

Strategies of Buzz Marketing in Social Media Platform, its Effectiveness and Impact on Customer

Dr. Urmita Sharma

Assistant Professor, Department of Computer Science
S. J. H. S. Gujarati Innovative College of Commerce & Science, Indore

Abstract: *Due to high use of Social Media platform, Live-stream videos are proven as successful buzz marketing activity because they provide an interactive element for consumers on social media. Buzz marketing is a strategy that creates word-of-mouth marketing with viral content, influencers, and interactive events to create buzz around the launch of a new product or service. In this paper, Strategies for Effective Buzz Marketing with use of social media are discussed and also the impact of buzz Marketing over consumers and how much Buzz Marketing is influential for the potential customers retention is also explained.*

I. INTRODUCTION

Buzz Marketing is technique of viral marketing which focuses on campaigning of products by maximizing the word of mouth. The word of mouth is consider as best Form of marketing. The term Buzz Marketing is used in Viral Marketing. The Buzz Marketing amplifies the originality and allows interaction between customer and products & Services. The Buzz Marketing uses word of Mouth so that in business, interest can be generated with the product launch. In the initial stage of product launch, if buzz is created then it can be counted as positive Viral Marketing. The rise of social media platforms and influencers of the business Brand helps Customer to breathe new life into buzz marketing. Mostly Business Brands use this technique so that they can generate interest for their buzz related to products and services. There are several successful buzz marketing activities. But with the use of Social media platform is fastest and effective way to gain customers attention.

The Word of Mouth in Buzz Marketing is a strategy that thrives in social Campaigning. Buzz Marketing strategy that can be done to create positive buzz for business products, Services & Brands. It is also used to target the audience that can buy the products and became potential customer beyond company's buyer persona. Another positive aspect of Buzz Marketing is that it creates free publicity for business brands. Creating Buzz is tricky bit. It could be an idea, a phrase, a tagline, an advert or some other smart marketing which is used to get people talking. It's nearly always great, weird or different, and that's exactly what makes it work to create buzz for business brands.

II. RELATED WORK

1. Chebli Leila et al [1] In this paper, the study has been done which contribute in the effectiveness of Campaigning in Buzz Marketing. In the paper the relationship between brand and consumer is analyzed and the contribution of Buzz Marketing to advertising is determined. Authors have designed an abstract model which shows the connection between Buzz Marketing and its variables and then its effectiveness is measured. Finally authors came to conclusion that brand image, awareness of brand and purchasing decision are the factors that decide and analyze effectiveness of Buzz Marketing .
2. Dheyaa Falih et al[2] In the paper author have focused on the drammatrical change in marketing for many reasons like customer behaviour, society, complexity etc. The Buzz Marketing is used to engage potential customer who are active for particular brand. Authors have mentioned concept that how Buzz Marketing is important and how it is created for branding. Various types of Strategies are also discussed in the paper.
3. Yogesh Mahajan et al[3] In this paper complete overview of Buzz Marketing is provided for the existing Buzz Marketing. In the field of Buzz Marketing current trends and its future is also explored. To achieve goal and analysis of citation , author have proposed bibliometric method and network method. VoS viewer software

is used for the analysis of bibliometric method. According to paper the activities have increased to create a buzz by many companies. In paper new trends and challenges and future directions have also emphasized in Buzz Marketing.

4. Karim ben et al [4] In this paper authors have focused the dangers of Buzz Marketing in co-relation with companies promotional activities. The study has been done on individual interviews of some professionals who belongs to agencies of marketing communication and also marketing managers. The importance and dangers of Buzz Marketing in communication plan is enlightened using some qualitative approach.
5. Iris Mohr[5] In the paper author has proposed 3 step Buzz Marketing process to improve and understand Buzz Marketing . The process was based on extant of literature so that Buzz Marketing can be implemented successfully.
6. Soundarraj et al [6]In this paper authors focused on various media that created Buzz and emphasized that emergence of online communities like Opinion websites, discussion groups, Blogs all this things that enables easy access real time information have increased business. But still word of mouth affects customers in majority according to author, word of Mouth are proven influential effect in the buying decision of Customers.

