



# Article Side

The different types of effective marketing in today's world [Sharon Thomas](#)

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In order to be unique and to survive in the competitive world, marketing is essential. While marketing the products loads of deals, offers and promotions are provided to attract the customers. A lot of innovative thinking is done by professionals to market their products. People look for offers that are direct from the company or provider, like the direct Centurylink deals which offers cable, Internet and phone in a single bundle. Marketing is a skill that is mastered by many people in the business field. Let us take a look at the few kinds of marketing.

## Internet marketing

This is the most famous kind of marketing that covers huge number of people. People of all age groups around the world can be reached through Internet marketing. Internet marketing can be done through different ways including e-mails, videos, audio clippings, and many more. Internet marketing demands creative thinking and one should be an expertise in areas like development and advertising.

## Offline marketing

This marketing includes all kind of marketing that does not deal with Internet. Advertising in newspapers, television, brochures and magazines is Offline marketing. In today's world offline marketing is less popular when compared to Internet marketing.

## Outbound marketing

Outbound marketing or traditional marketing involves the efforts that are taken to introduce the product or service. This marketing is mainly done for people who are not looking for the particular product or service. I can give you few examples like billboards, banner ads on websites, cold calling and many more.

## Inbound marketing

Inbound marketing is the opposite of outbound marketing. People in need of the service or product search the provider and get in touch with them. Making them to purchase the product lies in our hands. Inbound marketing is slowly gaining attention.

## Direct marketing

This marketing does not use third party outlets to convey the message. Direct marketing is the most effective form of marketing because it is easy to measure the results and provides better explanation of the service or the product.

## Social media marketing

Next to Internet marketing, social media marketing has become popular. Due to the increase usage of social media by the public, they are considered to be a good mode for marketing. Facebook, twitter and you tube are the most famous types of social media networks. These provide a platform to market their products. Social media marketing reaches a wide range of people and it spreads quicker than any other form of marketing.

## Promotional marketing

This type of marketing is common in most parts of the world. Companies attract the attention of consumers by giving different promotions like free gift coupons, discounts on particular products, and holding contests to give away the cash prize. Promotional marketing is done in malls and shopping places, where sample products are displayed for the consumer to use. Stalls can be found in the streets and in important places where huge crowd gathers.

## Telemarketing

Telemarketing is also referred to as cold call marketing. Consumers are reached through the phone and the product is marketed. Telemarketing is still in the market in spite of the numerous laws against it. However if the right person is reached on the phone at the right time, it turns into a sale. Telemarketing is effective to a certain extent.

Apart from this there are several types of marketing like newsletter marketing, article marketing, trade show marketing, search marketing, guerilla marketing, referral marketing and many more. Marketing is the best way to promote a product. The different forms of marketing vary according to the changing times. To survive in the competitive world and to excel in the business, marketing is mandatory.

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Sharon Thomas is a freelance writer and an active blogger. She has a great passion towards writing and likes to supply information on great services and a [direct Centurylink deals](#). In the above article she discusses about the different kinds of marketing.

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