

Marketing Management

MGM612

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Designing and Managing Integrated Marketing Communications



Learn outcomes

After studying this chapter, you should be able to:

- 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.



- 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

Communication Platforms

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

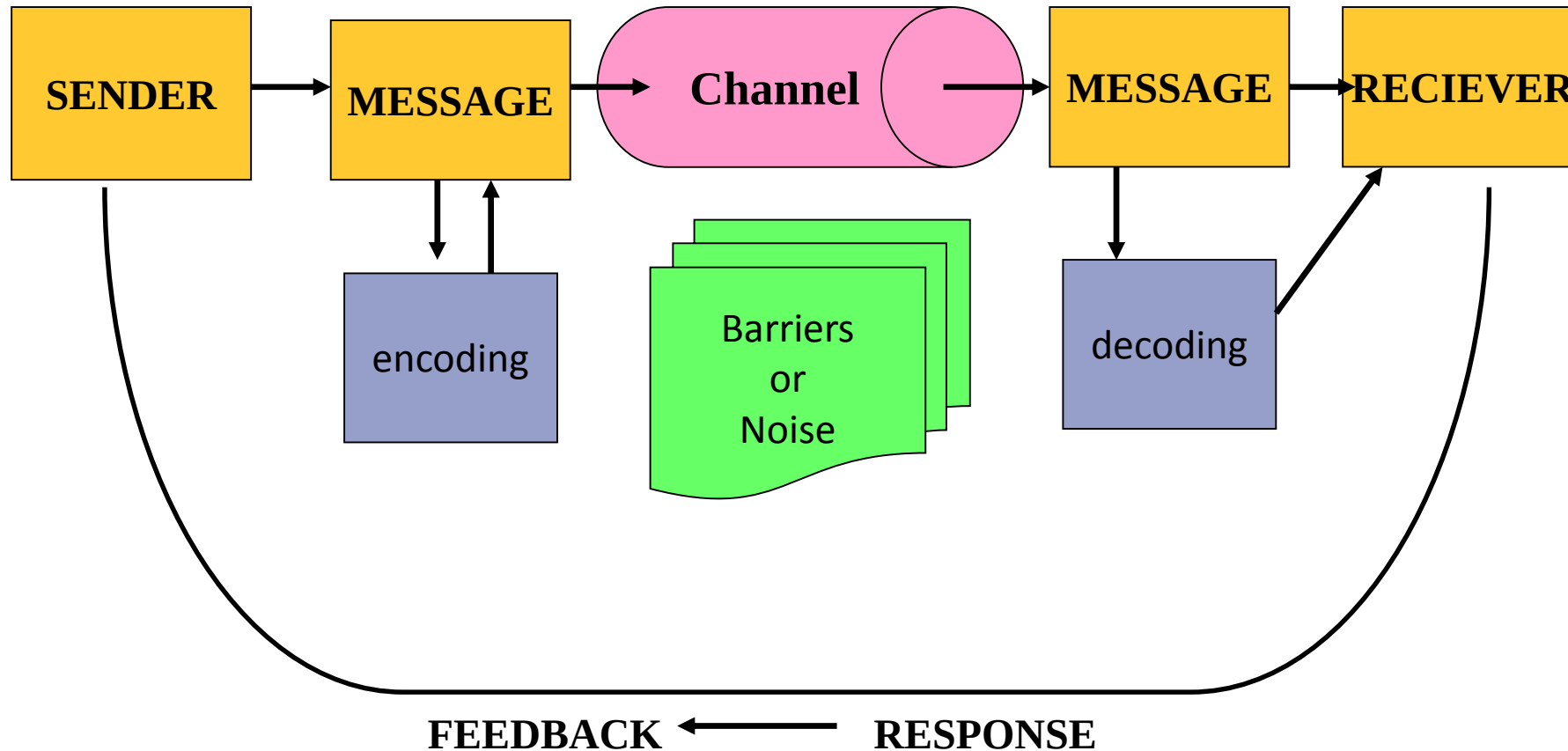
- Catalogs
- Mailings
- Telemarketing
- Electronic shopping
- TV shopping
- Fax mail
- E-mail
- Voice mail
- Blogs
- Websites

Word-of-Mouth Marketing

- Person-to-person
- Chat rooms
- Blogs

- **Sender**
- **Encoding**
- **Message**
- **Decoding**
- **Receiver**
- **Response**
- **Noise**
- **Feedback**

Communication Theory



An Ideal Ad Campaign

- 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

Communications Objectives

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

Designing the Communications

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

Creative strategy

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

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

Message source

Celebrity Characteristics

- Expertise
- Trustworthiness
- Likeability



Designing the Communications

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?

Select Communication Channels

- **Personal channels**
- **Non personal channels**
- **Integration of channels**

- Advocate channels
- Expert channels
- Social channels

- 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

Non personal Communication Channels

- Media
- Sales promotion
- Events and experiences
- Public relations

Objective-and-Task Method

- 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 a .

The Communications Mix

- **Advertising**
- **Personal Selling**
- **Sales Promotion**
- **Public Relations and Publicity**
- **Direct Marketing**
- **Word-of-Mouth Marketing**
- **Events and Experiences**

Characteristics of the Marketing Communications Mix

Advertising

- Pervasiveness
- Amplified expressiveness
- Impersonality

Sales Promotion

- Communication
- Incentive
- Invitation

Characteristics of the Marketing Communications Mix

Public Relations and Publicity

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

Events and Experiences

- Relevant
- Involving
- Implicit

Characteristics of the Marketing Communications Mix

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

Steps in Developing Effective Marketing Communication

Identify the target audience

Determine the communication objectives

Design the message

Choose the media

Select the message source

Steps in Developing Effective Marketing Communication

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

Steps in Developing Effective Marketing Communication

Designing a Message

- AIDA Model
- 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

Steps in Developing Effective Marketing Communication

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

Steps in Developing Effective Marketing Communication

Choosing Media

Personal communication involves two or more people communicating directly with each other

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

Steps in Developing Effective Marketing Communication

Choosing Media

Personal communication is effective because it allows personal addressing and feedback

Control of personal communication

- Company
- Independent experts
- Word-of-mouth



Steps in Developing Effective Marketing Communication

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

Steps in Developing Effective Marketing Communication

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

Steps in Developing Effective Marketing Communication

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

Steps in Developing Effective Marketing Communication

Non personal Communication Channels

Events are staged occurrences that communicate messages to target audiences

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

Steps in Developing Effective Marketing Communication

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

Steps in Developing Effective Marketing Communication

Collecting Feedback

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

Socially Responsible Marketing Communication

- **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**