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There are two ways in which marketers conduct promotional activities. They either advertise the product for the market as a whole or they create a focused communication for a specific customer group. Today, these marketing strategies fall into two distinct categories – Above the Line (ATL) and Under the Line (BTL) business. With consumption trends constantly shifting, marketers needed to find ways to address these changing demands. Through Line (TTL) marketing activities help marketers to use an integrated strategy to advertise products to both mass and focused markets simultaneously. Above the Line (ATL) advertising ATL strategies focus on directing communication towards the mass market. All advertising messages are untargeted, which means they don't focus on a specific audience. The idea behind this is to inform customers about the availability of the product. Marketers strive to encourage customers to visit stores and actively search the product. These strategies help companies reach a larger audience and create brand visibility. Conducting ATL activities: TV: Advertising campaigns targeted at the regional or national level Impression media: Advertising messages in newspapers, online articles and ads Radio: Pan-country or pan-city radio broadcasts Below the Line (BTL) advertising BTL activities are more focused and they are targeted at specific groups of customers. They are highly targeted, with ads created given the demographic and psychographic characteristics of specific customer segments. Communication is very personal and the goal is to get conversions. The big advantage of BTL advertising is that the results of the campaign can be easily tracked. ROI is also higher here. In addition, campaigns can be tailored to different subsets of consumers within a single segment. Implementing BTL activities: Outdoor ads: Billboards, flyers, banners, sandwich boards, and so on Direct marketing: SMS, email, social media posts, pamphlets Sponsorship: Events, competitive Public relations: Press conferences, viral marketing In-store marketing: Visual merchandising, reseller pop-ups, sampling, sales campaigns By line (TTL) advertising means an integrated approach where both ATL and BTL strategies are combined. The goal here is to get a holistic view of the market and communicate with customers in every possible way. Given that both ATL and BTL activities are used here, all TTL strategies lead to better brand visibility and brand recall. The major challenge with TTL activities is the cost associated with conducting various promotional campaigns. It is usually only established or financially secure companies that can conduct TTL operations successfully. Conduct TTL activities: 360-degree marketing: Using both ATL and BTL activities — for example, a TV commercial with pamphlets of the product attached to newspapers. Digital marketing: Online banners and buttons, social media posts, blog articles. Final thoughts There is no one-size-fits-all approach when it comes to marketing. While ATL activities may work for some companies, others may need to supplement it with BTL. It all depends on how well marketers read the market and whether there is a fit between the customer and the communication. 'ATL Marketing' stands for 'Above The Line Marketing'. This type of marketing is the type of marketing that has a very broad reach and is largely untargeted. Think of a national TV campaign, where viewers across the country see the same ad aired across the various networks. This type of marketing is mostly used to build brand awareness and goodwill. An example of an Above The Line Marketing Campaign An example of Above The Line marketing would be a TV campaign run by a cereal company. The ad would be aired across the nation, with each viewer seeing the exact same message. As mentioned above, this type of marketing would be used to build general brand awareness of the business and/or its long-term products as well as goodwill. BTL Marketing BTL Marketing stands for Below The Line Marketing. This type of marketing is the type of marketing aimed at specific groups of people with a focus. For example, a brochure drop in a particular area, a Google Ad-word campaign aimed at a particular group or a direct telemarketing campaign aimed at specific companies. This type of marketing is best for conversions and direct responses. An example of a Below The Line Marketing Campaign The same cereal company (as in ATL) could also run a direct marketing campaign in a large city, targeting commuters on their way to work. They can offer free cereal samples along with coupons that can be used in a local store. This would be a strategy aimed at targeting a certain group of people and trying to encourage quick purchases, or conversions. TTL Marketing TTL Marketing stands for 'Through The Line Marketing'. This type of marketing is really an integrated approach, where a company would use both BTL and ATL marketing methods to reach its customer base and generate conversions. It may seem obvious even if not all marketing campaigns are like this — some are ATL only and some are BTL only (it would be much more common to see a BTL-only marketing campaign in practice, though). This type of marketing provides both a broad reach and a focus on conversions. An example of a 'Through The Line Marketing' Campaign Again, the same cereal company (as in ATL and BTL) could launch a nationwide Youtube campaign, which would show different video ads to different users depending on where the users lived and what their interests were, along with a promo code a discount on purchases made online