

Marketing Management

MGM612

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Lecture - 8 - Designing and Managing Integrated Marketing Communications

Lecture : 8

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In the previous lecture,

We have discussed

✓ In the previous lecture, we presented the topic of the Branding, We explained a set of topics, which are as follows:

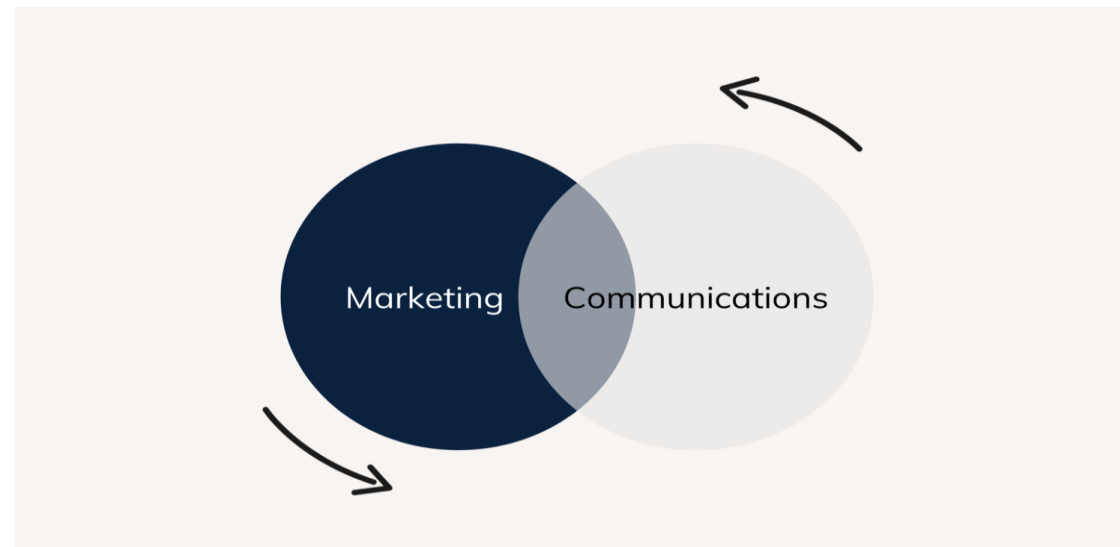
1. Explain how companies find and develop new-product ideas
2. List and define the steps in the new-product development process and the major considerations in managing this process
3. Describe the stages of the product life cycle
4. Describe how marketing strategies change during the product's life cycle
5. Discuss two additional product and services issues: socially responsible product decisions and international product and services marketing

After studying this chapter you will be able to know all of the following:

1. Explain the role of marketing communications
2. Describe How do marketing communications work
3. Discuss the major steps in developing effective communications
4. the communications mix and how should it be set
5. Explain an integrated marketing communications program

What are Marketing Communications?

- **Marketing communications** are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.
- In a corporate context, we define communications as the dissemination of messages to the company's targeted internal and/or external audiences in order to reinforce its position and values.
- ✓ While marketing is “customer-centric,” communications is all about the “audience.”



- Advertising
- Sales promotion
- Events and experiences
- Public relations and publicity



- Direct marketing
- Interactive marketing
- Word-of-mouth marketing
- Personal selling

○ Advertising

- Print and broadcast ads
- Packaging inserts
- Motion pictures
- Brochures and booklets
- Posters
- Billboards
- Logos
- Videotapes



○ Sales Promotion

- Contests, games, sweepstakes
- Premiums
- Sampling
- Trade shows, exhibits
- Coupons
- Rebates
- Entertainment
- Continuity programs

○ Events/ Experiences

- Sports
- Entertainment
- Festivals
- Art
- Causes
- Factory tours
- Company museums
- Street activities



- Public Relations

- Press kits
- Speeches
- Seminars
- Annual reports
- Charitable donations
- Publications
- Community relations
- Lobbying
- Identity media
- Company magazine

○ Personal Selling

- Sales presentations
- Sales meetings
- Incentive programs
- Samples
- Fairs and trade shows



○ Direct Marketing

- Catalogs
- Mailings
- Telemarketing
- Electronic shopping
- TV shopping
- Fax mail
- E-mail
- Voice mail
- Blogs
- Websites

