

## Buzz Marketing: Effective Strategy for Increasing Sales in the Digital Era

Dewi Indriani Jusuf

International Women University

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Email :

[dewijusuf@iwu.ac.id](mailto:dewijusuf@iwu.ac.id)

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### ABSTRACT

The digital era has changed the marketing landscape dramatically, forcing companies to adapt to changing consumer trends and preferences. Buzz Marketing has been recognized as one of the powerful approaches to harness the power of social networks and virality of content on digital platforms. This research aims to investigate the effectiveness of the Buzz Marketing strategy in increasing sales in the digital era. Qualitative approach with descriptive methods. The research results show that implementing a buzz marketing strategy, through viral content, influencer campaigns, user interaction, interactive promotions, and user-generated marketing, can significantly improve a company's sales performance in the digital era. By harnessing the potential of buzz marketing, companies can expand their brand reach, build deeper engagement with consumers, and strengthen their brand image online. In conclusion, the use of innovative and adaptive marketing strategies, supported by the strong influence of buzz marketing, has proven to be the key to achieving marketing success amidst increasingly fierce competition in the ever-growing digital market.

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### INTRODUCTION

Increasingly advanced technological developments have had a significant impact on the way humans carry out their daily activities. Previously, many activities had to be performed in person, but with advances in technology, many processes have been simplified and automated, resulting in greater efficiency. This is no exception in the world of marketing, where technology has become the main catalyst for change (Pradiani, 2017). Digital marketing is a direct result of technological advances, changing the way companies interact with consumers and manage their marketing campaigns. Through digital platforms, companies can reach a wider audience, leverage consumer data for better personalization, and measure the effectiveness of their campaigns more accurately, providing new opportunities for growth and success in an increasingly competitive business environment (Tirtayasa et al, 2021).

In the digital marketing era, marketing strategy has become a key element in achieving competitive advantage. Kotler & Keller (2009) state that marketing strategy involves developing detailed and measurable plans to achieve marketing goals. This covers various aspects, including determining the right target market, product or service positioning strategies, determining an effective marketing mix, and smart allocation of marketing funds. With the development of technology, marketing strategies have evolved

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from conventional approaches to approaches that focus more on data, interaction and personalization (Purwanti & Lupiana, 2023). Companies are now using a variety of digital tools and analytics to understand consumer behavior more deeply, produce more targeted and relevant campaigns, and strengthen the emotional connection between brands and consumers. Through this sophisticated and measurable marketing strategy, companies can exploit the potential of technology to improve their marketing performance and achieve more optimal results in the face of increasingly fierce competition (Purwanti & Lupiana, 2023).

In the competitive world of business, marketing strategy plays a central role in the successful marketing of a product. A marketing strategy is a planned plan that allows a company to optimize the use of its resources, with the ultimate goal of achieving set sales and profit targets (Sударsono, 2020). Composed of two main elements, marketing strategy involves an in-depth target market selection and analysis process to understand consumer preferences and needs. In addition, marketing strategy also focuses on creating and maintaining a suitable marketing mix which includes aspects of product, price, distribution and promotion. Through a structured and measurable approach, marketing strategies enable companies to increase their competitiveness in the market, build a strong brand image, and achieve desired results in terms of sales and profits (Cahyono, 2018). Thus, developing an effective and efficient marketing strategy is the main key for companies in facing changing business challenges and increasing competition (Sudirman, 2020).

One digital marketing strategy is buzz marketing. Buzz marketing is capturing the attention of a customer and the media to the point of talking about a brand or talking about a company you own and it becomes entertaining, interesting, and has value as news (Mohr, 2017). Buzz Marketing is a marketing technique that aims to create "buzz" or great curiosity among consumers regarding a product or brand. The main goal is to make the conversation about the product or brand spread like a virus among the people. By creating excitement, surprise, or controversy, marketers try to attract the attention of potential audiences and make them want to share information with others (Carl, 2006).

