NBE Marketing Agree with Mark Ritson’s Controversial Claims

Thursday 14 January, 2016

After delivering a controversial talk on why 2016 will see marketing shift from digital and social technologies, direct marketing firm NBE Marketing share why they agree with Mark Ritson and believe 2016 will see the return of face-to-face marketing.

About NBE Marketing: http://www.nbemarketing.com/

Mark Ritson, an academic, brand consultant recently spoke about how social media is over-rated. Ritson believes this is because traditional forms of advertising including television marketing can be more effective, as more people will see the advertising, and more information can be consumed from these types of advertising as opposed to a short and limited post on social media. Only a small percentage of a brand's market follows them on social media, highlighted Mark Ritson in his controversial talk, whereas a huge percentage of their market will see more traditional forms of marketing.

The marketing professor also believes that digital marketing is out-dated because consumers do not actually spend the majority of their time on digital platforms. According to Ritson out of a 105 hour week only 7:48 is spent watching video content on a computer, 1:56 is watched on a smart phone and only 1:47 is watched on a tablet, as opposed to 93:16 spent watching video content on a television.

Mark Ritson highlighted how “Integration" is the big word for 2016 because integrated marketing communications means, “A concept of marketing communications planning that recognises the added value of a comprehensive plan that evaluates the roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communications impact." The professor believes that in 2016 it will be important to integrate digital, social and traditional marketing concepts.

NBE Marketing, a sales and marketing firm based in Reading, have highlighted how they agree with Ritson and how they believe social marketing is not always an effective marketing tool. The firm state that social media can be difficult to get right and doesn't offer the values that traditional marketing can offer. NBE Marketing champion face-to-face marketing as a more effective marketing tool as they believe the more personalised marketing techniques offer consumers a truly valuable and informative marketing experience. The firm is confident that 2016 will see a greater commitment to creating unique customer experiences face-to-face as opposed to through digital marketing channels and social media.

NBE Marketing is a direct marketing firm that works on behalf of their clients' brands to produce highly personalised marketing campaigns. The firm connects with consumers on a face-to-face basis in order to encourage long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness, brand loyalty and a guarantee high ROI for their clients.

Source:

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NBE Marketing are direct marketing specialists that offer a high ROI for their clients. For more information Follow @NBEmarketing on Twitter and Like them on Facebook.

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