

December 13, 2010 By [Scott Brinker](#)

<http://chiefmartec.com/2010/12/131-different-kinds-of-marketing/>

# 131 different kinds of marketing

If ever you wanted evidence of just how sweeping and fragmented “marketing” is, try making a list of every kind of marketing out there. It starts simple enough, with search marketing, email marketing, product marketing, viral marketing — next thing you know, you have over a hundred terms!

Inspired by a conversation with my friend [Mark Kapij](#), I decided to put together such a list.

To keep it somewhat manageable, I decided to only include terms that ended with the word marketing — any “\_\_\_\_\_ marketing” phrase. So my apologies to advertising, branding, public relations, packaging, pricing, and all other such nomenclature. I also decided to leave out industry-specific terms such as real-estate marketing, healthcare marketing, political marketing, etc., as well as segments like Hispanic marketing and Millennial marketing.

I included anything that qualified as a tactic (“loyalty marketing”), a channel (“mobile marketing”), a style (“conversational marketing”), a structure (“corporate marketing”), or any other widely applicable aspect of marketing. I included some synonyms (“Internet marketing” and “online marketing”), but not exhaustively so. For each phrase, I added a brief description and a link to a resource or more detailed definition.

Do you have other phrases to nominate? Better descriptions or resources? Please add them in the comments.

**account-based marketing** — marketing to individual, key accounts as markets of one ([Wikipedia](#))

**affiliate marketing** — paying affiliates to send traffic/customers to your website/business ([Affiliate Scout](#))

**agile marketing** — using [agile development methodologies](#) in the marketing department ([a manifesto](#))

**algorithmic marketing** — using software algorithms to execute (semi-)automated marketing ([computational](#))

**ambush marketing** — piggybacking marketing on a major event without paying for sponsorship ([WSJ article](#))

**analytical marketing** — quantitative methods and models of marketing ([Carnegie Mellon program](#))

**article marketing** — writing articles (online and offline) to promote one’s business ([Wikipedia](#))

**B2B (business) marketing** — marketing to other businesses ([B2B Magazine](#))

**B2C (consumer) marketing** — marketing to consumers ([B2C Marketing Insider](#))

**B2P (person) marketing** — marketing to persons, in business and life ([New Marketing Labs post](#))

**behavioral marketing** — targeting advertising/offers based on user behavior ([ClickZ column](#))

**blackhat marketing** — primarily in [SEO](#), unethically fooling the search engines to game rank ([About.com](#))

**brand marketing** — developing your [brand](#), often contrasted to direct marketing ([Best Brands 2010](#))

**buzz marketing** — getting people to talk about your stuff, similar to viral ([Mark Hughes book](#))

**call center marketing** — outbound telemarketing and handling of inbound prospect/customer calls

**campus marketing** — marketing to (and often by) college students, campus ambassadors ([Boston Globe](#))

**catalog marketing** — marketing through printed catalogs delivered in the mail ([DIRECT article](#))

**cause marketing** — businesses marketing cooperatively with nonprofit(s) to mutual benefit ([Alden Keene](#))

**celebrity marketing** — use of celebrities as spokespeople, for endorsements or testimonials ([BSI post](#))

**channel marketing** — marketing promotions through wholesalers, distributors, resellers ([definition](#))

**closed loop marketing** — measuring ROI from lifecycle of marketing to sales ([Closed Loop Marketing blog](#))

**cloud marketing** — using software-as-a-service (SaaS) applications for marketing ([CloudMarketing.org](#))

**cooperative marketing** — companies co-marketing a jointly developed product, service or brand ([Wikipedia](#))

**communal marketing** — engaging the public in the development of a marketing campaign ([Wikipedia](#))

**community marketing** — marketing by building an online community ([Jeremiah Owyang's blog](#))

**computational marketing** — the marketing equivalent of computational finance ([my post](#))

**content marketing** — producing useful or entertaining content for your audience ([Chris Brogan's post](#))

**contextual marketing** — delivering relevant, optimal messages/offers, esp. online ([HBS article](#))

**controversial marketing** — generating attention through controversy or conflict ([Michael Gray's post](#))

**conversational marketing** — actively engaging with consumers in two-way conversations ([Nokia preso](#))

**conversion (rate) marketing** — optimizing conversion rate in online marketing and sales ([ion's blog](#))

**conversion content marketing** — a hybrid of content marketing and conversion marketing ([SEL article](#))

**corporate marketing** — company-wide marketing and standards, esp. in multi-product firms ([Forrester report](#))

**cross-marketing** — co-marketing, product bundling, co-promotion, licensing, etc. ([Wikipedia](#))

**culture marketing** — branded content, the intersection of culture and marketing ([Chief Marketer article](#))

**data (web) marketing** — using data as a marketing channel, esp. with the [semantic web](#) ([my post](#))

**database marketing** — using databases, such as [CRM](#) systems, to drive marketing programs ([The Book](#))

**data-driven marketing** — use data, especially analytics, to direct marketing decisions ([Kellogg program](#))

**digital marketing** — marketing through digital channels, primarily the Internet ([AdAge Digital](#))

**direct marketing** — marketing directly to audience, often without TV, radio, or print ads ([DMA](#))

**direct response marketing** — direct marketing expressly designed to solicit a response ([Wikipedia](#))

**disruptive marketing** — applying [disruptive innovation](#) in marketing to create new markets ([Digital Tonto post](#))