In an era of ever-evolving marketing, Buzz Marketing has emerged as an increasingly important and effective strategy for reaching consumers in a more personal and authentic way. Changes in consumer behavior, where trust in recommendations from other people is becoming more dominant than conventional advertising, have changed the traditional marketing paradigm (Surniandri, 2017). With the presence of social media and content sharing platforms, information about a product or service can easily spread quickly among consumer networks, creating a viral effect that can generate significant buzz for brands. Through more organic interactions and recommendations from other users, Buzz Marketing allows companies to build strong emotional connections with consumers, which in turn can increase brand awareness, consumer engagement, and ultimately sales (Arianto, 2020).

As consumers increasingly choose to trust recommendations from others, Buzz Marketing becomes an effective tool for companies to harness the power of social influence in building a positive brand image (Husen et al., 2018). By leveraging the capabilities of social media and content sharing platforms, companies can drive positive conversations about their products or services, attract the attention of potential consumers, and build loyal communities around their brands (Soekandar & Pratiwi, 2023). By harnessing the

expanding power of social networks, the Buzz Marketing strategy allows companies to reach a wider audience organically, reducing reliance on traditional marketing approaches that may be less effective in reaching consumers who are increasingly skeptical of advertising. Therefore, it is important for companies to recognize the increasingly important role of Buzz Marketing in the ever-changing marketing era, and integrate this strategy into their marketing plans to strengthen their position in an increasingly competitive market.

The aim of this research is to investigate and analyze the effectiveness of the Buzz Marketing strategy in increasing sales in the digital era. This research aims to understand how proper implementation of the Buzz Marketing strategy can increase brand awareness, consumer engagement, and ultimately result in a significant increase in sales. The benefits include providing marketing practitioners and business decision makers with in-depth insight into the potential of the Buzz Marketing strategy, as well as providing practical guidance for companies to design more effective and targeted marketing campaigns, so as to increase their competitiveness in an ever-growing and competitive digital market.

## **METHOD**

In this research, a qualitative descriptive method was used. According to Moleong (2000), descriptive research aims to describe phenomena with descriptive words rather than numbers, so that narrative explanations become the main focus. The definition of the qualitative method by Bogdan & Taylor in Moleong (2000) describes that this approach produces descriptive data in the form of written or spoken words originating from direct observation of individuals and behavior. The choice of using this type of descriptive research with a qualitative approach is believed to be more supportive in exploring issues that are relevant to the research focus (Sugiyono, 2011). Data collection methods were carried out through interviews and documentation. In data analysis, an interactive model is used where the collected data is analyzed, abstracted, structured and validated for its validity. The final step involves interpreting the data to gain an in-depth understanding of the research topic.

## **RESULTS AND DISCUSSION**

Buzz Marketing is a phenomenon that doesn't just happen, but requires the right strategy and tactics to create it. The main key in creating buzz marketing is the superiority of the product or service which is able to attract consumers' attention significantly, thereby inviting wide discussion and conversation among the public. Products or services that are unique, different and have prominent advantages can trigger consumer interest and attention, thus naturally triggering a marketing buzz. The gap between a mediocre product or service and a product or service that stands out in terms of quality, innovation, or uniqueness makes a big difference in the potential for buzz marketing. In this context, creating marketing buzz for products or services that do not have a unique or prominent selling point can be a difficult task, because it lacks elements that trigger interest and conversation among the public (Khermouch, 2001).

In an effort to create marketing buzz, companies need to understand the importance of developing products or services that are not only of high quality, but also have unique

elements that attract consumer attention. Through innovation, attractive design, or significant added value, products or services can become hotly discussed among the public, helping to build strong brand awareness and increasing market appeal. By focusing on creating added value that can differentiate products or services from competitors, companies can strengthen their position in marketing, create organic marketing buzz, and ultimately optimize the potential for growth and success in a competitive business environment (Saragih et al, 2020).

Buzz marketing is not just the result of coincidence, but rather is the result of the use of certain techniques that can stimulate and trigger widespread conversation among the public. As the main key, the essence of buzz marketing lies in the ability of a product or service to attract consumer interest so that it naturally triggers wide conversation and conversation. In other words, the key to success in creating buzz marketing is through products or services that are unique, different and attract attention, thereby generating great interest among consumers and the general public (Haque-Fawzi et al, 2022).