○ Word-of-Mouth Marketing

- Person-to-person
- Chat rooms
- Blogs

Word-of-Mouth Marketing

*It's
All
About
Trust*



1. Sender

2. Encoding

3. Message

4. Decoding

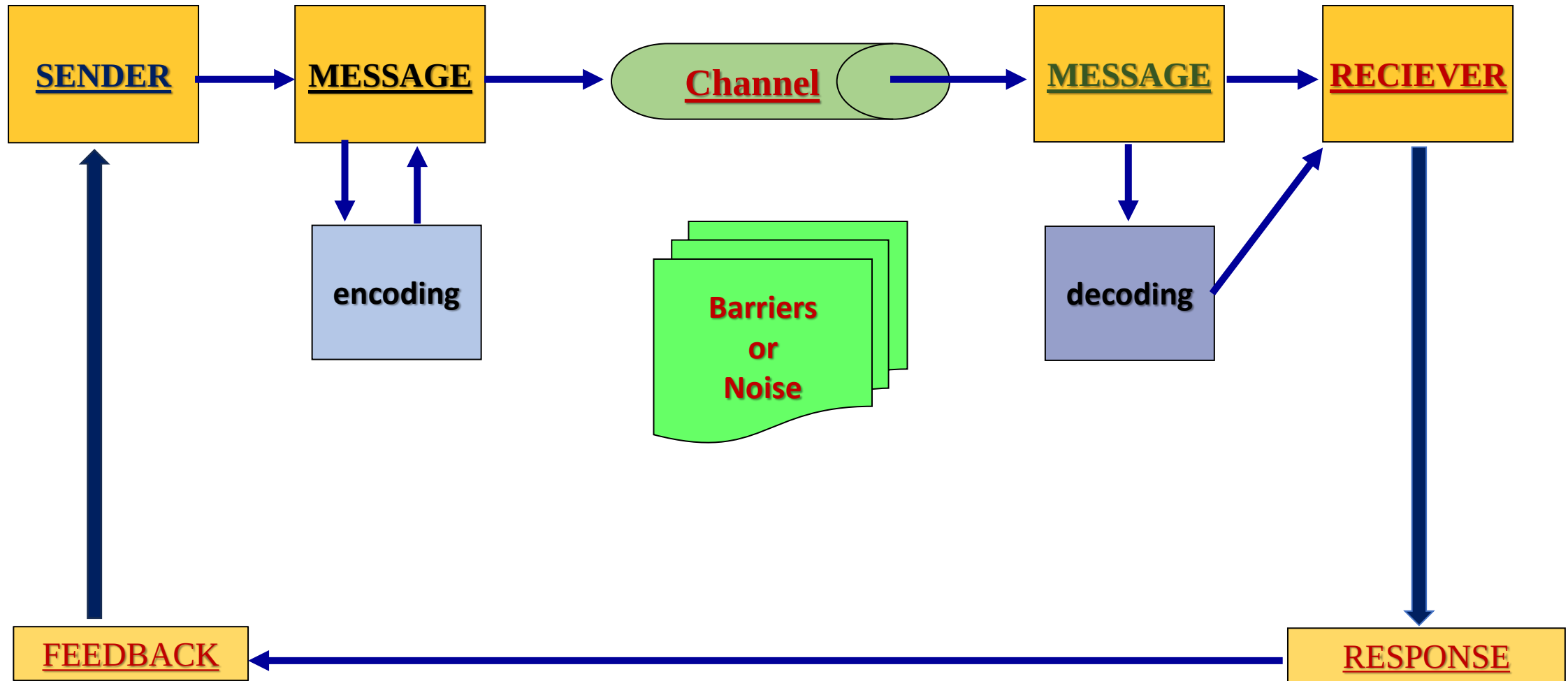
5. Receiver

6. Response

7. Noise

8. Feedback





- The right consumer is exposed to the message at the right time and place
- The ad causes consumer to pay attention
- The ad reflects consumer's level of understanding and behaviors with product
- The ad correctly positions brand in terms of points-of-difference and points-of-parity
- The ad motivates consumer to consider purchase of the brand
- The ad creates strong brand associations

- Category need
- Brand awareness
- Brand attitude
- Purchase intention
- Motivating People/Audiences
- Promoting the brand, product or service

Steps in Developing Effective Communications

- Identify target audience
- Determine objectives
- Design communications
- Select channels
- Establish budget
- Decide on media mix
- Measure results/manage IMC

