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## MARVELS OF ADVERTISING:TALES OF TRIUMPH OF THE MOST BUZZING ADVERTISING WORDS IN 2022

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### **Abstract:**

Advertising means a company's planning to reach their present/future clients and unique advertising is a method that can imaginatively share the company's narrative to encourage and enhance sales. Buzz marketing is a modern-day marketing method that accord importance to magnify the potentiality of an ad campaign or merchandise. Buzzing words involves locating and involving key words to create buzz and eagerness about a good or service. The main role of buzzing advertising words is to spread the advertising message quickly among the customers. This paper makes an effort to study the buzzing words, current scenario and predominant causes in relation to the spread of this marketing strategy in the business world. In the end, this paper ratiocinate that such type of marketing strategy has the potential to increase the speed of the advertising message to the end consumers and also to increase the sales of the brand but still many aspects have to be considered before this strategy becomes a viable option for business world.

**Keywords:** Buzzing Words, Advertising Strategy, Brand Promotion, Business Model.

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### **INTRODUCTION:**

The word 'advertising' means a company's long-term planning to reach their present/future clients and an advertising strategy further helps the companies to make them known and famous. There are amply number of ways to create an effective advertising plan and a rational plan will describe all the particulars of the company's merchandises, their present/future customers and the means to reach them. A suitable advertising plan will lay down all the important aspects of the company and it will also take care of means to compete against the company's competitors or related organizations. <sup>(1)</sup> <sup>(2)</sup> Unique advertising is an advertising method that brings together a group of innovative individuals to create advertisement campaigns that can imaginatively share the company's narrative to encourage and enhance sales. Innovative advertisements in the history of mankind have always been proven to be more result-oriented. Unique advertising is demarcated as a stratagem to efficiently and imaginatively promote a company or merchandise in such a manner that individuals do not forget them. It transfers the clients and makes/alters their perceptions by linking with them with the company or its products because a crafty ad doesn't feel like an advertisement as it engraves itself on the

shopper's heart and mind. Unique advertising is more than obligatory in a globe where public barely recall an ad even after viewing it numerous times. These days there is relatively more stress on numbers than quality, leading to a reduction in original and innovative ads. <sup>(3)(4)</sup>

Buzz marketing also known as 'astroturfing' is a modern-day marketing method that accord importance to magnify the word-of-mouth potentiality of an ad campaign or merchandise. This method can trigger chats among customers' household and groups or larger-scale deliberations on social media platforms. By getting clients speaking about their goods and services, brands that utilize buzz marketing hope to enhance sales through more digital traffic and eventually increase their value and bottom-line. A buzz marketing method is when a brand promotes its merchandise through a show or stunt where customers can use their merchandise and share their experiences through daily discussion or even digitally. <sup>(5)(6)(7)</sup>

### **REVIEW OF LITERATURE:**

R. Kuselar, et. al. (2011) state that buzz or viral marketing technique means dispersing optimistic information about a business from one individual to another. In the last few decades numerous conventional organizations have ventured into direct selling or MLM business and maximum have taken the help of buzz marketing technique. The authors feel that on numerous occasions the ads miss the potential clients because there is media bombardment with all kinds of advertising and hence the concept of buzz marketing has demonstrated to be effective. The authors have only focused on Amway and HUL because both of them implements the same notion of buzz marketing technique. The authors found out that 'Word of Mouth' through friends and families have a major role in increasing the sales of both the companies. The authors concluded that Buzz marketing in the recent times have played a major role in increasing the sales and profits of both the organizations. <sup>(8)</sup>

Joanna Sorokin (2012) state that the modern economic systems have gone through a number of changes which have been primarily determined by increasing competition and use of latest scientific innovations. One of the greatest objectives which the present-day firms follow is to locate the correct technique of successful marketing communication with their clients. The objective of this paper was to find out how to locate, both in real and online world, those persons who find it pleasant to circulate information about a brand and a product, and who are eager to dispense their experience with others and whose endorsements help companies to achieve their marketing goals. The author concludes by stating that is crucial for a company to build a competent team of those persons who have the power and potential to reach the masses. The author further state that if the company not able to build such a team, then they should hire such persons who have the potential to do this kind of work. <sup>(9)</sup>