To create marketing buzz, the essence lies in the ability of the product or service to stand out from the rest. This means that a product or service that attracts attention must have unique elements, its own uniqueness, and outstanding advantages in terms of quality and innovation. By having superior products or services that provide significant added value to consumers, the opportunity for buzz marketing becomes more open. However, for products or services that tend to be mediocre, creating marketing buzz can be more difficult because it lacks important elements that can spark interest and conversation among the public (Fauzan et al., 2023).

In the digital era and increasingly connected interactions, it is important for companies to understand the importance of designing the right marketing strategy, which emphasizes added value that is unique and attractive to consumers. By focusing on innovation, quality, and creativity, companies can create organic and sustainable marketing buzz, which in turn can help strengthen their brand position in an increasingly competitive marketplace. Thus, awareness of the importance of building uniquely attractive products or services is crucial in achieving success in marketing and promotional strategies. Furthermore, in increasing sales in the digital era, there are several effective strategies that can be implemented through buzz marketing, including:

1. Viral Content.

The first strategy, namely creating viral content, aims to produce content material that is interesting, informative and has added value that is attractive to consumers. In a digital era filled with information, unique and interesting content has the potential to spread quickly on social media and other digital platforms. Through the use of engaging images, videos, articles or infographics, companies can capture the attention of potential consumers and encourage them to share the content with their own networks. A successful content campaign can create a significant viral effect, increase brand awareness, and generate high interest in the product or service being offered. In other words, by focusing on creating engaging content, this strategy can help companies expand their brand reach online and reach a wider audience.

In this context, it is important for companies to understand the preferences and needs of their target audience, so that they can produce targeted and relevant content. Successful

content often entertains, provides solutions, or provides valuable information for consumers. By targeting issues that are relevant and interesting to their audience, companies can create content that not only attracts attention, but also builds strong relationships between brands and consumers. By focusing on creating viral content, companies can strengthen their brand position in the competitive digital marketplace, create closer relationships with consumers, and in turn, increase conversion rates and sales of their products or services.

## 2. Influencer Campaign

The second strategy, namely the influencer campaign, aims to involve collaboration with influential individuals or figures on social media who have a wide audience and are relevant to the target market. In an era where consumer trust in traditional advertising is declining, influencer campaigns are an effective way to expand a brand's reach and build credibility through positive recommendations and reviews. By partnering with influencers who have an audience interested in the products or services they offer, companies can leverage their influence and power in shaping consumer opinions and behavior. Through the publicity generated from these collaborations, brands can significantly expand their reach and build closer relationships with their target audiences, which in turn can lead to increased sales and business growth.

In influencer campaigns, it is important for companies to choose influencers who fit their brand and company values. This helps ensure that the message is delivered consistently and in accordance with the brand image you want to build. Additionally, regularly measuring campaign performance and results is also important to evaluate the effectiveness of an influencer campaign. By leveraging the influence and credibility of the right influencers, companies can strengthen their brand presence on social media, increase brand awareness, and expand the reach of their products or services. Through smart collaborations with influencers, companies can leverage the power of social networks to reach a wider audience, expand their customer base, and in turn, increase sales and overall business growth.

## 3. User-Content Generation Strategy:

The third strategy, namely the user-content generation strategy, aims to encourage users to actively create content related to the brand or product. By encouraging interaction and participation from consumers, companies can create deeper engagement and build active communities around their brands. Through user-generated content, such as reviews, testimonials, or personal experiences, companies can strengthen the trust and credibility of their brands, expand brand reach, and strengthen the emotional connection between brands and consumers. This user-generated content strategy allows companies to harness the power of authentic and organic consumer influence, which in turn can help increase consumer loyalty and significantly expand brand reach in the connected digital era.