- Message strategy
- Creative strategy
- Message source
- Global adaptation



1- Creative strategy

- Informational and transformational appeals
- Positive and negative appeals
 - Fear
 - Guilt
 - Shame
 - Humor
 - Love
 - Pride
 - Joy

2- Message strategy

simply put, message strategy is deciding what to say and how to say it — in order to achieve an ultimate business goal. It's how you turn marketing into communications, and communications into results

3- Message source

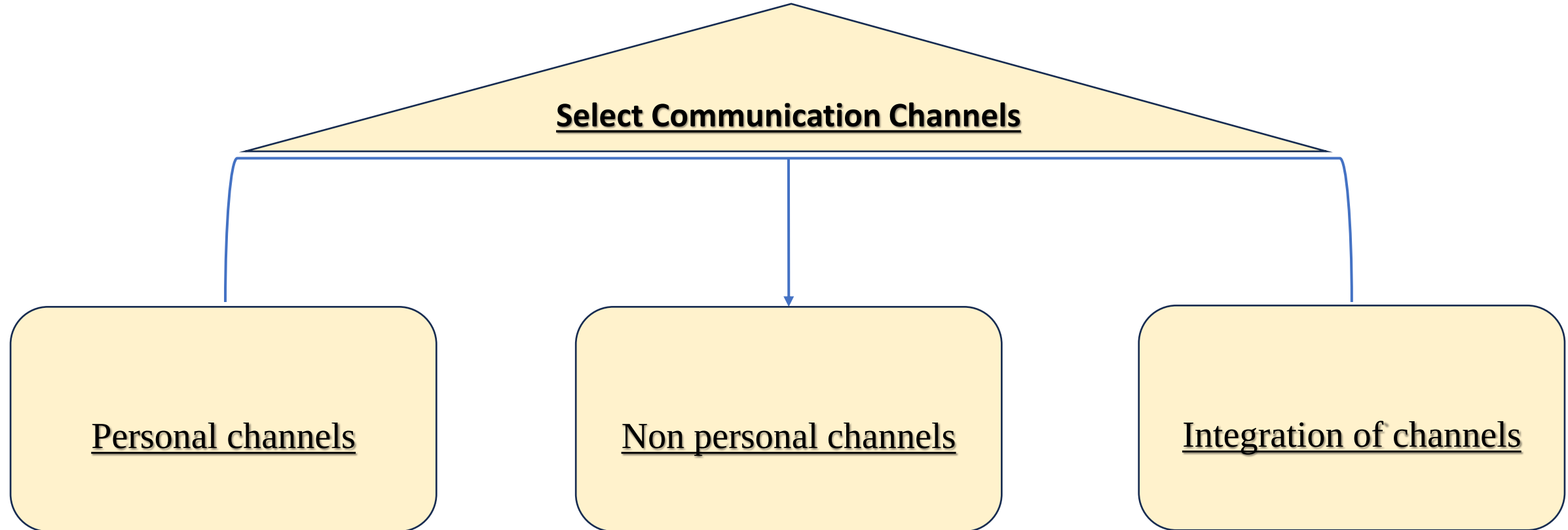
Celebrity Characteristics

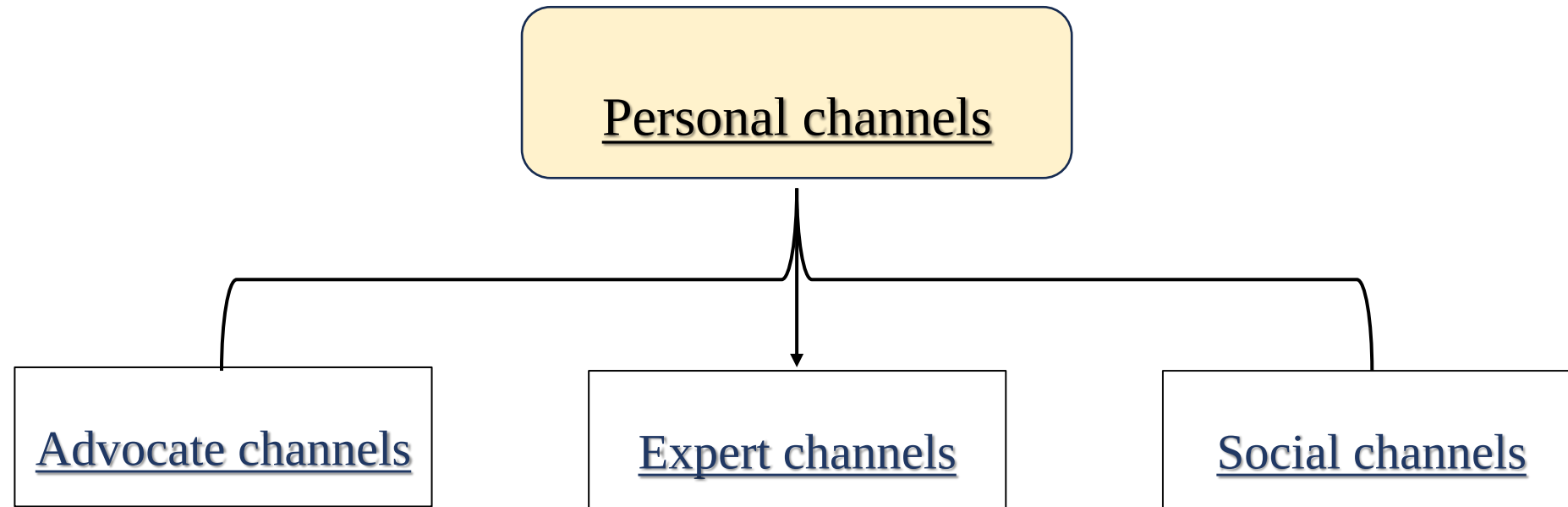
- Expertise
- Trustworthiness
- Likeability



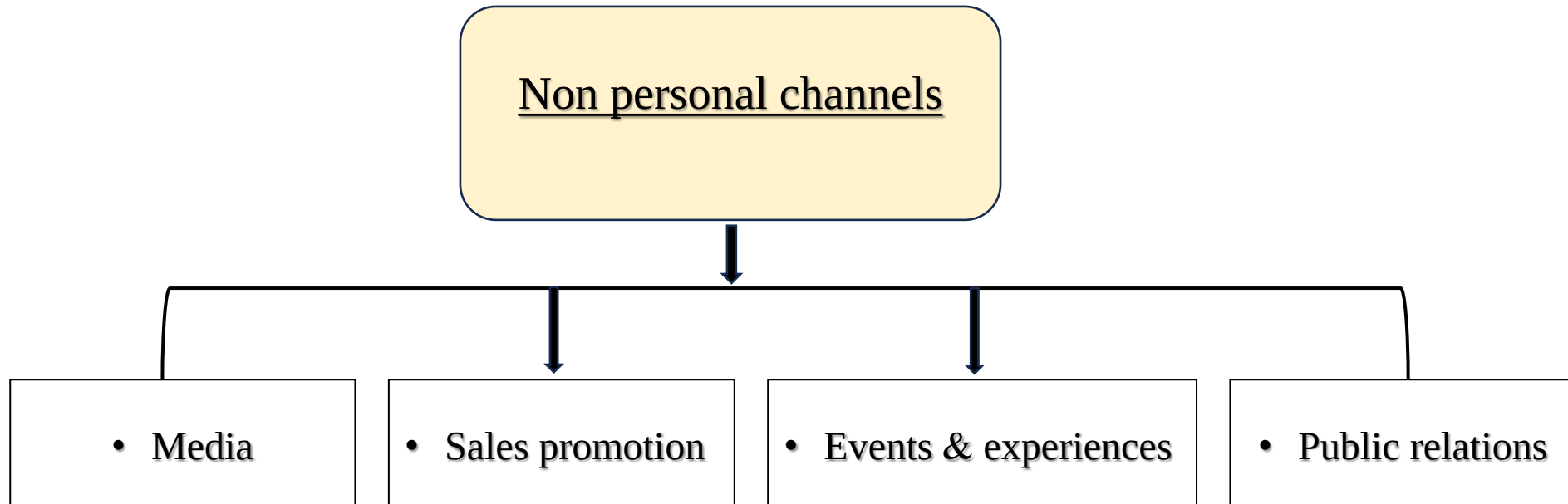
Issues Facing Global Adaptations

- Is the product restricted in some countries?
- Are there restrictions on advertising the product to a specific target market?
- Can comparative ads be used?
- Can the same advertising be used in all country markets?