**diversity marketing** — marketing to different culture groups in audience, i.e. in-culture marketing ([TransCity](#))

**door-to-door marketing** — salespeople walking to houses, knocking on doors ([MSNBC story](#))

**drip marketing** — sending pre-planned messages to prospects/customers on a schedule ([Inside CRM article](#))

**email marketing** — emailing prospects/customers, either by list rental or express permission ([Email Insider](#))

**entrepreneurial marketing** — marketing in start-ups and new ventures, often guerilla style ([MIT course](#))

**ethical marketing** — [marketing ethics](#) for being socially/morally responsible ([Wikipedia](#))

**event marketing** — running events such as trade shows, conferences, seminars, festivals ([Event Marketer](#))

**expeditionary marketing** — forging new markets before competitors ([HBR article](#))

**experiential marketing** — enabling sensory interactions with brands ([Experiential Marketing Forum](#))

**Facebook marketing** — marketing on and through [Facebook](#) ([SEOMoz Ultimate Guide](#))

**field marketing** — people selling and promoting in person, “in the field” ([The Handbook](#))

**geomarketing** — geo-targeting for marketing tactics such as price, promotion ([Geomarketing in Practice](#))

**global marketing** — marketing of products/firms worldwide, global strategy and structure ([Forbes article](#))

**green marketing** — explicit promotion of products that are environmentally friendly ([Green Marketing book](#))

**guerilla marketing** — low-budget, high-impact marketing, typically entrepreneurial ([Jay Conrad Levison](#))

**horizontal marketing** — similar message across different groups/industries, in contrast to vertical marketing

**inbound marketing** — pulling in customers via content, instead of pushing ads or cold-calls ([HubSpot](#))

**industrial marketing** — B2B marketing but specifically for large firms, esp. manufacturers ([Wikipedia](#))

**influence(r) marketing** — focus on convincing a few influential people in a market ([Influencer Marketing book](#))

**informational marketing** — providing useful/educational material to nurture audience, like content marketing

**in-game marketing** — in-game advertising, also known as advergaming, and in-game promotions ([Wikipedia](#))

**in-store marketing** — promotions based at a retailer’s location ([In-Store Marketing Institute](#))

**integrated marketing** — coordination and integration of multiple marketing tools, channels, vehicles ([ClickZ](#))

**interactive marketing** — interactions between marketers and prospects, mostly online ([Forrester blog](#))

**Internet marketing** — synonymous with online marketing and web marketing ([Wikipedia](#))

**internal marketing** — marketing to one’s own employees to synchronize customer experiences ([Wikipedia](#))

**international marketing** — marketing overseas/across national borders, same as global marketing ([Wikipedia](#))

**keyword marketing** — researching and optimizing keywords in search marketing ([WordStream blog](#))

**left-brain marketing** — roughly synonymous with analytical marketing ([Left Brain Marketing blog](#))

**local marketing** — ad targeting and promotions to support brick-and-mortar stores ([WilsonWeb](#))

**Long Tail marketing** — marketing to many niche segments that aggregate to a huge audience ([Wikipedia](#))

**loyalty marketing** — focus on growing and retaining existing customers, e.g., rewards programs ([Wikipedia](#))

**mobile marketing** — marketing delivered via mobile devices such as (smart)phones ([Mobile Marketer](#))

**multichannel marketing** — using multiple channels to reach customers ([Multichannel Marketing Metrics](#))

**multicultural marketing** — pursuing ethnic audiences with products, advertising, experiences ([The Book](#))

**multi-level marketing** — marketing by recruiting others, who recruit more; e.g., [pyramid scheme](#)

([Wikipedia](#))

**neuromarketing** — the intersection of brain/cognitive science and marketing ([Neuromarketing blog](#))

**new media marketing** — essentially synonymous with online marketing, fading term ([Wikipedia](#))

**newsletter marketing** — delivering regular newsletters to target audience via email or print ([DIRECT article](#))

**niche marketing** — targeting very specific audience segments ([Entrepreneur article](#))

**non-traditional marketing** — methods outside the norm, e.g., publicity stunts, guerrilla marketing ([Inc. article](#))