through their website. As you can see, this is a combination of both other forms — ATL in terms of its wide range, BTL in terms terms terms terms its targeted nature and focus on conversion. Image courtesy — #paintads #advertisements #niche #ATL #BTL #TTL For more follow us on — Facebook, Twitter, LinkedIn BTL Above The Line (ATL) advertising Types of above line activities Television Radio Print ads Outdoor Advertising / Cinema Advertising An example of ATL Above L marketing activity Advantages of ATL marketing Disadvantages of ATL marketing Below the Line (BTL) advertising Types of above-line activities Outdoor Advertising / Cinema Advertising An example of ATL marketing activity Advantages of ATL marketing Disadvantages of ATL marketing By line (TTL) advertising Examples of TTL marketing Conclusion 'ATL Marketing' or 'the Line Marketing' are the type of marketing that has a very broad reach and is largely not specifically targeted. It is a kind of mass market traditional marketing strategy to create or spread brand awareness on a large scale or a mass scale. ATL is widely used for products that are of mass use and special targeting is not required or not required. The primary purpose of the ATL method is not to track specific customer conversations but to educate customers about the existence of a product and look at building a brand. Given its nature ATL uses untargeted mass market methods with the intention of controlling sales messages on someone with access to advertising media. Think of an example of a soap bar. Being an FMCG product, it is an apt candidate for ATL marketing. Mass market products like soap require maximum market coverage instead of specific segment coverage. The marketing mix 4 p's of marketing examples Because a lot of options are available for FMCG products, the higher the amount of ATL advertising, the more will be the brand recall and consequently the sales. Therefore, FMCG companies are likely to employ the ATL promotion method. Types of Above the Line Activities o Television Television are a widely used but an expensive ATL medium. An average viewer spends a few hours in front of the TV every day. TV advertising has a wide range from local, to national to an international audience. Television advertising has lasting impact with the audience as moving images are accompanied by sound signals that create a lasting impression in the mind of the viewer. o Radio Radio is an affordable alternative to television and is widely used for repeat messages. Constant repeating messages in the form of jingles attracts the viewer's attention. Radios also have a range from local to international. o Print Advertisements (magazine & newspaper) Local, regional and national print media have a broad direct reach. The newspapers and newspaper are material items and the ads here have a repeat value in the sense that the same ad can be referred over and over again, has several several which can be used to inform customers/prospective customers about the brand offering or pre-ruling campaign system. Magazines are available in segments and make it easier for marketers to reach their goal directly through them. o Outdoor Advertising/Cinema Advertising Outdoor advertising takes place through banners, signs, flags, tickers etc. To ensure efficiency they are usually made in public places and thus they attract a lot of eyeballs. An alternative method of advertising is through cinemas where ads typically run before the start of the movie or during the break. If we arrange at medium spend relative to cost, get the below TV > Newspapers > Radio/Out of home > Cinema Example of ATL Marketing Activity An apt example would be the campaign run by Nirma for its washing powder. It has created some major commercials that are shown via TV channels, radio, newspapers and magazines. The ads are broadcast nationwide via these mediums and each viewer sees exactly the same message. These ads are used to create brand awareness and convey information regarding the laundry powder. Benefits of ATL Marketing Wider Reach A well-designed ATL campaign ensured greater marketing reach and helps the company spread its brand product message far and wide. Several banks and retail chains regularly use ATL campaigns to attract customers to their outlets. Attention Combining sound with visual scans allows the penetration levels of ATL to be higher than the other means of promotion. Newspapers are highly engaged so the customer does read through the ads as well. Similarly large illuminated signs and tickers attract attention. Brand building It effectively enable a company to build its brand Disadvantages of ATL Marketing It is costly. It is difficult to directly measure the impact in terms of sales. Directly measuring the effectiveness of ROI of a television of a newspaper campaign is difficult. Below line Advertising BTL refers to the practice of making use of funds for advertising and marketing that do not directly use mass media such as radio, TELEVISION, billboards, print, and other outdoor formats. BTL methods are typically used to target specific audiences instead of casting a mass market campaign. The main types of under-the-line advertising systems include direct mail campaigns, trade shows, catalogs, and targeted search engine marketing. BTL advertising methods tend to be cheaper and more focused versus over-the-line strategies. BTL methods are comparatively low cost aimed at a specific audience and are a targeted means of communication. For example, a BTL strategy would focus on something like a store demonstration of the product rather than airing a TV campaign during a show. This enables a specific