Chebli Leila and Gharbi Abderrazak (2013) focus is to study the concept of buzz marketing, which in the times to come will expand the present advertising industry and to study its significance along with studying corporate advertising strategies. The objective of this paper was to assist in studying the efficiency of a buzz marketing campaign, to find out its significance in advertising and to analyse the association between the product and the client. The authors also recommend a model to create an explicit and a direct connection between buzz marketing and the factors that gauge its efficiency. They concluded by finding out that the efficiency of buzz marketing can be found out by analysing the product's image, product awareness and the purchasing decision. <sup>(10)</sup>

Tareq N. Hashem (2021) intended to examine the effect of using buzz marketing on gaining the focus of clients towards green goods with the help of a concept known as shockvertising. This research used various elements of buzz marketing i.e., buzzing, seeding and motivation to fulfil their research

objectives. The authors designed a questionnaire and collected primary data online and finally had 456 responses. The results of this research showed that buzz marketing can have the ability to draw customers' attention towards green products with the help of shockvertising. The outcomes also shows that buzz marketing through shockvertising can inspire persons towards purchasing the goods with the help of various strategies such as WoM, digital marketing to name a few. This research is of the opinion that buzz marketing is all about offering what is unusual, but taking care of the forbidden inside the community otherwise buzz marketing will not be a wise choice for the company. <sup>(11)</sup>

R. H. N. Karimah and Fadillah (2021) are of the opinion that 'Word of Mouth Marketing' has been employed by numerous businesses for a long time and even in the present times it is still the most effective marketing strategy. Many conventional notions have been banished from the market in the digital age; the arrival of the internet has essentially added to the efficiency of this marketing strategy. By implementing the idea of WOMM into digital marketing, a new occupation came into existence and while being deliberated as a new advertising intermediate known as buzzer that communicates buzz marketing activities. Employing the case study method, this paper deliberates the efficiency of buzzer as a novel digital advertising model, using the buzz marketing strategy that has been employed with the help of Scarlett Whitening brand. The authors conclude that buzzers are dissimilar from influencers and key opinion leaders because buzzers are generally normal personal accounts or spam accounts that have no personal branding and reputation at stake. In the end, they state that the use of buzzers is considered the right choice to increase brand awareness. <sup>(12)</sup>

#### **OBJECTIVES OF THE STUDY:**

The main objectives of this research paper are as follows:

- ✓ To trace the recent trends of buzzing advertising words in India.
- ✓ To study the prevalent buzzing advertising words in the Indian market.
- ✓ To document the impact of buzzing advertising words on the various business models present in the country.

#### **IMPORTANCE OF BUZZING WORDS:**

One of the most important elements of buzzing words is its ability to inculcate snootiness and perseverance in a good or service. Companies will try to create FOMO (fear of missing out) among their potential customers by causing buzz or enthusiasm, which then forces customers to take notice of the brand and then probably purchase the product. Buzzing words involves locating and involving key influencers or opinion leaders inside the target audiences to create buzz and eagerness about a good or service. The companies employ social platforms, online forums, traditional techniques among others to distribute information and create interest about their good or service. <sup>(13) (14)</sup>

In the present times which consist of expertise, imagination and broadcasting, it has become quite simple to circulate the word by sharing information about the merchandise or company or service in the form of buzz marketing that is driven by a number of factors. Fundamentally, individuals have faith in their networks and near & dear ones and that is why buzzing words have been recognized as a potential medium for advertising. This has also been supported with the wide reach of internet, as the information or the communication spreads universally to millions within a matter of seconds. Henceforth, the companies require to emphasis on the procedure of fast spreading communication to millions with support of internet and should employ setups like buzzing words to generate an image in the minds of the consumers. <sup>(15) (16)</sup>

Buzzing words is alike viral marketing, as the aim of both is to spread the advertising message quickly among customers. Their objective is to generate a marketing buzz around the merchandise and emphasis on it, which is almost the same as word-of-mouth marketing. Many scholars understand buzz marketing as street marketing which is intended to endorse goods in public places and to deliver the marketing communication to the target clients. Whereas, other scholars understand it as marketing which is meant to drive the brand to recognition and increase sales by intensifying marketing communication about the merchandise and communicating it to clients with the help of innovative marketing techniques and generating media flimflam. (17) (18)