**offline marketing** — all marketing that doesn't happen online, traditional marketing ([MarketingSherpa](#))

**one-to-one marketing** — marketing to individual consumers: identify, differentiate, interact, customize ([book](#))

**online marketing** — marketing online, same as Internet or web marketing ([Online Marketing Summit](#))

**outbound marketing** — contact prospects via ads, cold calls, list rental; opposite of inbound ([BridgeGroup](#))

**outdoor marketing** — examples: door hangers, car advertising, billboards, balloons ([eHow article](#))

**out-of-home marketing** — marketing to people in public places, e.g., outdoor marketing ([Wikipedia](#))

**performance marketing** — marketing driven by performance metrics and ROI ([Performance Insider](#))

**permission marketing** — inspiring your audience to *want* to hear from you ([Seth Godin's book](#))

**personalized marketing** — like one-to-one marketing, including product customization ([Wikipedia](#))

**persuasion marketing** — derived from “persuasion architecture” for effective web marketing ([the Eisenbergs](#))

**point-of-sale marketing** — advertising to customers at point of a purchase in a store ([eHow article](#))

**post-click marketing** — user experience after an ad/email click, e.g., landing pages ([ion's blog](#))

**PPC marketing** — pay-per-click marketing on search engines, ad networks, social sites ([PPC Hero](#))

**product marketing** — marketing around a particular product, versus corporate marketing ([Wikipedia](#))

**promotional marketing** — broadly speaking, almost any kind of marketing to attract customers ([PROMO](#))

**proximity marketing** — localized wireless distribution of advertising associated with a place ([Wikipedia](#))

**pull marketing** — pushing messages to prospects, synonymous with inbound marketing ([The Power of Pull](#))

**push marketing** — prospects pull messages from you, synonymous with outbound marketing ([Wikipedia](#))

**real-time marketing** — accelerating marketing in the age of speed ([David Meerman Scott book](#))

**referral marketing** — encouraging/incentivizing existing customers to refer new customers ([Wikipedia](#))

**relationship marketing** — emphasis on building long-term relationships with customers ([Regis McKenna](#))

**remarketing** — modern meaning: behaviorally-targeted advertising ([Google Ad Innovations](#))

**reply marketing** — replying to end-users with personalized messages, e.g., Old Spice campaign ([Wikipedia](#))

**scientific marketing** — application of analytical testing/statistical methods in marketing ([Scientific Advertising](#))

**search (engine) marketing** — organic and paid promotion via Google, Bing, etc. ([Search Engine Land](#))

**self marketing** — marketing yourself, also known as [personal branding](#) ([U.S. News article](#))

**services marketing** — approaches for selling services instead of products ([Delivering Quality Service](#))

**shadow marketing** — unexpected marketing outside the control of the marketing department ([my post](#))

**shopper marketing** — understanding how consumer shop across channels and formats ([Wikipedia](#))

**social marketing** — changing people's behaviors for the better, *not* social media marketing ([Squidoo](#))

**social media marketing** — interacting with prospects in [social media](#) channels ([Social Media Insider](#))

**sports marketing** — use of sporting events, teams, and athletes to promote products ([Wikipedia](#))

**stealth marketing** — ways of marketing surreptitiously to people, undercover marketing ([HBR article](#))

**street marketing** — unconventional marketing in public places meant to engage prospects ([Wikipedia](#))

**technical marketing** — marketing with technical depth to a technical audience ([great post](#))

**telemarketing** — calling people on the phone with a pitch, usually uninvited ([Wikipedia](#))

**test-driven marketing** — systematically and iteratively testing marketing ideas ([Test-Driven Marketing](#))

**time marketing** — research on *when* to release and promote products in the market ([Wikipedia](#))

**trade show marketing** — subset of event marketing, exhibiting and promoting at trade shows ([TSNN](#))

**traditional marketing** — pre-Internet marketing methods and channels ([MarketingProfs](#))

**undercover marketing** — when consumers don't know they're being stealthily marketed to ([Wikipedia](#))

**user-generated marketing** — marketing created by consumers, communal marketing ([Disney campaign](#))

**vertical marketing** — packaging a solution differently for different industries ([Wikipedia](#))

**video marketing** — incorporating videos in online marketing, leveraging YouTube ([Pixability](#))

**viral marketing** — tapping into existing social networks to spread a marketing idea ([Wikipedia](#))

**web marketing** — marketing on the web, synonymous with online marketing ([Web Marketing Today](#))

**word-of-mouth marketing** — when happy customers spread your marketing message ([WOMMA](#))

**youth marketing** — targeting young audiences, often using emerging channels ([Wikipedia](#))