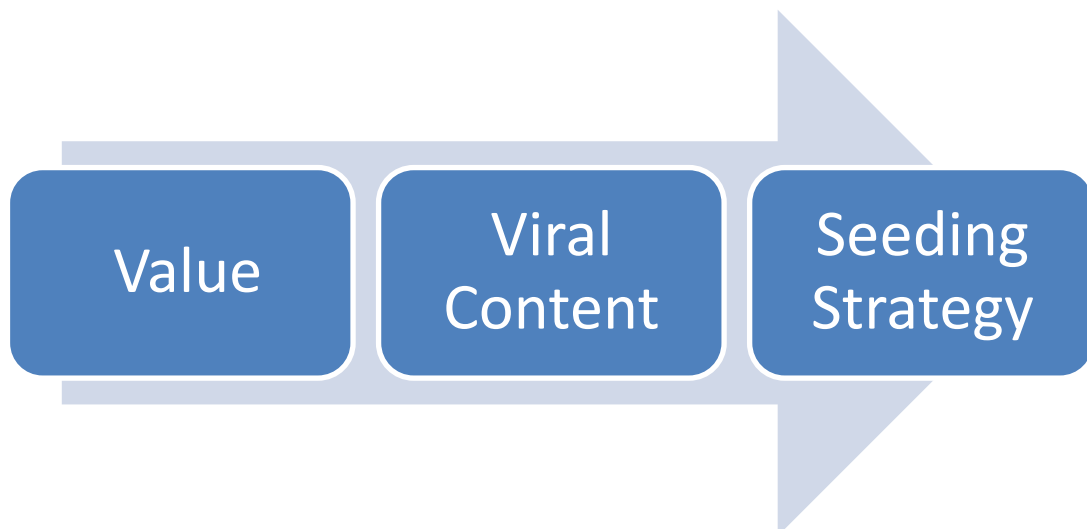
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## APPENDIX

**FIGURE 1  
THE BUZZ MARKETING PROCESS**



## **TRANSLATED VERSION: SPANISH**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSION TRADUCIDA: ESPAÑOL**

A continuación se muestra una traducción aproximada de las ideas presentadas anteriormente. Esto se hizo para dar una comprensión general de las ideas presentadas en el documento. Por favor, disculpe cualquier error gramatical y no responsabilite a los autores originales de estos errores.

## **INTRODUCCIÓN**

El buzz marketing es una postura promocional impulsada por el boca a boca (WOM), un proceso en el que las personas influyen en las acciones o actitudes de los demás. Lleva a WOM un paso más allá mediante el uso de la tecnología, los medios y la creatividad para fomentar que las personas hablen, compartan y difundan información sobre un producto o marca hasta el punto de que se vea como entretenido, fascinante y de interés periodístico o simplemente tan dramáticamente diferente de la norma, por lo que, en última instancia, se convierte en una experiencia agradable para compartir. Sin embargo, para que esto ocurra, debe haber algo interesante, inteligente, divertido, pegadizo o lo suficientemente notable sobre el mensaje como para que WOM se propague rápidamente para crear "zumbido". Para que el mensaje se vuelva viral, se requieren herramientas astutas de marketing y digitales para tener éxito (Mohr 2007).

Mientras que el buzz marketing se asemeja al modelo de marketing tradicional para dirigirse a audiencias a través de diferentes medios, en el caso del primero, el comercializador inyecta a la audiencia un mensaje asombroso que es tan interesante y emocionante que se propaga como un reguero de pólvora. Según Mohr (2007), ese elemento atractivo de euforia es clave para el buzz marketing porque es la naturaleza del mensaje lo que hace que las personas quieran compartirlo con otros. En última instancia, el buzz marketing se dirige a un mayor número de personas que en el caso de una campaña de marketing tradicional. Dado que los términos buzz marketing y marketing viral a menudo se usan indistintamente con las comunicaciones WOM, la siguiente discusión aclara las diferencias en los tres.

## **CONCLUSIÓN**

El buzz marketing capta la atención de los consumidores y los medios de comunicación hasta el punto de que la gente habla de la marca porque el mensaje se percibe como entretenido, fascinante y / o de interés periodístico. Las empresas que emplean buzz marketing esperan aumentar el conocimiento de la marca y aumentar el tráfico en línea, las ventas y las ganancias. Sin embargo, para que esto funcione, es importante reconocer que el buzz marketing se ha convertido en una técnica de marketing digital viral. Con el mundo cada vez más digital, es necesario unir el boca a boca (WOM) con la tecnología (por ejemplo, Internet, teléfonos móviles, aplicaciones, tabletas, televisores inteligentes, etc.) y el pensamiento "fuera de la caja". La intención de este artículo era mejorar la comprensión del buzz marketing en la era digital actual, y proponer un proceso de buzz marketing de tres pasos basado en la literatura existente para implementar buzz marketing con éxito.