Some scholars are of the opinion that buzzing words is a marketing technique that rises among clients, as they on their own promote the merchandises of the companies by spreading a word about the merchandise to their contacts, family members and networks. In the recent times, buzzing words has become a novel marketing strategy dissimilar from the traditional marketing strategy with the help of various social media platforms. In the various social media platforms, the person can insert pictures and tapes to stimulate clients' inquisitiveness about the merchandise and the company and promote the merchandise instead of the company and arouse a marketing excitement that influences the attention of clients and make them more amenable to the merchandise and increase it sales. (19) (20)

#### **BUZZING WORDS:**

In the present times of cut-throat competition if any business is without a permanent advertiser, then they must frequently coin new words that should come out of nowhere. These buzzing words can hold the key to increase the business growth and snowballing the sales. New policies and apparatuses frequently need new terminology in an industry where innovation leads and new business models and features are relieved frequently. In the following lines is the details of new buzzing words that made their mark in the year 2022. (21)

- ✓ **Brand Purpose:** In the present times due to a variety of factors the clients have become more knowledgeable and that is why product price and quality aren't adequate to distinctive the product anymore. In such times, brand purpose helps to make the product or company different from the others. Brand purpose means the company's resolved to make the planet a better place and fulfilling the company's mission and vision. Presently, clients want to connect with those company whose principles resonate with theirs. This is the reason why brand purpose has become a substantial gauge for choosing brands that the customers buy goods or services from. The principle behind brand purpose is that it helps to generate an influential brand image and the same is reflected in their goods and services. (22)
- ✓ **Cross-Posting:** In the times where brands make every possible effort to remain in the game, cross-posting has become an important technique to reach more customers and thus save time and money. It has come across as a swift and convenient method to post content in more than one platform. Cross-posting is generally seen as a money and time saver, particularly for small companies with limited monetary and other resources. This advertising technique instead of investing time and resources in making content for each platform, brands simply reuse the content and reach a greater number of clients. Cross-posting is not just about saving the company's time and money, but it has helps them to get a better recognition for their goods and services. (23)
- ✓ **Customer Lifetime Value:** Most of the companies likes to amass and hold valuable clientele and snowball sales and for this the companies should know the customer lifetime value and the methods to gauge it. This concept finds out the company's total sales from a single client during their lifetime

dealings with the company. This concept simply works on the principle that it is hard to find a new client but very easy and profitable to retain an old client. If the companies are able to retain old clients, then their chances of cross-selling, upselling and down-selling increases to a greater extent. It is believed that the clients will spend more money on a particular company as their association will increase over a period of time. (24)

- ✓ **Digital Maturity:** Digital maturity means a company's or an advertiser capacity to react quickly, acclimate and gain benefit from disruptive technological movements. It generally needs employing consummating digital technology to improve the technical characteristic of the company. One of the powerful reasons behind digital maturity is the emergence of neck-breaking speed technology. The matter of the fact is that digital technology is altering the means in which the companies will operate in the times to come. Hence, the companies will have to become digitally mature or they will be out of business soon. As per various researches, the companies who have become digital mature have also increased their sales and bottom-line. Given digital influence on sales and profits, the gap between digitally mature brands and others is bound to increase with the passage of time. (25)
- ✓ **First Party Data:** Data privacy rules and the usage of third-party data are altering the design of digital advertisements and the touchpoints brands will have with their future clients. To protect their capability to reach their target clients, gathering and preserving their own database will soon become indispensable. First-party data means the data that the companies gather from online and offline means and unlike second and third-party data which many companies have, the first-party data is available to only that particular company who collects it. First party data is thus a valuable mean that can assist the company to have an essential understanding of the clients which will help to evolve and sustain a fruitful association with them. This kind of data also helps to generate value and increase the ads efficiency along with creating a customized experience for the clients. (26)
- ✓ **Hyper-Personalization:** In the recent times with the emergence of various technologies, strategies and platforms the behaviour of the customers has changed rapidly and now they need a customized shopping experience. The matter of the fact is that personalization has become the new normal and the brands that do not follow this trend will soon lose business to other companies. Personalization is done by the companies in a variety of ways such as customizing the products as per client's requirements, being in regular contact with them, sending messages or gifts on their birthdays, anniversaries among others. Not only small companies are following this trend but big companies are doing personalization in their own way. Numerous companies are executing hyper-personalization by trailing client action, daily routine, behaviours, practices, predilections and then suggesting merchandise needs. (27)
- ✓ **Newsjacking/Trendjacking:** Newsjacking/Trendjacking is the method of using present happenings, bulletins, articles or trends to promote the company. This buzzing word in the recent past has become a confirmed practice to create acquaintance and increase distinguishability for the company. There are many methods by which the companies use this technique and some of these are by employing editorial content such as present happenings, real-time proceedings, articles, fashion, entertainment displays, film star night, business leaders, renowned artists to name a few. Including editorial media into the company advertising will assist to have a better visibility and it also reaches a wider audience. If the companies apply this technique in the right manner, then this can turned out to be a profit maker for the companies due to a variety of reasons. It has helped to gain clients attention, driving engagement, and increasing company's reputation among others. (28)