- ❖ Identify influential individuals and devote extra attention to them
- ❖ Create opinion leaders
- ❖ Use community influential in testimonial advertising
- ❖ Develop advertising with high “conversation value”
- ❖ Develop WOM referral channels
- ❖ Establish an electronic forum
- ❖ Use viral marketing



- Establish the market share goal.
- Determine the percentage that should be reached.
- Determine the percentage of aware prospects that should be persuaded to try the brand.
- Determine the number of advertising impressions per 1% trial rate.
- Determine the number of gross rating points that would have to be purchased.
- Determine the necessary advertising budget on the basis of the average cost of buying .

The Communications Mix

■ Advertising

■ Personal Selling

■ Sales Promotion

■ Public Relations and Publicity

■ Direct Marketing

■ Word-of-Mouth Marketing

■ Events and Experiences

Public Relations and Publicity

- High credibility
- Ability to catch buyers off guard
- Dramatization

Events and Experiences

- Relevant
- Involving
- Implicit

✓ Direct Marketing

- Customized
- Up-to-date
- Interactive

✓ Personal Selling

- Personal interaction
- Cultivation
- Response

✓ Word-of-Mouth Marketing

- Credible
- Personal
- Timely



- Type of product market
- Buyer readiness stage
- Product life cycle stage

- Identify the target audience



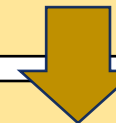
- Determine the communication objectives



- Design the message



- Choose the media



- Select the message source

Identifying the Target market

What will be said

How it will be said

When it will be said

Where it will be said

Who will say it

Determining the Communication Objectives

- Marketers seek a purchase response that results from a consumer decision-making process that includes the stages of buyer readiness

Designing a Message

❖ AIDA Model

- The AIDA model describes the four stages a consumer goes through before making a purchasing decision: Attention, interest, desire, and action.“

❖ Get Attention

❖ Hold Interest

❖ Arouse Desire

❖ Obtain Action

Designing a Message

Message content is an appeal or theme that will produce the desired response

- ❖ Rational appeal
- ❖ Emotional appeal
- ❖ Moral appeal

Designing a Message

Rational appeal

- relates to the audience's self-interest

Emotional appeal

- is an attempt to stir up positive or negative emotions to motivate a purchase

Moral appeal

- is directed at the audience's sense of right and proper

Choosing Media

Personal communication

involves two or more people communicating directly with each other

- Face to face
- Phone
- Mail
- E-mail
- Internet chat

Choosing Media

Personal communication is effective because it allows personal addressing and feedback

Control of personal communication

- ❖ Company
- ❖ Independent experts
- ❖ Word-of-mouth

Choosing Media Personal Communication

➤ Opinion leaders

are people within a reference group who, because of their special skills, knowledge, personality, or other characteristics; exerts social influence on others

➤ Buzz marketing

involves cultivating opinion leaders and getting them to spread information about a product or service to others in their communities

Non personal Communication Channels

❖ Non personal communication

is media that carry messages without personal contact or feedback, including major media, atmospheres, and events that affect the buyer directly

Non personal Communication Channels

- Major media

include print, broadcast, display, and online media

- Atmospheres

are designed environments that create or reinforce the buyer's leanings toward buying a product

Non personal Communication Channels

Events are staged occurrences that communicate messages to target audiences

- ✓ Press conferences
- ✓ Grand openings
- ✓ Exhibits
- ✓ Public tours

Selecting the Message Source

The message's impact on the target audience is affected by how the audience views the communicator

- Celebrities

- Athletes
- Entertainers

- Professionals

- Health care providers

Collecting Feedback

Involves the communicator understanding the effect on the target audience by measuring behavior resulting from the behavior

- ❖ Communicate openly and honestly with consumers and resellers
- ❖ Avoid deceptive or false advertising
- ❖ Avoid bait-and-switch advertising
- ❖ Conform to all federal, state, and local regulations
- ❖ Follow rules of “fair competition”
- ❖ Do not offer bribes
- ❖ Do not attempt to obtain competitors’ trade secrets
- ❖ Do not disparage competitors or their products

See you in the next lecture

Resources and References

[Personale Selling - Définition, Types, Techniques, Exemples, Pros & Cons](#)

[What is Word-of-Mouth Marketing? – Noble House Media](#)

[9 Elements of Communication Process With Examples](#)





Thanks for listening.

Best wishes

Dr. Ayman Hassan