

# BEST PRACTICES IN HYBRID MARKETING: INTEGRATING TRADITIONAL AND DIGITAL STRATEGIES FOR MAXIMUM IMPACT

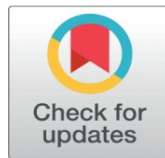
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## ABSTRACT

In order to develop a complete advertising strategy that more effectively engages, communicates, markets, and sells to consumers in a world where technology continues to evolve, hybrid marketing combines traditional and digital marketing approaches. The organization needs to have a hybrid overall marketing plan from a strategic point of view. This essentially means that while creating your plan, consider traditional as well as digital ways of thinking. Although embracing a hybrid marketing attitude will require intentional work at first, creating a hybrid marketing plan will become routine to you in time, particularly if you have more experience with one kind of marketing than the other. When designing a digital product, take into account how the consumer experience might be strengthened by offline connections.

Likewise, in the process of generating an offline good or service, utilize the benefits of digital platforms and channels to improve consumer transaction speed, ease, and productivity. Similar offline and online channels are used by communication and equity in brands, but at various points in the customer journey, to engage and interact with customers. Digital advertising cannot reach and engage clients in the exact same manner as offline media. Using the best resources that turn out to be the most successful and generate the biggest return on investment is known as hybrid marketing. Some of the most effective hybrid advertising strategies are listed in this article.

**Keywords:** Hybrid Marketing, Digital Marketing, Customer Engagement, Marketing Strategy, Brand Equity, Offline and Online Channels

## 1. INTRODUCTION

Hybrid marketing is a promotional strategy that includes both traditional and digital marketing. Rather than focusing primarily on online platforms or in-person touchpoints, hybrid marketing combines the two to create a more successful and comprehensive outreach strategy. It combines marketing strategies from both groups. This usually starts with defining the company's target audience and the brand's ultimate goal. With the help of hybrid marketing, companies can take advantage of all promotional channels by creating a middle ground and coming up with advertising strategies that cater to both channels. Brick and mortar stores are businesses that use traditional and digital marketing to run both

online and offline stores. There are a wide variety of marketing communication channels for hybrid marketing including print advertising, digital advertising, social media channels, event promotion, sponsorships, email marketing based on user subscriptions and much more. Depending on the medium you choose, you can tailor different messages to different audiences – for example, older vs. younger clients or women vs. male customers. For example, you can place a print ad in automotive, sports, and gaming publications to promote men's shaving creams. You would sell women's shaving cream in women's periodicals. Direct mail can be used to target older consumers, while social media can be used to attract younger buyers.

## 2. LITERATURE REVIEW

Arrive (2021) state that brand content strategies have spread far and wide since the advent of digital media. Although they have only recently begun to attract scholarly attention, studies have already examined them from various perspectives, including consumer, brand, organizational, and more recently, holistic perspectives. Digital Brand Content (DBC) appears to be a multifaceted tactic that is both customer and product focused. The purpose of our research is to gain a detailed understanding of the hybrid nature of DBC using a transactional and relational perspective. Based on 20 interviews with experts, our study shows that the DBC strategy has both transactional and managerial dimensions of relationship marketing. In particular, our research raises the question of whether transactional and relationship marketing perspectives continue to coexist within organizations in the digital era.

Holliman and Rowley (2014) state that B2B digital content marketing is an inbound marketing technique that is done through a website, social media, and value-added content and is seen as a useful tool to achieve and maintain a trusted brand status. Creating content that is valuable to B2B audiences requires brands to take a "publishing" approach that involves developing an understanding of the audience's information needs and their purchase consideration cycle. Valuable content is described as useful, relevant, compelling and timely. Content marketing requires a cultural shift from "selling" to "helping," which in turn requires different marketing goals, tactics, metrics, and skills than those associated with more traditional marketing approaches. The article concludes with a theoretical discussion of the role of digital content in marketing, contextualizing the findings from this study within a broader examination of the role of digital content in marketing and relational exchanges.