- ✓ **Social Proof:** In the recent times, during the buying process the customers of the modern world generally give a lot of consideration to reviews and testimonials. The companies across the globe that have understood this aspect and the behavioural, cultural and emotional design where individuals pursue the horde or copy what others are doing is known as social proof. The companies try to construct social proof, as this aspect effects how the prospective clients perceive the company and its products. This helps in a variety of ways such as building trust and it will also inspire other clients to purchase that products which have a lot of positive reviews. The companies employ the strategy of social proof to increase their sales and profits. In the present times, clients write their reviews and share it on various social media and other platforms. <sup>(29)</sup>
- ✓ **SoLoMo:** SoLoMo is the abbreviation of Social, Local & Mobile which means the convergence of social, local, and mobile platforms. This advertising strategy merges the best of all worlds to transform technology, e-commerce, digital marketing, media, and public relations. SoLoMo whirls around the notion for the present-day clients who now consume more content through mobile and trust the thoughts of their social media friends around their geographical site. As per research, a good number of mobile phone users favour local advertisements and many of them are motivated to take action. The companies that leverage the SoLoMo technique try to create an image in the minds of their customers and also pitch in their offers. This strategy also helps to target prospective clients, engage them with the help of social platforms and assist to transport enhanced services and tailored client experiences. <sup>(30)</sup>
- ✓ **Thought Leadership:** A good of individuals watch the motivational videos, news articles, and opinions of famous people who have achieved unparallel success in their respective fields. These people have become specialists in their fields and erected trustworthiness over a period of time. These famous people also help the companies to build their brand and eventually help them to achieve their sales targets. Along with achieving success and expertise they have also developed the art of thought leadership among them. Thought leadership is nothing but the art of communicating opinions, notions, perceptions which help to validate their proficiency and knowledge in a specified subject, field or discipline. In the present times when numerous companies are competing with each other for customer attention and making ultimate efforts to increase their sales, thought leadership has the ability to steer the company ahead even in difficult and turbulent times. <sup>(31)</sup>

## CONCLUSION:

Adverting since time immemorial has helped many companies belonging to any field or industry to boost their sales and increase their profits. Marketers and companies have from time to time have devised many numerous unique advertising strategies to promote the company's goods and services to the target consumers. In the recent years, the advertising industry has reached new pinnacles of success and also the level of competition has increased manifolds and the end result being the emergence of buzzing advertising words. Buzzing advertising words basically mean a particular word or phrase that the ability to caught the attention of the customers. In the year 2022, the advertising industry and the business world saw a number of buzzing words that made their mark in the consumers' minds. Some of these buzzing advertising words are Brand Purpose, Cross-Posting, Customer Lifetime Value, Digital Maturity, First Party Data, Hyper-Personalization, Newsjacking/Trendjacking, Social Proof, SoLoMo and Thought Leadership. The impact of these buzzing words has been to a greater extent on the minds of the consumers and these words have also impacted a lot on the business models operating in our country. The matter of fact is that the advertising industry and the business world require a lot of unique strategies and buzzing words to remain active in the minds of consumers.

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