## **TRANSLATED VERSION: FRENCH**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSION TRADUITE: FRANÇAIS**

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### **INTRODUCTION**

Le buzz marketing est une posture promotionnelle qui est motivée par le bouche à oreille (WOM), un processus où les gens influencent les actions ou les attitudes des autres. Il va encore plus loin en utilisant la technologie, les médias et la créativité pour encourager les individus à parler, partager et diffuser des informations sur un produit ou une marque au point qu'il est considéré comme divertissant, fascinant et digne d'intérêt ou tout simplement si radicalement différent de la norme que, finalement, cela devient une expérience agréable à partager. Cependant, pour que cela se produise, il doit y avoir quelque chose d'intéressant, d'intelligent, d'amusant, d'accrocheur ou de suffisamment remarquable dans le message pour que WOM se propage rapidement pour créer un « buzz ». Pour que le message devienne viral, il faut un marketing astucieux et des outils numériques pour réussir (Mohr 2007).

Alors que le buzz marketing ressemble au modèle de marketing traditionnel en ciblant les audiences à travers différents médias, dans le premier cas, le spécialiste du marketing injecte au public un message à couper le souffle qui est si intéressant et excitant qu'il se répand comme une traînée de poudre. Selon Mohr (2007), cet élément attrayant d'euphorie est la clé du buzz marketing, car c'est la nature du message qui donne envie aux gens de le partager avec les autres. En fin de compte, le buzz marketing cible un plus grand nombre de personnes que dans le cas d'une campagne de marketing traditionnelle. Étant donné que les termes buzz marketing et marketing viral sont souvent utilisés de manière interchangeable avec les communications WOM, la discussion suivante clarifie les différences entre les trois.

### **CONCLUSION**

Le buzz marketing capte l'attention des consommateurs et des médias au point que les gens parlent de la marque parce que le message est perçu comme divertissant, fascinant et / ou digne d'intérêt. Les entreprises qui utilisent le buzz marketing espèrent accroître la notoriété de la marque et augmenter le trafic en ligne, les ventes et les bénéfices. Cependant, pour que cela fonctionne, il est important de reconnaître que le buzz marketing a évolué pour devenir une technique de marketing numérique viral. Le monde devenant de plus en plus numérique, il est nécessaire de faire le pont entre le bouche à oreille (WOM) et la technologie (par exemple, Internet, les téléphones mobiles, les applications, les tablettes, les téléviseurs intelligents, etc.) et la pensée « hors des sentiers battus ». L'objectif de cet article était d'améliorer la compréhension du buzz marketing à l'ère numérique d'aujourd'hui et de proposer un processus de buzz marketing en trois étapes basé sur la littérature existante pour mettre en œuvre le buzz marketing avec succès.

### **TRANSLATED VERSION: GERMAN**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **ÜBERSETZTE VERSION: DEUTSCH**

Hier ist eine ungefähre Übersetzung der oben vorgestellten Ideen. Dies wurde getan, um ein allgemeines Verständnis der in dem Dokument vorgestellten Ideen zu vermitteln. Bitte entschuldigen Sie alle grammatikalischen Fehler und machen Sie die ursprünglichen Autoren nicht für diese Fehler verantwortlich.

### **EINLEITUNG**

Buzz Marketing ist eine Werbehaltung, die durch Mundpropaganda (WOM) gesteuert wird, ein Prozess, bei dem Menschen die Handlungen oder Einstellungen anderer beeinflussen. Es bringt WOM noch einen Schritt weiter, indem es Technologie, Medien und Kreativität nutzt, um Einzelpersonen zu ermutigen, Informationen über ein Produkt oder eine Marke zu sprechen, zu teilen und zu verbreiten, bis zu dem Punkt, an dem es als unterhaltsam, faszinierend und berichtenswert angesehen wird oder einfach so dramatisch von der Norm abweicht, dass es letztendlich zu einer angenehmen Erfahrung wird. Damit dies jedoch geschieht, muss die Botschaft so interessant, clever, amüsant, eingängig oder bemerkenswert genug sein, dass sich WOM schnell verbreitet, um "Buzz" zu erzeugen. Damit die Botschaft viral wird, braucht es geschicktes Marketing und digitale Tools, um erfolgreich zu sein (Mohr 2007).

