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AGENDA for implementation of effective buzz marketing strategies

- O1 To increase conversion rate and have continuous stream of new leads
- To generate more qualified, organic & unpaid traffic, which helps in increasing sales revenue
- To boost sales by various campaigns which aids in building huge buzz in the market
- To build brand interest by using unconventional strategies which can evoke shock and wonder in the audience
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Implementation of effective buzz marketing strategies



Introduction of buzz marketing

- o Overview of buzz marketing for product and brand promotion
- Understanding key benefits of buzz marketing
- Statistics associated with latest buzz marketing trends
- Best practices for buzz marketing campaigns
- Understanding various steps of buzz marketing process



Understanding various types of buzz marketing

- o Taboo buzz marketing
 - > Understanding taboo buzz marketing to attract customer attention
 - Use case for implementing taboo marketing strategy
- o Outrageous buzz marketing
 - Understanding outrageous buzz marketing to increase customer traffic
 - Use case for implementing outrageous marketing strategy
- o Hilarious buzz marketing
 - > Understanding hilarious buzz marketing with benefits
 - Use case for implementing hilarious marketing strategy
- o Secret buzz marketing
 - > Understanding secret buzz marketing to boost awareness
 - Use case for implementing secret marketing strategy
- o Remarkable buzz marketing
 - > Understanding remarkable buzz marketing with benefits
 - Use case for implementing remarkable marketing strategy
- Unusual buzz marketing
 - Understanding unusual buzz marketing with campaigns
 - Use case for implementing unusual marketing strategy



Relatable marketing strategies other than buzz marketing

- Guerilla marketing
 - > Understanding guerilla marketing with features and types
 - Steps to launch guerilla marketing campaigns
 - Developing multiple guerilla marketing strategies
- o Word of mouth marketing
 - Understanding word of mouth marketing with pros and cons
 - Assessing multiple word of mouth marketing strategies
- Viral marketing
 - > Understanding viral marketing with pros and cons
 - Developing viral mobile marketing strategies



Cost assessment for running buzz marketing campaigns



Impact assessment of running buzz marketing campaigns



Dashboard analysis

- o KPI dashboard to analyze buzz marketing campaigns performance
- o Tracking the improvements with buzz marketing dashboard



Ice bucket challenge and ALS case study on buzz marketing

Target Audience

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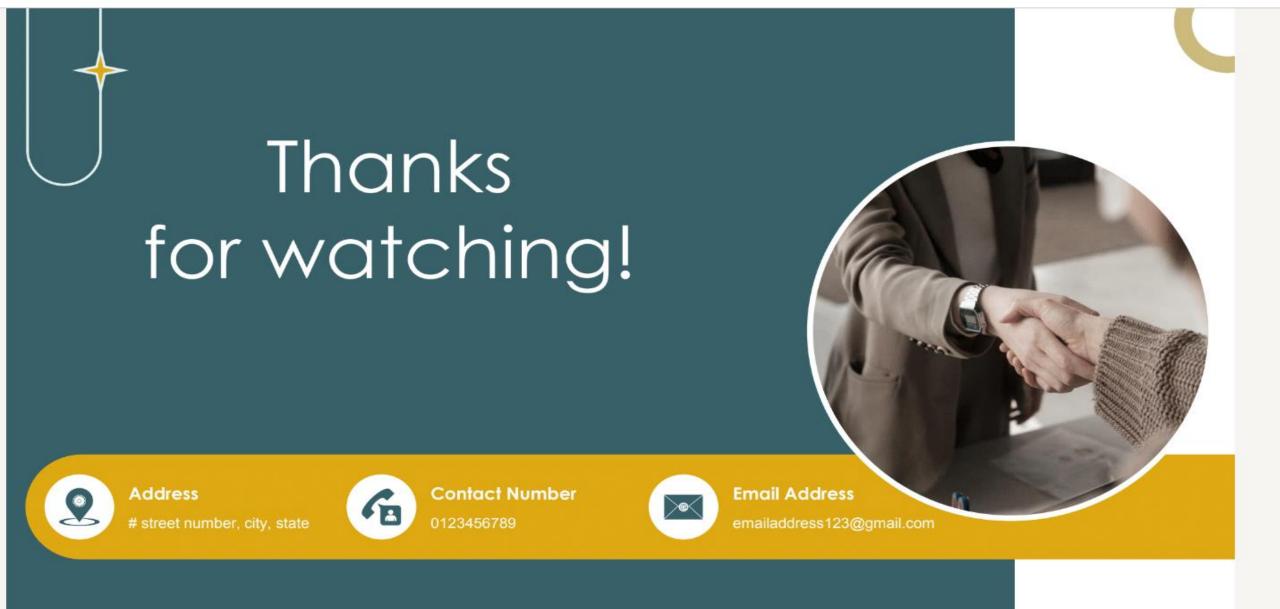
Value Clients

Preferred by Many

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