**ASSIGNMENT: COMUNICACIÓN INTEGRAL DE LA MERCADOTECNIA / MARKETING INTEGRAL COMUNICATION (B6)**

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1. **ALTERNATE MARKETING COMMUNICATION**.



It is often said that having a unique product with many benefits and superior to the competition is useless as long as the consumer is unaware of its existence; hence communication strategies acquire a very important role so the people may know and try the product.

However, nowadays there is a global phenomenon and the media landscape has shifted so dramatically from the traditional media which has lost presence and power as the consumers have shown reluctance to ads and have also lost faith in them. Alternate media in which the customer controls what he sees and what he does not, has now become and more common. Thus, the marketing efforts in the communication media are going through difficult times.

As a result of this situation, we have been forced to apply new tools to enable us to remain in the competition of attracting customer’s attention.

We have now communications techniques trying to create experiences to customers like: Guerrilla Marketing, Street Marketing, Ambient Marketing, Sales promotions ATL, BTL and TT, as well as some others which use environ in their favor to awaken curiosity, fun, surprise or love for the brand in customers.

Alternate communication is used by all sizes of companies, it allows interacting directly and in real time with the market, therefore we are able to evaluate instantly if the action had the expected results or if other actions must be implemented.

Detractors of these techniques argue that the impact may be high but with very limited reach, so much that it would only extend to few customers making investment in these techniques not worth.

However, this is where the marketers’ ability comes to play as the intention of this action is the high impact transmission creating word of mouth on users and to generate media coverage viralization in the Internet.

All these actions must be registered with video support. So they can be presented in social media and networks to enhance the image and reputation of the product. As well as expanding to thousands of people in a short span of time.

We then measure the impact and create a complete analysis of the action.

This will depend on the originality of the concept, duration of the video and the impact it generates.

As it may be observed, the main investment in this type of communication is creativity, since the success or failure of this action depends on it.

If this is not original, repeated, seen before or simply dull; it will surely have no pain and no glory. However, if on the contrary, it is surprising, creative, magic, dramatic, we can almost be sure that the reach will be high and the success of the campaign is very close to be attained.

Before starting an action of this nature, it is necessary to have the communication goals clearly defined as the campaign must be adjusted to the objectives and not the other way round. This will permit us to have the course of action that will lead us to the proposed goal.

Once the action is carried out, it is necessary to give a proper follow up. It would be useless to create a great impact, to disappear afterwards. We must think in what is next. If the people were surprised, the next step would be to catch their attention, with new and different techniques to allow us to interact with them. We must not forget that these actions will attract customers; however, it is not only to attract them but to keep them. That is why, it is recommended to give continuity to the alternate communications campaigns.



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Nombre de la asignatura: Comunicación integral de la Mercadotecnia

Programa educativo: Licenciatura en mercadotecnia virtual