

Real-Time vs. Right-Time Marketing

Real-Time Marketing or Real-Time Content continues to be the common marketing tactics in this mobile-driven era, especially when consumers work from home or study online. One of the key reasons making real-time content popular among consumers is the freshness of information that links consumers to the updated situation. If the content is unique with clear brand personality and proposition, it also creates 'Brand Talk' and becomes viral – the earned media.

Last week, one of talk-of-the-town content was originated from one consumer posting a picture of a hungry elephant who broke her kitchen wall to search for food. Many food-related brands quickly created their real-time marketing content referring to that broken kitchen wall scene. Some well caught consumers' attention while some didn't.

INTAGE Thailand Marketing Consultant team summarizes the key learning into 3 'Right' tips: Right Time, Right Brand Personality and Right Resonance with Target.

1. Right Time

Good content needs both speed and creativity. Social media listening tool can help catching relevant social issues/ topics to which consumers are paying attention. In addition, listening to consumers' voice also helps monitoring competitors' movement on NPD and their marketing strategy – what works with consumers and what not. Deeper analysis on 'Why' can be a shortcut learning to marketers.



#Elephant attacked house – Original content from consumer

2.

Right Brand Personality/ Association



Burger King is one of the big brands with several successful real-time marketing campaigns. This time, the brand well joined the social discussion while highlighting its 'Home of the Whopper' proposition. Not only the brand's followers liked this content, the non-followers loved this campaign too.

Other local food brands also joined this viral issue, promoting their home delivery service.



Source of Image: 1) https://www.matichon.co.th/lifestyle/news_2799284
 2) FB brand official page
 3) Freepik

The uniqueness in brand personality of Burger King reminded consumers on Burger King 2020 campaign that the brand showed rotten burger with hook message 'because our product doesn't add any preservative, it gradually catches mold after 34 days'. This is a good case demonstrating that the Right Brand Attribute is as important as Right time. Every message in digital world always leaves digital footprint. Therefore, the 'quality' of content is very essential. **Brands don't need quantity of content, but the quality ones to register in consumers' mind.**

tamjaichunbkk
@tamjaichunbkk

โฆษณาของ burger king สุดปัง ทั้งเบอร์เกอร์ไว้อย่าง 34 วัน
ให้มันขึ้นราเพื่อโชว์ให้เห็นว่าแบรนด์เค้าไม่ใส่วัตถุกันเสีย
งานนี้ได้รางวัลด้วย crd. marketer online



4:14 หลังเที่ยง · 22 มี.ย. 2021 · Twitter for iPhone

17.9K รีทวีต 50 หัวใจและคำพูด 2,287 ความชอบ



3. Right Resonance with Target

Purpose and objectives are very important, even in the real-time content marketing. Brands must be clear on 'who' to talk to, 'what' to tell them, 'where' they are and 'why' they will like us. How we can solve the pain points/ unmet needs.

Don't do the real-time marketing just because competitors do or just to creates Like numbers. It will not create the right impact, no one wins and brands may even lose on image, time and marketing budget. We must remember that we can easily delete campaign post but we can't delete consumers' perception and experience resulting from negative digital footprint.