Moment Marketing: The Next Big Thing In Content Marketing

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Abstract

Since the time businesses identified the importance and benefit of exploring, creating and delivering the products as per needs of the consumer, marketing management has seen tremendous changes and development. With the consumers being proactively participative and brands too focusing on customer engagement the new wave of rapid advertisement and promotion seem to be benefitting from the Moment Marketing. This paper discusses Moment Marketing and the quirkiness involved in the same. The new tools and platforms keep coming up like social media, but they are also loaded with information and competitors. The main purpose of this research is to examine the effectiveness of Moment Marketing concept in practice which offer opportunity to differentiate. This research aims to analyse the current state of theoretical knowledge about Moment Marketing and different types and techniques which are used in advertising industry with their practical examples. After conducting this research, it was found out that this approach is suitable for grabbing the attention of customers and engaging them and be relatable in context with the trends.

Keywords: Moment Marketing, Consumer Buying Behavior, Recent trends of Marketing

Introduction

(Aggarwal, 2021) in economic times defines ‘Moment marketing is a promotional technique based on trending news, events, or instances; used by brands primarily on social media and digital platforms to gain some traction and benefit brand awareness and sales.’ Moment
Marketing is a cutting-edge system that is embraced by marketers to convey their brand or product to a wide range of customers relating it to something which is currently happening and gaining a lot of attention in the market. Businesses are using this moment-based marketing strategy quite a lot these days on digital platforms because of the extremely high usage of internet and online social media platforms. They want to grab customers’ attention and involve them in their business. They want to be a part of customers’ conversations. (Aggarwal, 2021) (Biswas, 2020)

This cost-efficient quick marketing tactic can be done in 3 simple steps:

a) Identify any recent event preferably trendy
b) Creating and publishing posts connecting the recent event with the offered products and services with an intent of engaging with customers
c) Being active and exchanging thoughts with the users or let them act as a catalyst and sit back

Moment Marketing is used everywhere by every brand today be it Amul or Netflix or Fevicol or Mumbai Police. This is not a new concept. It has been in existence for a very long time. Amul’s red polka dress girl would take on a new look every week according to that week’s hyped news and sparked the market. Amul used this concept and punned on the recent trends which helped it gain more traction and customer involvement. Its topicals like ‘Modijeet’ during his victory, ‘Painful increase’ during surge in petrol prices, ‘Please remember, Its Mother India’ during Nirbhaya case, etc. immediately drew viewers’ attention towards the brand and its creativity.

Literature Review

- (TYTY, 2016) Capturing customer attention is getting more difficult and more expensive these days for the brands. Advertising costs have increased significantly over the past few years which has led to a rise in moment marketing. During that course, marketers have adopted various strategies to cope with the advertising inflation and some of those strategies are cost-cutting, focusing more on target customers and their engagement, reducing the number of campaigns and advertisement channels, etc. The research shows that 34% of brands are now using micro-moments to grab the attention of the customers. The Influential 2016 Marketing Trends Report from Warc and Deloitte underlined moment marketing as a top strategy for marketers to practice in the coming years.

- (Bilos, 2016) Of late, there has been a significant rise in internet availability and mobile devices usage due to which online users’ behavior has changed and evolved altogether. This omnipresence of the internet and devices has not only limited the users to just being online but it has ranged from checking out various options present online to seeking information for various goals. The researcher highlighted the changing user behavior and experience which is evident in the way users search, interact, socialize and make purchases. Mobile devices have provided digital information to the users which have helped in the engagement of people with specific content at right time. Micro-moments are intent-driven moments of decision-making that happen when individuals reflexively reach out to mobile devices to act on any immediate
need. Since users expect the businesses to anticipate their needs, the formers’ expectations rise in those micro-moments.

- (Biswas, 2020) Businesses have transformed significantly over the past years due to digitalization. Companies are struggling to find new ways to fascinate the customers and of late they have been using moment marketing quite a lot for targeting customers, increasing brand awareness, etc. The researchers have highlighted that a particular advertisement on a particular moment grabs customers’ attention and they react to that particular brand or the product. Furthermore, it adds a cherry on the top if the users are involved with that particular marketing post. According to Dr. Ralph F. Wilson, moment marketing is more of viral marketing, meaning higher the involvement of users, higher the visibility and the influence of that particular product or message. It has been proven that Electronic Word Of Mouth (EVOM) has a positive effect on the purchase intentions of the customers. A positive EVOM has a significant impact on the brand image and the purchase intentions of the customers for electronic goods. The purchase intentions of customers are influenced by website, brand, trust and the perceived risk. The researchers have analysed several factors like product knowledge, moment awareness, pricing, post timing, post clarity, online platform, emotions and users’ involvement that influence the purchase intentions of the customers through moment marketing. In conclusion, moment awareness is the primary variable influencing the purchase intentions of a customer.