high-level customer experience because there is direct interaction between the customer and the seller. Types of Below Line Activities Targeted Online Many companies indulge in direct targeted SMS facilities, social media posts and targeted brochures to the target audience. Advertisers can target specific demographics with their marketing campaign such as age, income, industry-related targeting. LinkedIn, for example, allows agencies to target specific audiences based on their professional experience. Online marketing can also use tools like Google apps. The internet is one of the fastest growing vehicles for btl ad. Direct Mail Agencies still engage in direct mail advertising, generally targeting older demographics that are not online as often as their younger counterparts. Catalog mailings and postcard mailings are popular forms of this form of advertising. Trade shows and presentations A great way to target a specified target group there through dedicated trade shows and presentation. This method is widely used by companies in the technology and sector. Common examples are automobile expo's, machine fairs etc. Sponsorship of events and competition Another effective way to advertise is sponsorship of an event that is connected to your product/ services. For example, a sports company that sponsors a tennis event or a badminton event is a prime example Promotional action This is a very common method of attracting a customer. Do you notice how several E-commerce companies keep coming up with SALE under some pretext or the other. This is because they want to sell in high volume. Promotion is not only used by the final consumer. Retailers can be given additional discounts just so they pick up higher volumes and thus focus on the product to sell it better. Examples of BTL Marketing Activity Consider examples of low calorie drink by Coca Cola, targeting commuters on their way to the gym. Coke offers free samples of its drink along with promotional vouchers that can be redeemed in local stores. This is an effective strategy aimed at targeting a defined group of people (health conscious) to encourage quick turnaround in terms of purchases. Advantages of BTL Marketing Great for building customer relationship through targeted promotion Required lower capital commitment compared to traditional ATL methods. Offers a deep direct reach and the ability to connect with customers in a completely new way The effectiveness of the campaign is comparatively easier to track in terms of roi sales/ leads generated. It has the potential for viral marketing Better conversation/response rate compared to traditional ATL methods. This method of marketing is very relevant to the local traditions and culture that advertising can be adapted to the local preferences The disadvantages of BTL Marketing Define correct target segments can be difficult Specific and detailed training may be required for sales staff. This requires a deep understanding of the customers and their preferences. It cannot be a template method for targeting different cultures and the same would need personalization. By TL method off of includes an integrated approach that adopts partial strategies for both ATL and BTL methods. The primary goal is to get a Big Picture of the market and communicate with customers with in every possible way. By combining both ATL and BTL activities, TTL activities aim to improve brand recall and maximum brand visibility. It is 360-degree advertising where campaigns are developed with the vision of brand building and rebuilding. With the rise of digital marketing a Pay Per Click models and social media, advertisers are looking at the TTL strategy to drive sales by increasing traffic either on websites or to physical stores. The major challenge with TTL activities is the cost associated with conducting various promotional campaigns. It is usually only established or financially secure companies that can conduct TTL operations successfully. Examples of TTL Marketing Activity Let's take an example of a well-known developer DAMAC in UAE. It's a fine example of TTL advertising. It uses hoarding, mall activations and online banner ads in addition to print media. As part of ATL ads it places hoarding for its upcoming projects in key public places like the airport. This is untargeted marketing. For its BTL campaign, DAMAC uses property booths inside malls. It effectively uses this campaign to generate leads within your audience. With a TTL method, DAMAC creates redirect pages to route traffic to its sales site. It uses various social media campaigns including Facebook, Instagram, YouTube etc. With the use of cookies, it follows your trail through the internet. Next time you log into your social media account again you are likely to see DAMAC ads. This time, it may also include a personalized offer. Many brands such as BATA, RedChief Shoes, Monte Carlo, Lodha Developers among others follow a TTL strategy. Apart from ATL methods, these companies provide custom campaigns for different demographics that form part of the BTL campaign. In addition, these brands come with various social media campaigns with an integrated 360 degree strategy. Conclusion There is no applicable in all market strategy situations. While the ATL method may work for some companies like FMCG, others may need to adopt a BTL strategy. With the evaluation of customer preferences and advances of digital marketing a lot of companies adopt the TTL method. Eventually it's about how well marketers read the market and what is best suited to forward your company's message to the customer. Customer.

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