

# Politics and Event Marketing- A New Emergence

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## Abstract

*Marketing means understanding and responding to customer needs, a prerequisite for any organization's success. Marketing is used to identify the customer, to satisfy the customer and to keep the customer. Philip Kotler defines marketing as 'satisfying needs and wants through an exchange process'. Marketing is the process by which companies create customer interest in goods or services. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. It includes the coordination of 4 P's of marketing: Product, Price, Place and Promotion. From last decade marketing have expended to every area. Marketing is used in everywhere now. So, there are new concept originated in marketing. Politics marketing and Event Marketing are both of new one concepts. Political marketing is about how political elites use marketing tools and concepts to understand, respond to, involve and communicate with their political market in order to achieve their goals. Political elites include candidates, politicians, leaders, parties, governments, government departments and programmes, NGOs and interest groups. Event marketing is a promotional strategy that involves face-to-face contact between companies and their customers at special events like concerts, fairs, and sporting events. Brands use event marketing entertainment (like shows, contests, or parties) to reach consumers through direct hand-to-hand sampling or interactive displays. This paper examines the utility of the politics and event marketing. . It also considers the propagation and evolution of the politics and event marketing. This paper also examines that how both of marketing concepts help to their respective organization to boost their market share.*

**Keywords:** Marketing, Customers, Event marketing, Politics marketing

## Introduction

Marketing is essentially a concept of customer orientation. Marketing means understanding and responding to customer needs. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The marketing concept involves:

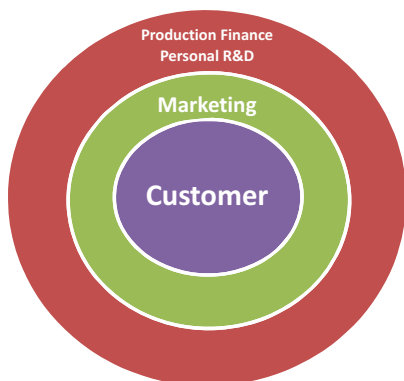
- a) Customer orientation
- b) Competition orientation
- c) Ability to respond to environmental changes (changes

in customer needs, competition, government policy, technology, etc.) before competition does.

Role of marketing in modern organizations is that integrating the needs and wants of the customers with other organizational functions like production, R & D, finance and personnel. Neither marketing nor any other function alone holds the key to success. Rather, all are important. It is evident that marketing performs the role of integration. Figure 1 shows this relationship.

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**Figure 1** Integrative function of marketing

### Literature review

- **Stephan C. Henneberg:** “Political Marketing Theory: Hendiadyoin or Oxymoron” Research on political marketing has now established itself as a spirited sub discipline of mainstream marketing, producing considerable numbers of high quality learned articles and books each year. However, certain stagnation in knowledge development has been identified. Consequently, this paper links this inadequacy to the dominating tendency of focusing research on campaign applications of solely marketing instruments, emphasizing a reactive and managerial orientation.
- **Jennifer Lees Marshment:** “Political Marketing” This paper synthesizes academic research on political marketing, featuring theories and empirical examples from around the world. It seeks to explain what political marketing is, show how it is used in practice, and encourage reflection on how it should be used in future.

### Politics marketing

Political marketing is about how political elites use marketing tools and concepts to understand, respond to, involve and communicate with their political market in order to achieve their goals. Political elites include candidates, politicians, leaders, parties, governments, government departments and programmes, NGOs and interest groups. Their political marketing goals, market, product, tools and approaches are wide-ranging. The most obvious is to get votes to get elected – but as in business where goals include long-term sustainability not just profit politics is about more than just winning power. Politicians and political parties have a range of ambitions and dreams:

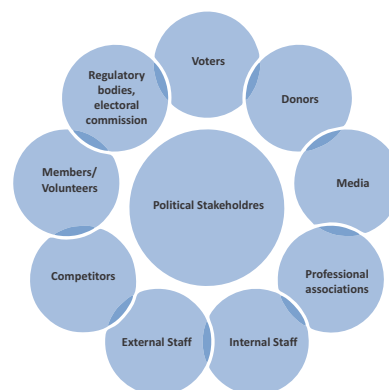
1. Get a new issue on to the political agenda.
2. Create a long-term positive relationship with voters in a constituency.
3. Increase the number and activity of volunteers in a campaign or party.

4. Become a coalition partner in government.
  5. win control of government.
  6. Manage expectations of leaders.
  7. Increase the vote at the next election.
- And many more.

The relative importance of such goals varies of course, depending on the party, candidate, electoral environment, and the rules of the marketplace, its size, its philosophy, resources, political system or country.

### The political market

The political market is also more complex than just voters. . Political parties are dependent on various stakeholders. Political stakeholders include all those interested and with an investment in the party or candidate such as members or volunteers within a political party or campaign, other politicians, interest groups, donors, the media, professional associations or unions, electoral commission and party or government staff. See Figure 2.



**Figure 2:** The different stakeholders in politics

### The political product

The political product is extremely complex. Like other physical product nobody can check political product. There are certain aspects of the political product which are more visible, including: behavior of members, their powers, image character, relationship with others, media relationship, their staff, rules, policies and many more. Political parties and candidates are not just judged on their current product but on their previous performance and their ability to deliver.

