

## **NEED OF NONTRADITIONAL MARKETING FOR ORGANIZATION**

**Dr. Sunil Kumar, Assistant Professor**  
**Shanti Niketan college of Engineering, Hisar**

**Abstract** if we say that advertisements and promotional material are flood your clients—online and offline, it will be not wrong. This makes marketers all the more pressured to understand their clients, their market, and their competitors. Market research is not just a way to achieve this, but more importantly, to make sound marketing decisions. Market research also gives marketers a good look into what is happening or what is likely to happen, depending on how clients behave towards any existing marketing efforts.

On the other hand, with boundless troves of data continuously presented in a world where information can be rendered obsolete in a mere day, finding a systematic way to make sense of it all becomes a marketer's primary—and urgent—concern. After all, this information has immense effects on client behavior, and by extension, your company's abilities to reach them

**Keywords: Eye-catching, demographics, bloggers, Bookstores and libraries**

### **Introduction**

Non-traditional marketing strategies rely on new and unorthodox marketing methods. Anything that falls outside the categories of traditional marketing can be considered non-traditional, but the term has typically referred to a more specific range of marketing tactics.

The goal of non-traditional advertising is to create striking advertising experiences that capture interest through their creativity and unpredictably. Much of non-traditional marketing involves putting ads in unusual places, or displaying ads in unusual ways, hoping to command the attention of unassuming viewers

Consumers tend to view non-traditional ads as more organic, authentic, and relevant. Because they stand apart from the majority of advertising, they are largely immune to the cynicism and skepticism that is applied to print, radio, and TV ads. Non-traditional ads also tend to be targeted, speaking directly to specific demographics on their own territory. Beer makers might advertise on coasters, or shoe makers might place ads around basketball courts.

This type of advertising tends to be cheaper as well. Print ad campaigns can cost thousands of dollars, but a clever street marketing strategy might cost less than a hundred. Managed well, non-traditional advertising can deliver huge returns on investment.

While non-traditional marketing is unexpected and eye-catching, it is also unpredictable. It can be difficult to know whether a campaign is working because it relies on methods that fall so far outside the tradition of marketing. Marketers may struggle to quantify and measure the success or failure of a campaign. Even worse, a confusing or poorly executed campaign can confuse consumers and create a negative image around a company.

### **Approached of nontraditional marketing:**

Advertising is usually the most important element in any brand marketing plan, but many companies are finding that other approaches are also effective. Some have pursued these approaches out of necessity, being unable to support national advertising campaigns, while others are just more innovative than most in developing their marketing repertoires.

Following are some examples of non-traditional marketing techniques:

- **Membership Organizations:** Hallmark runs a club for fans of the company's keepsake ornaments to meet and discuss. Some of examples are (Harley Owners Group [HOG], Hallmark Keepsake Ornament Collectors Club, Pond's Institute)
- **Special Events:** in this context companies organize special event, Arrow Electronics held seminars in 10 cities to educate engineers on the embedded systems they had begun selling (HOG Rallies, Saturn Owners Homecoming, Jeep Jamboree)
- **Museums and Factory Tours.** In the regard companies offers daily/ monthly or yearly tours under their flagship to taste products or examine their product Examples include the World of Coca-Cola Museum in Atlanta and Las Vegas; CNN Factory Tour in Atlanta, Kellogg's Cereal City USA in Battle Creek, MI; the American Girl Place in Chicago, the Crayola Factory tour and store in

Easton, PA; the Hallmark Visitors' Center in Kansas City, MO; the Ben & Jerry's factory tour in Waterbury Center, VT; Hershey's Chocolate World in Hershey, PA; The Vermont Teddy Bear factory tour and store in Shelburne, VT, Dewar's World of Whisky in Aberfeldy, Scotland; MacWorld Expo (85,000 make this pilgrimage!) and the annual Saturn owners homecoming in Spring Hill, TN.

- **Theme Parks:** Disney maintains several major theme parks that help reinforce the history of the company and the image of the brand

Other examples Cadbury's Theme Park, Legoland, Busch Garden, Knott's Berry Farm.

- **See the light**

If you have a large building with a blank wall, then you have a canvas for a non-traditional marketing opportunity. Bring in a projector and display an image that covers your wall, kind of like how the advertising murals of pre-1960 used to promote goods. At night, the light automatically attracts eyes and creates brand exposure.

- **A Quiet Effort**

Bookstores and libraries might not be as popular as they once were, but real books are still read by real people. Make a contribution to the library fund or pay a bookstore owner a few bucks and then slip in some bookmarks with your branding and message into the books. You could sneak them into the books, but that really isn't ethical, right? What goes around will come around.

When the readers catch the bookmark, they look at it. It's like a 99% guarantee that they will see and remember the brand the next time it is encountered. They may even keep the bookmark to use later. In this non-traditional marketing scenario, everybody has a positive experience.

## **Conclusion**

Non-traditional marketing is a strategy that is available to all businesses. Many of the most famous campaigns have been carried out by major companies, but smaller businesses have used non-traditional marketing with great results. Valley Screen Process, a small manufacturer of decals for children's rooms, saw a huge increase in sales after they developed partnerships with bloggers. They offered free samples to popular “Mommy” bloggers who then talked up the products on their blogs.

The only requirement for using non-traditional marketing is vision, creativity, and commitment. Since it is often significantly cheaper than classic forms of advertising, non-traditional marketing is an effective tool for companies with modest marketing budgets. The only drawback is that the results are unpredictable and there is the risk of wasted effort.

## **References**

- Shapiro, B. P. (1973) Marketing for non-profit organisation, Harvard Business Review, Vol.51, No.5, pp. 123-132
- Kotler, P. and Levy, S. (1969) Broadening the concept of Marketing, Journal of Marketing, Vol. 33, No.1., pp. 10-15
- Zeithaml, V. A. (1988) Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, Journal of Marketing, Vol. 52, No.3, pp.2-21