

Implementation of Effective **Buzz Marketing Strategies**

Your Company Name



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AGENDA for implementation of effective buzz marketing strategies



01

To increase conversion rate and have continuous stream of new leads

02

To generate more qualified, organic & unpaid traffic, which helps in increasing sales revenue

03

To boost sales by various campaigns which aids in building huge buzz in the market

04

To build brand interest by using unconventional strategies which can evoke shock and wonder in the audience

05

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Implementation of effective buzz marketing strategies

01

Introduction of buzz marketing

- 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

02

Understanding various types of buzz marketing

- Taboo buzz marketing
 - › Understanding taboo buzz marketing to attract customer attention
 - › Use case for implementing taboo marketing strategy
- Outrageous buzz marketing
 - › Understanding outrageous buzz marketing to increase customer traffic
 - › Use case for implementing outrageous marketing strategy
- Hilarious buzz marketing
 - › Understanding hilarious buzz marketing with benefits
 - › Use case for implementing hilarious marketing strategy
- Secret buzz marketing
 - › Understanding secret buzz marketing to boost awareness
 - › Use case for implementing secret marketing strategy
- 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

03

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
- 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

04

Cost assessment for running buzz marketing campaigns

05

Impact assessment of running buzz marketing campaigns

06

Dashboard analysis

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

07

Ice bucket challenge and ALS case study on buzz marketing

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