III. STRATEGIES OF BUZZ MARKETING

1. **Get Targeted Audience :** It is essential part of every Marketing to know the audience first when company try to reach their potential customer. And Buzz Marketing allows a bigger audience to work. This provides platform to know the interest of buyer.
2. **Tease company's Campaign Beforehand :** The teaser helps to ensure the customer perspective whether they are as excited as company for new product launch or not. This helps to build anticipation and get attention to reach. The teaser is considered as opportunities for business products.
3. **Create a Branded HashTag:** To create a buzz , Company have to create its own hashtag. This hashtag is essential as company can get follow up on customers feedback, With the new release of product launch. Featuring Hashtag in Campaigning makes customers easy to reach and talk about specific brand of company.
4. **Engage Business Customers:** The biggest goal of Campaigning Buzz Marketing is to deliver valuable to the consumer. The Strategy is to use the trigger all the favorable for business brands. For generating successful Buzz Marketing , Content Marketing is proven biggest ally.
5. **Video Marketing Campaigning:** The visual content in Campaigning leave deep impact on Customer. The video Marketing is easy to share and keeps customer engaged with brands as well as with Company.
6. **Right Influencer Finding:** For the success of Buzz Marketing , it is highly needed that company should target the bigger audience. For that purpose , Company requires an Influencer. Higher the influencer , Higher will be connection with audience and there will be maximum chance to retain potential customer.
7. **Hold Some Contest:** Conducting Contest are best way to create a buzz before product launch. Generally, Contest are fun and that helps people to remember brands.
8. **Use of Scarcity Principle:** It is branch which introduce Scarcity among people to create a mismatch between supply and demand of product. This technique like Flash Sales, or offers for limited time, or offers like use it or loose it, can help to create buzz for product and its result, demand increases.

IV. EFFECTIVE BUZZ MARKETING

Generally ,Word of mouth marketing, is thought to be, the best form of marketing. But with the use of social media the buzz can be created fastest and quickest way. The quickly the buzz is spread, the quickly brand image started to hit in customers mind.

4.1 All-Surrounded Content

With all marketing strategies or campaigning is that all Surrounded content that works across social media, internet, web, email, and events. With buzz marketing, business company can use their own "buzz" to create something big and

let the users do the hard work company themselves. If done in right direction, buzz marketing can help company to generate organic consumer conversation, social engagement, web referrals and traffic and much more.

4.2 The Fear of Missing Out

In Digital Media, Nobody likes to be left out. Buzz marketing proves more effective especially when people feel as though they need to be a part of the all conversation. These social media types of marketing for business buzz campaigning capitalize on the desire of customer to get fit in by having a popular item and the fear of missing out on the next best thing. And By using thought leaders as in various product categories, the marketing messages makes more personal to customers. When the marketing form comes from a person whom they closely follow, the message carries more weight with built trust than any other Campaigning.

V. CONCLUSION

Essentially, buzz marketing is a viral technique used to maximize word-of-mouth potential of a campaign or product. Although These conversations can happen online or offline. When done right, or specifically done using Social Media Platform that can massively increase online traffic, social following, and of course, sales and leads using Social Media Platform. Hosting an engaging live-stream or online with social media gives people something more to talk about beyond just a product. It's an exciting event to relay to share with others.

REFERENCES

- [1]. Chebli Leila, Gharbi Abderazak “ The impact of the effectiveness of Buzz Marketing campaigning on the image, awareness and purchasing decision ; The moderating role of involvement “ in Journal of Marketing research and case studies, vol 2013,2013.
- [2]. Dheyaa Falih, Bannayl “Buzz Marketing” in research gate publication, 2019
- [3]. Yogesh Mahajan, Ashutosh Gadekar “ A Bibliometric Analysis of Buzz Marketing : Research areas, Concerns and suggestions for Advancement” in Indian Journal of Marketing Vol 51, No 2, 2021.
- [4]. Karim Ben Yahia, Mourad Touzani “The dark side of Buzz Marketing :The position of Communication and advertising agencies in research gate publication,2012.
- [5]. Iris Mohr “Managing Buzz Marketing in Digital age” in Journal of marketing development and competitiveness, Vol 11, No 2 , 2017.
- [6]. Soundarraj ,Arockia , Sivaprakash “ The power of Buzz Marketing “ in research gate Vol 4, No 3, 2015.