

एक गरीब आदमी भी मार्केटिंग कर सकता है | Innovative Ideas | Dr Vivek Bindra

1. Curb-side Display (Entryway Display)

- कुछ ऐसा **Unusual, Strange, Disproportionate** Display करो कि आप सामने वाले की यादाश्त में घुस जाओ
- Examples-
 - <https://randysdonuts.com/>

2. Graffiti

- Painting or graphics on wall- Lowest cost remarking

3. Flash Mob

- Feel Special to a customer - Welcoming, Singing for him, Dancing for him, Create attention, Product Launch and so on..
- Example- Barbeque Nation

4. Competitor Geofencing-

- Internet
- Push Notification
- Timely advertisement

The Best marketing doesn't feel like marketing