### Political marketing functional tools

Marketing techniques ubiquitous in business are increasingly common in politics, offering politicians new ways of engaging with and responding to an increasingly demanding electorate. Political marketing offers political elites a range of functional

tools they can use to achieve their goals of obtaining support from their market for their product.



Figure 3: Political marketing functional tools

First, there are a range of political market research tools to identify and understand the public and other markets. Market research includes the usual quantitative and qualitative techniques such as polls and focus groups but also role play and deliberation and, more recently, experimental and analytical marketing research. Segmentation and voter profiling helps understand voters and volunteers at an individual level to then connect them into new groups politicians can target.

### Event marketing

The activity of designing or developing a themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization. Also called event creation. Event marketing is a promotional strategy that involves face-to-face contact between companies and their customers at special events like concerts, fairs, and sporting events. Brands use event marketing entertainment (like shows, contests, or parties) to reach consumers through direct hand-to-hand sampling or interactive displays.

The power of event marketing is: According to a 2012 study by the event marketing Institute:

- 58% of event marketing participants purchased the marketed product after the event
- 86% of these consumers became regular customers

A successful event marketing campaign provides value to attendees beyond information about a product or service. A discount, free sample, charity alignment, or fun event will make customers feel like they are receiving a benefit and not just attending a live-action commercial.

In contrast to traditional advertising, which blasts millions of consumers with the same general television, radio or billboard message, event marketing targets specific individuals or groups at gathering spots, in hopes of making quality individual impressions.

The key to pulling off an effective event marketing campaign is to identify the target audience correctly and create an experience that remains in participants' memories. By finding an opportunity to interact with the right demographic of people – both current customers and prospective buyers – a brand can build favorable impressions and long-lasting relationships. The best, most creative events create interactions that not only reflect positively on the brand at the time, but generate a buzz long after the event is over.



Figure 4: An example of event marketing

### How to Win (and Lose) an event marketing

Your event is scheduled, and it's time to start thinking about marketing. Any event in today's digital world has a lot of possible touch-points, so where do you start? What should you skip? Some authors who write the books on this topic, divide this event marketing in three sections.

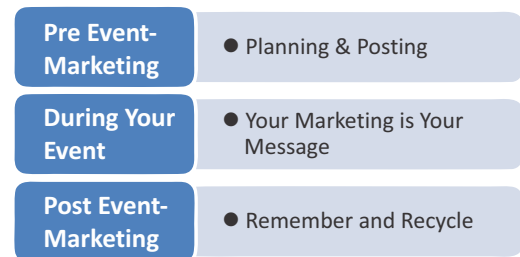


Figure 5: Three sections of Event-Marketing

### Event-planning with 5W's concept:

1. **Why:** "Why" means why you want to organize the event i.e. what is your objective. What do you want to get from your event?
2. **What:** "What" means what do you going to do in your event?
3. **When:** "When" means when you are going to organize the event (date and time).
4. **Where:** "Where" means where you are going to organize your event?
5. **Who:** "Who" means who will be your organizers, sponsors etc.

### **Event-Marketing Challenges are:**

1. Getting people to the event: one of the main challenge of event-marketing is getting people to the event. People are never easily ready for events. If they accept for coming they charge more. So cost of event will rise.
2. Getting people to respond to invites: people never give respond to invites. Remind these invites many time, than they respond.
3. Organizing and managing event responses: Event-marketing is very big concept. It is very complicated to manage and organize. Managers never take the responsibility quickly to manage an event-marketing.
4. Tracking results: It is also a complex work. Managers never track the results easily.
5. Handling guests: Guests are the main attractions of these events. Event-managers never handle these guests easily.
6. Handling sessions: Many times there are lot of sessions in these events and persons never handle it properly.
7. Allow enough time: Start planning at least 16 weeks in advance of the event start date. Companies have no such long time.
8. Costly: It is a very costly methods. There are only few companies who can spent a big amount on event-marketing.

### **Event-Marketing solutions are:**

1. Run a series of small events to build your audience.
2. Aggressively market to your existing contact data.
3. Spend your budget on data or third party campaigns.
4. Events are generally not a cheap tactic i.e. Venue hire, Catering, Audio-Visual, Printing, Agency fees, Media buys, Speaker fees, Delegates pack etc.

### **Conclusion**

Politics marketing is also not an easy path. Politics is very different to business in many respects. Politics links marketing to elections and therefore to government and the decision as to who ultimately controls the world. Politics is not about making money and it isn't even just about getting votes. Political parties are there to provide representation, serving to ensure there is an effective link between citizens and the government; and to aggregate interests by reconciling a variety of conflicting individual demands, which aids governing and facilitates political socialization and mobilization. Political marketing is

concerned with all aspects of political behaviour by politicians, parties and governments. It is about the design of the political product, its relationship to market demands, and the relationship between political elites and the public. Communication is a key part of political marketing.

Event marketing is a new approach. Event-Marketing is not an easy road, but it is an essential part of any B2B marketer's tool kit. It is also very expensive method of marketing. Companies should start this concept with proper planning. It is a time consuming and cost consuming also.

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