Während Buzz-Marketing dem traditionellen Marketingmodell ähnelt, um Zielgruppen über unterschiedliche Medien anzusprechen, injiziert der Vermarkter dem Publikum im ersteren eine atemberaubende Botschaft, die so interessant und aufregend ist, dass sie sich wie ein Lauffeuer verbreitet. Laut Mohr (2007) ist dieses ansprechende Element der Begeisterung der Schlüssel zum Buzz-Marketing, weil es die Natur der Botschaft ist, die Menschen dazu bringt, sie mit anderen zu teilen. Letztendlich zielt Buzz Marketing auf eine größere Anzahl von Menschen ab als im Falle einer traditionellen Marketingkampagne. Angesichts der Tatsache, dass die Begriffe Buzz-Marketing und virales Marketing oft synonym mit WOM-Kommunikation verwendet werden, verdeutlicht die folgende Diskussion die Unterschiede in den dreien.

### **SCHLUSSFOLGERUNG**

Buzz Marketing erregt die Aufmerksamkeit von Verbrauchern und Medien bis zu dem Punkt, an dem die Leute über die Marke sprechen, weil die Botschaft als unterhaltsam, faszinierend und / oder berichtenswert wahrgenommen wird. Unternehmen, die Buzz Marketing einsetzen, hoffen, die Markenbekanntheit zu steigern und den Online-Traffic, den Umsatz und die Gewinne zu steigern. Damit dies funktioniert, ist es jedoch wichtig zu erkennen, dass sich Buzz-Marketing zu einer viralen digitalen Marketingtechnik entwickelt hat. Da die Welt immer digitaler wird, ist es notwendig, Mundpropaganda (WOM) mit Technologie (z. B. Internet, Mobiltelefone, Apps, Tablets, Smart-TVs usw.) und dem Denken "über den Tellerrand" zu schlagen. Die Absicht dieses Artikels war es, das Verständnis von Buzz-Marketing im heutigen digitalen Zeitalter zu verbessern und einen dreistufigen Buzz-Marketing-Prozess vorzuschlagen, der auf der vorhandenen Literatur basiert, um Buzz-Marketing erfolgreich umzusetzen.

## **TRANSLATED VERSION: PORTUGUESE**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSÃO TRADUZIDA: PORTUGUÊS**

Aqui está uma tradução aproximada das ideias acima apresentadas. Isto foi feito para dar uma compreensão geral das ideias apresentadas no documento. Por favor, desculpe todos os erros gramaticais e não responsabilize os autores originais responsáveis por estes erros.

### **INTRODUÇÃO**

Buzz marketing é uma postura promocional que é impulsionada pelo boca a boca (WOM), um processo onde as pessoas influenciam as ações ou atitudes dos outros. É preciso que o WOM dê um passo adiante, usando tecnologia, mídia e criatividade para promover indivíduos a falar, compartilhar e espalhar informações sobre um produto ou marca a ponto de ser visto como divertido, fascinante e digno de notícia ou simplesmente tão dramaticamente diferente da norma, então, em última análise, torna-se uma experiência agradável de compartilhar. No entanto, para que isso ocorra, deve haver algo interessante, inteligente, divertido, cativante ou notável o suficiente sobre a mensagem, de modo que o WOM se espalhe rapidamente para criar "buzz". Para que a mensagem se torne viral, é necessário que o marketing astuto e as ferramentas digitais tenham sucesso (Mohr 2007).

Enquanto o buzz marketing se assemelha ao modelo de marketing tradicional na segmentação de públicos através de mídias variadas, no caso do primeiro, o profissional de marketing injeta no público uma mensagem de cair o queixo que é tão interessante e emocionante para que ele se espalhe como fogo. De acordo com Mohr (2007), esse elemento atraente de alegria é fundamental para o buzz marketing, porque é a natureza da mensagem que faz com que as pessoas queiram compartilhá-la com os outros. Em última análise, o buzz marketing tem como alvo um número maior de pessoas do que no caso de uma campanha de marketing tradicional. Dado que os termos buzz marketing e marketing viral são frequentemente usados de forma intercambiável com as comunicações WOM, a discussão a seguir esclarece as diferenças nos três.

### **CONCLUSÃO**

O buzz marketing captura a atenção dos consumidores e da mídia a ponto de as pessoas falarem sobre a marca, porque a mensagem é percebida como divertida, fascinante e / ou digna de notícia. As empresas que empregam o buzz marketing esperam aumentar o reconhecimento da marca e aumentar o tráfego, as vendas e os lucros on-line. No entanto, para que isso funcione, é importante reconhecer que o buzz marketing evoluiu para uma técnica de marketing digital viral. Com o mundo se tornando cada vez mais digital, é necessário unir o boca a boca (WOM) com a tecnologia (por exemplo, a Internet, telefones celulares, aplicativos, tablets, smart TVs, etc.) e o pensamento "fora da caixa". A intenção deste artigo era melhorar a compreensão do buzz marketing na era digital de hoje e propor um processo de buzz marketing de três etapas com base na literatura existente para implementar o buzz marketing com sucesso.