In this strategy, it is important for companies to create an environment that encourages and supports active participation from consumers. This can be done through providing a platform that allows users to share their experiences, provide feedback, or express their opinions about products or services. By valuing and paying attention to user contributions, companies can strengthen their engagement with consumers and build sustainable relationships with their consumer communities. Through an effective user-

content generation strategy, companies can create a dynamic environment around their brand, strengthen the brand image, and create a positive consumer experience. By encouraging active participation from consumers, companies can strengthen their brand position in the market, build consumer loyalty, and expand brand reach organically in a digital era dominated by consumer interaction and engagement.

#### 4. Interactive Promotions.

The fourth strategy, namely interactive promotions, aims to actively involve consumers through various fun and interesting promotional activities. By using quizzes, sweepstakes or challenges, companies can encourage consumer participation and build deeper engagement with their brand. Through interactive promotional strategies, companies can create interesting and entertaining experiences for consumers, which in turn can strengthen the emotional bond between brands and consumers. By providing attractive prizes or incentives, companies can encourage consumers to participate actively, expand brand awareness, and increase consumer interest in the products or services offered.

In implementing interactive promotions, it is important for companies to design activities that suit their brand image and consumer preferences. Entertaining and fun promotional activities can help build positive relationships between brands and consumers, create memorable experiences, and remind consumers of the value and benefits of the products or services offered. By utilizing social media and digital platforms, companies can expand their promotional reach, reach a wider range of potential consumers, and strengthen their brand presence in the market. Through effective interactive promotions, companies can create opportunities to interact directly with consumers, build strong relationships with their audiences, and expand their brand influence online.

#### 5. User-Generated Marketing Strategy.

The fifth strategy, namely user-generated marketing strategy, aims to utilize user-generated content, such as reviews, testimonials, or consumer experiences, as a tool to promote products or services. By collecting and using user-generated content effectively, companies can build trust and credibility with their brands, strengthen the emotional bond between brands and consumers, and expand brand reach organically among a wider audience. User-generated marketing strategies enable companies to leverage the positive influence of authentic and direct consumer experiences, which in turn can help in increasing consumer loyalty and creating significant marketing buzz among targeted audiences.

In implementing user-generated marketing strategies, companies need to pay special attention to the collection and dissemination of positive and meaningful user-generated content. Through the use of reviews, testimonials, or encouraging consumer experiences, companies can strengthen their brand image, build consumer trust, and create a more positive purchasing experience for potential consumers. By paying attention to consumer feedback, companies can refine and improve their products or services, while actively building a loyal community around their brand. Through effective user-generated marketing strategies, companies can harness the power of recommendations from satisfied consumers, strengthen their brand influence, and increase overall consumer loyalty.

By adopting and implementing the strategies mentioned previously, companies can significantly improve their sales performance amidst intense competition in the digital era. By harnessing the potential of an effective buzz marketing strategy, companies can not only

reach a wider audience, but also strengthen their brand image online. In an increasingly connected and competitive environment, these strategies enable companies to build deeper engagement with consumers, expand their brand reach, and ultimately significantly increase sales conversions.

By understanding the importance of innovative and adaptive marketing strategies in the ever-evolving digital era, companies can take advantage of existing opportunities and overcome emerging challenges in an ever-changing market. By focusing on developing engaging content, collaborating with relevant influencers, active interactions with consumers, and leveraging positive consumer experiences, companies can strengthen their brand presence in the digital marketplace. Thus, implementing these strategies not only helps in achieving better sales results, but also allows companies to build strong relationships with consumers and strengthen their position in the ever-evolving and competitive market.

## CONCLUSION

In the ever-evolving era of digital marketing, buzz marketing strategies play an important role in increasing sales and strengthening brand presence online. Through implementing viral content strategies, influencer campaigns, user engagement, interactive promotions, and user-generated marketing, companies can harness the potential of buzz marketing to reach a wider audience and build deeper engagement with consumers. It is important for companies to understand the importance of creating engaging content, collaborating with relevant influencers, and encouraging active participation from consumers to create positive and memorable experiences. By implementing these strategies, companies can strengthen their brand position in an increasingly competitive marketplace, build strong relationships with consumers, and in turn, improve their sales performance in an ever-changing and connected digital era. Thus, adopting a buzz marketing strategy has proven effective in helping companies achieve success in marketing and sales amidst intense competition in the digital era.

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