

MARKETING SPECIALIZATIONS

Product marketing

Product marketing is the focus area devoted to strategically bringing a new product or service to market

This discipline sets the strategy, guiding many of the marketing specializations

Is the product considered luxury? A bargain? What features make it stand out? Do we need to educate people about what the product is or does?

Event marketing

Events can offer a huge bang for your marketing buck when done well.

Guerilla marketing

Guerilla marketing is all about using the **unexpected** to make a strong impression at public events or heavily trafficked areas.

Influencer marketing

Influencer marketing relies on the consumer presence invested in various social media platforms—but instead of establishing a company account, marketers work with influencers to get the word out about their brand.

Social media marketing

Marketers achieve this by using a variety of methods on various social media platforms, from Facebook to Snapchat and everything in between.
Social media gives brands and businesses the opportunity to interact with the public in a personalized way.

Database marketing

If the challenge of direct marketing is reaching consumers on a personal level, the answer can, at least partially, be found in database marketing.

- It is easier than ever for a marketer to create personalized, automated messaging for consumers.
- It's a **form of direct marketing** that focuses on promoting and selling products or services to a predetermined audience.

What does database marketing look like?

Say you've had your eye on a new coat from your favorite online retailer. You add it to your virtual cart but after some deliberation, you decide you'll pass on it for now. The next day you notice an ad for that exact coat pop up in your social media newsfeed. Then you check your email and, coincidentally, that exact coat is on sale! This is database marketing at its finest.

Direct marketing

Direct marketing involves sending promotional marketing materials directly to consumers. As a consumer, you may not always appreciate these advertisements, but for years, direct marketing has been an effective way for businesses to increase the sales and general awareness of a business.

Video marketing

Many aspects of video marketing are similar to content marketing—defining goals, choosing platforms and target audiences and building a strategy.

Live videos around an event or a product release, behind-the-scenes video to build brand appreciation, educational videos—the list is long and spiraling.

Search engine marketing (SEM)

Some in the industry use SEM as a broad term encompassing both search engine optimization (SEO) efforts and paid search advertising activities.

This type of marketing is all about serving advertisements to people using search engines like Google® or Bing®. Search engine marketers bid to buy ad space on popular keyword terms related to the businesses they represent.

Optimizing a paid search campaign

Content marketing

Content marketing is all about creating content—basically any consumable piece of information—that serves a purpose beyond just promoting a product. Think of it as advertising by offering something that is actually useful to the consumer. Content marketing can build positive sentiment for a brand by attaching the brand to something genuinely helpful or entertaining. When done successfully, consumers won't even realize they are being marketed to—or they'll at least tolerate it more than a pop-up ad or commercial.

Market research

Market researchers employ several tactics for picking the brains of the public and gathering information.

But that's only one half of the equation. Another key component of market research is actually interpreting the data.

Digital marketing

Digital marketing involves using a wide variety of online outlets and channels to increase a company's brand awareness, reach additional potential customers and convert more individuals to sales leads.

- High-level digital marketing positions to complete general tasks to build strategies and oversee the successful implementation of digital campaigns. These professionals may use different digital formats, like websites, email messages, search engines and social media accounts.