Specifically, the term digital content marketing is also used to refer to the marketing of digital content as a commodity (Koiso-Kanttila, 2004; Rowley, 2008), otherwise referred to as the trade in digital goods (Bradley et al., 2012); this use of the term usually refers to "paid" content in B2C contexts such as the music and app industries. Recently, with the advent of social media, there has been increasing interest in the role of user-generated content in influencing brand reputation, developing brand communities and brand co-creation (Christodoulides, 2009; Iglesias et al., 2013; Quinton, 2013).

## 3. METHODOLOGY

To draw meaningful inferences and conclusions, a minimum sample size of 100 is recommended (Alreck and Settle, 2003). Accordingly, 120 marketing managers from Pune were surveyed through a questionnaire containing agreement accorded to the 5 hybrid marketing best practices statements given below:

- 1) Using consistent branding
- 2) Ensure smoothness in all the interactions
- 3) Making content suitable for the platform
- 4) Collecting data at every touchpoint
- 5) Keeping an eye on consumer preferences

Likert scales were used for response options. The response options were - 0 - Can't Say, 1 - Somewhat agree, 2 - Completely agree, 3 - Somewhat Disagree, 4 - Completely Disagree.

Responses were received from 120 marketing managers. The questionnaire was tested for reliability and it returned a Cronbach Alpha score of 0.79 and hence was considered reliable. Following hypotheses were formulated:

Ho: There are no best practices in hybrid marketing

Ha: There are best practices in hybrid marketing

The hypothesis was tested based on the average agreement/disagreement responses to the five statements of the questionnaire. The average agreement/disagreement response of the 120 respondents for all the five statements was taken as the sample mean and it was compared with a hypothesized population mean of 50% agreement/disagreement connoting an event by chance and not due to any statistical significance. A t-test was applied at 95% confidence level and based on the p-value the null hypothesis was tested for rejection or non-rejection.

#### 4. DATA ANALYSIS AND INTERPRETATION

40 respondents were from the Northern region of Pune, 20 were from the Eastern region, 35 were from the Western region, and 25 were from the Southern region. 31 respondents were from the age-group of <30 years, 47 were from the age-group 30-40 years, and 42 were from the age-group of >40 years.

Table 1 gives the five hybrid marketing statements items and their agreement ratings by the 120 respondents:

Table 1: Average ratings for the ten statements		
Sr. No.	Item	Agreement %
1	Using consistent branding	76%
2	Ensure smoothness in all the interactions	79%
3	Making content suitable for the platform	83%
4	Collecting data at every touchpoint	88%
5	Keeping an eye on consumer preferences	86%
	Average	82%

The average agreement for the ten statements was 82% and this was compared with the hypothesized population mean of 50%. Results were as under:

Table 2: Summary statistics	
Parameter	Value
Sample mean	82%
SD of sample	0.9567
Hypothesized population mean	50%
n	120
t-value	3.66408
p-value	0.00019
alpha	0.050

As the computed p-value is lower than the significance level  $\alpha=0.05$ , one should reject the null hypothesis  $H_0$ , and accept the alternative hypothesis,  $H_a$ .

Thus, the null hypothesis there are no best practices in hybrid marketing was rejected in favor of the alternate that there are best practices in hybrid marketing.

#### 5. CONCLUSION

Some of the best practices in hybrid marketing include – large format outdoor media displays that have a website link or QR code to direct potential customers to a landing page, sending a direct letter to potential customers and then sending an email to direct them to the landing page with video content, digital search ads and display ads that lead to a landing page with a call-to-action to make an appointment with a sales representative, attend a trade show or show to encourage online registration for a digital service at a show and a follow-up email to those who they won't, a personalized

email marketing campaign followed by a phone call from a sales representative the next day, influencer marketing, where followers are given a limited number of digital discount coupons that can only be spent in a brick-and-mortar store or restaurant, offering brick-and-mortar customers the opportunity to be a part of a "cyber club" that entitles them to exclusive discounts and an online-only product catalog offering online shoppers to participate in a customer-only live event if they purchase a product over a certain amount within the next 7 days, and collecting information about brick-and-mortar customers and sending invitations to participate in the live webinar by email.

## CONFLICT OF INTERESTS

None.

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