- (Silva, 2018) Brands are adopting a new strategy called moment marketing to convey the message or any information to a wide range of customers in a short span of time. Social media platforms and digital marketing are two of the most important factors that help marketers to create relationship with the customers and the potential ones. Moment marketing is significantly practiced through social media since customers want to know everything the faster they can. Today the consumers are spending more than one third of their waking day scrolling on social media platforms. The researchers concluded that content creation of brands for moment marketing has no advantage if the brands sponsor any event.

- (Amorim, 2018) There have been major developments in the field of augmented reality experiences since both the companies and the customers have adopted the same. The researchers investigated the impact of using a shopping assistant through augmented reality on the emotional quotient and buying behavior of customers. An application (prototype) with moment marketing strategy was developed in a supermarket to assist customers. It was found out that the presence of an avatar as an assistant affected the thought process and decisions of customers. The more the information is rich, the more emotionally connected customers feel. The consumers react to social interactions which are meaningful.

- (Sinha, 2019) Moment marketing is a combination of ‘magic’ and ‘spontaneity’. It helps the businesses to target customers at right place at right time. It is comparatively cheaper than other forms of marketing. Some companies which are successfully applying this moment marketing are Amul, Pizza Hut, Sky bags, etc. The researchers have tried to analyse the consumers’ buying behavior for FMCG goods under the influence of moment marketing. The result of the study was that there is a positive relationship between moment marketing and consumer buying behaviour. If marketers want to grab the attention of the customers, they need to shift to this
moment marketing strategy, giving a meaning and message to the customers relating it with current moment or incident happening around the world.

- (Ferguson, 2008) Word of mouth and viral marketing have emerged as some of the strongest parts of marketing. They have been known as those strategies which give immediate results in terms of sales. The researcher analysed these marketing trends and their return on investment in terms of consumers’ response and sales. The result was that these strategies are not successful every time. When used carefully and calculatedly, they can spark the customers for several years.

- (Liu, 2020) Moment marketing is described as a new strategy which keeps online advertising in coherence with relevant offline events. The advanced technology has enabled coordination among these advertising channels due to which marketers are taking the most of this moment marketing strategy. The researchers have analysed TV advertising expenditure and its relation with the customer search data. They have come to a conclusion that moment marketing through TV advertising is good for improving search advertising for both TV-advertised brands and their competitors and can affect the quality of online search traffic. According to (TYTY, 2016), most digital marketers surveyed used TV advertising rigorously for their moment marketing campaigns, predominantly their own TV ads or their competitors'.

- (Kesarwal, 2020) The researchers assumed that these random proactive moment marketing strategies position the brand names in the minds of customers. It’s not easy in this period of increasing exposure to capture customers’ attention. Moment marketing is much more relevant now than ever in this dynamic digital era where millennials and gen Z consumers are in abundance and they spend most of their time on internet. These moment-based strategies are not effective in terms of impact on customers’ decisions but also in terms of expenses as compared to other marketing strategies. As a result, the researchers found that moment marketing has a positive impact on building brand image and increasing brand recall in the minds of customers in both traditional and new businesses.

Instances of Moment Marketing

![Image of moment marketing example]
A Bollywood actor named Rahul Bose posted a picture of a bill of 2 bananas costing Rs.442.50 during his stay at JW Marriot Hotel on his social media account, many companies like Oyo, Amazon Prime, Nature’s Basket, etc. took this as an opportunity and showed what more they can offer in this amount. This incident was all over the digital platforms.

Companies like Dominos, Fasoos have used the famous lines of the hyped web series named Sacred Games like ‘Pizza ke liye order do, balidaan nahi’ and ‘Sacred Wraps’ respectively.

Finding and Conclusion
After finding many practical, applied and successful existing examples of various trends in Moment Marketing this can be concluded that Moment marketing is very effective and has a lot of scope for advertisements especially for catching an eye of the audience for all types of companies and variety of goods and services for different target markets.

Attractive and eye-catching advertisements and campaigns can be conducted by keeping an eye on the recent trends and having a presence on social media platforms. All it takes is a little creativity, healthy humour, quick creation and publishing of content and it can serve various purposes like advertising, promotion, customer engagement, brand positioning being relevant and much more. It is feasible as well, businesses of any size can use this type of marketing by using inexpensive ways the products can be advertised very uniquely.

REFERENCES