

Lecture 8

- Communication planning model
- Marketing Communication Mix
- Communication toward international markets

Communication planning model

Given the complexity of communication and the immense possibilities for getting some elements of it wrong, a systematic planning process is crucial for minimizing the risks.

There are several aspects to consider when planning a communication strategy:

- **target market** – consumer/business market; push/pull strategy; awareness about the product; attitudes, behaviour, etc.
- **product** – consumer or business purchase; life-cycle stage
- **environment** – social and cultural factors
- **aims** – clarify customer needs; increase product knowledge; improve brand image; increase brand preference; increase re-purchase rate; improve financial position; enhance reputation with key publics, etc.
- **budgeting** – is it possible to measure the effectiveness of the business communication? e.g. percentage of past/future sales method

Selecting communication channels (I)

PERSONAL

They involve two or more persons communicating directly face-to-face, person-to-audience, over the telephone, or through e-mail and social network. They derive their effectiveness through *individualized presentations and feedback*.

e.g. *expert channels* (independent experts making statements to target buyers, such as advertising companies) and *social channels* (social network, neighbours, friends, family members, and associates talking to target market)

NON-PERSONAL

They are communications directed to more than one person and include media, sales promotions, events, and publicity.

Marketing Communication Mix

- **Advertising**
- **Sales promotion**
- **Events and experiences**
- **Public relations and publicity**
- **Direct marketing**
- **Personal selling**
- **Social media**

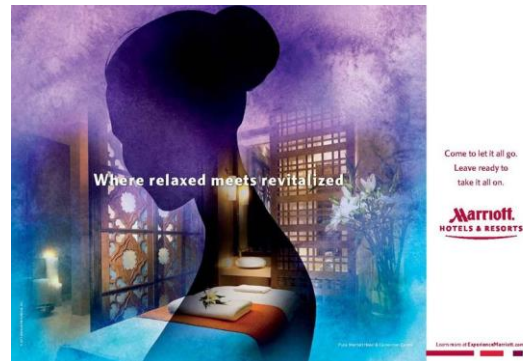
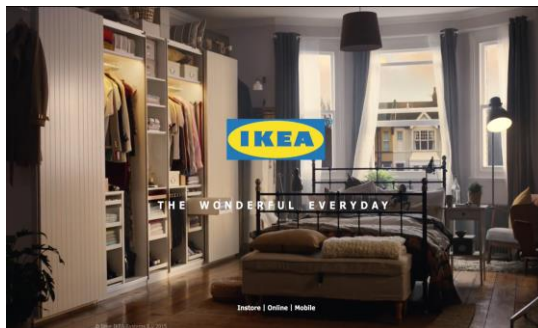
Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (*media* – newspaper and magazines; *broadcast media* – radio and television; *electronic media*; *display media* – billboards, posters).

Advantages:

- it permits the seller to repeat a message many times
- it allows the buyer to receive and compare messages of various competitors
- it gives information about the seller's size, power, and success
- it amplifies expressiveness of company and product
- it is impersonal (advertising is a monologue in front of, not a dialogue with, the audience)

Advertising



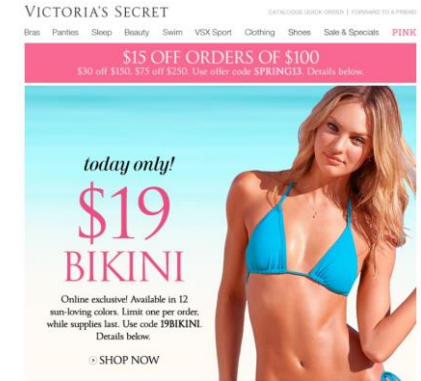
Sales promotion

A variety of *short-term incentives* to *encourage* a purchase of product or service; this can regard consumer (such as samples, coupons, and premiums), trade (such as advertising and display merchandising), and business (discounts on volumes).

Advantages:

- it may lead the consumer to the product (also 'impulse buying')
- it incorporates some concession, inducement, or contribution that gives value to the consumer
- it includes a distinct invitation to engage in the transaction now

Sales promotion



Events and sponsorship

A company can sponsor activities and programs designed to create daily or special brand-related interactions (e.g. sport, entertainments).

Advantages:

- a well-chosen event or experience can be seen as highly relevant as the consumer gets personally involved
- given their live, real-time quality, consumers can find events and experiences more actively engaging
- events are more of an indirect “soft-sell”

The event/sponsorship needs to be coherent in image and reputation with the company!!!

Events and sponsorship



WORLDWIDE SPONSOR



Public relations and publicity

Public relations and publicity concern a variety of programs designed to promote or protect a company's image or its individual products.

The appeal of public relations and publicity is based on three distinctive qualities:

- *high credibility* – news stories and features are more authentic and credible to readers than advertising
- *ability to catch buyers off guard* – they can reach prospects who prefer to avoid salespeople and advertisements
- *dramatization* – public relations has the potential for dramatizing a company or product



Direct marketing and Personal selling

Direct marketing - the use a mail, telephone, fax, e-mail or internet to communicate directly with or solicit response or dialogue from specific customers and prospects (it is *customized, up-to-date* and *interactive*)



Personal selling – face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders



Advantages:

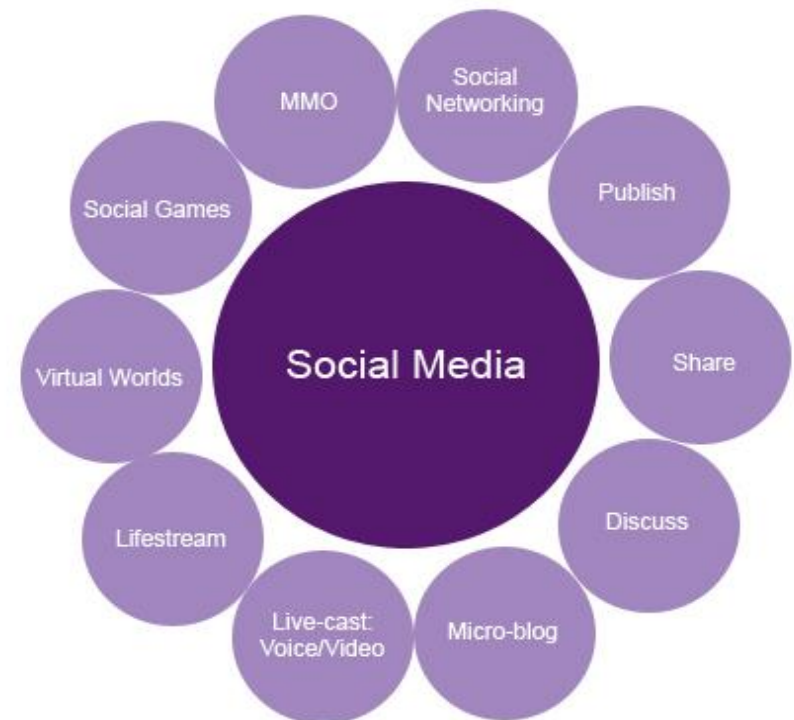
- personal interaction (it permits different kind of relationship ranging from a matter-of-fact selling to a deep personal friendship)
- fast response

Direct marketing and Personal selling



Communicating through Social Media

- Social media can be leveraged to create wonderful marketing masterpieces.
- Companies successfully use social media to increase their sales, brand, and the community around their products.
- No matter your company size, social media can be used to start a conversation with your target market and elevate your brand.



The five Pillars of Social Media Marketing

Pillar 1: What is Social Media?

Social Media is about building a *conversation* with your clients and consumers – social media is on line, user-generated, highly accessible, a dialogue, a fusion of technology and sociology, democratization of information, relationships building.

Pillar 2: Common Mistakes Companies Make With Social Media

Not developing a social media marketing, gathering followers rather than building a network, maintaining social without make any change (*fashion cycle of social media*), not thinking about social media from the user-perspective, creating impersonal accounts, excessive control over messages.

Pillar 3: The Different Ways Companies Use Social Media

Using social media internally (among employees), to reach potential employees or to reach potential customers (externally)

Pillar 4: A Framework for Developing a Social Media Strategy

Social media can be used to improve *public relations & marketing* (increase brand awareness and develop viral marketing) *customer service* (technical and services support and reputation management) and *sales* (market evaluation and leading customers).

Pillar 5: How to Measure Return on Investment

It is difficult for companies to quantitatively measure their social media efforts; in general, anytime a company can convert metrics and analytics (e.g. email, twitter, facebook, blog) into money is usually the best approach. This is easier to do with sales and customer services usages, while more difficult to do with public relations, marketing, and research and development usages.

International communication strategy

Standardization

The focus is on lower costs, greater coordination of global advertising efforts and a more consistent worldwide company or product image.

Differentiation

The focus is on the differences among countries therefore communication strategy will be adapt to local differences (*local responsiveness*).

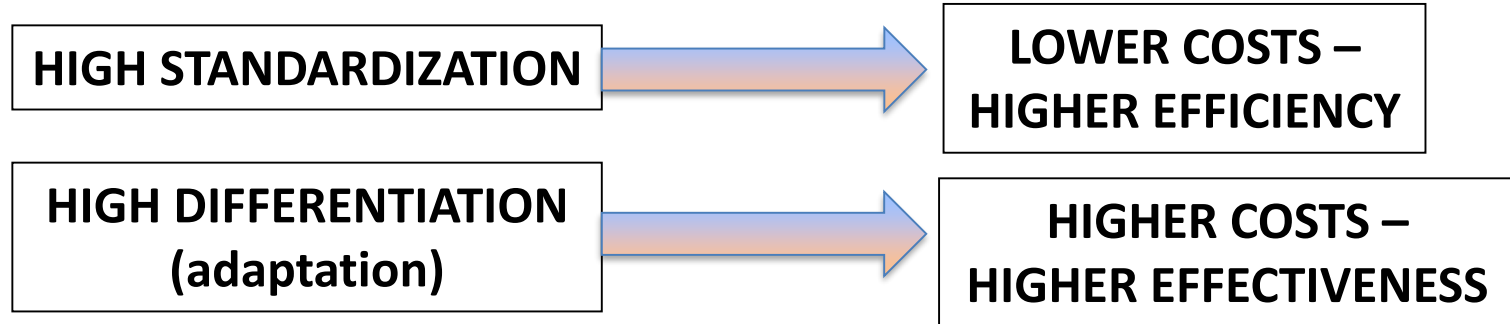
“PLAN GLOBALLY AND ACT LOCALLY”

To develop global strategies and adapt them to consumer needs and expectations

Centralization or decentralization of the responsibility for international advertising decisions and implementation? It is necessary to consider the following aspects:

- ✓ *Corporate and marketing objectives* (usually a global company centralizes)
- ✓ *Product uniformity* (homogeneous product, uniform approach)
- ✓ *Product appeal* (it may differ among countries, so decentralization)
- ✓ *Cultural sensitivities* (cultural-bounds, decentralization)
- ✓ *Legal constraints* (decentralization is necessary to face country rules and regulations)

Standardization versus differentiation



EFFECTIVENESS depends on

COMPANY RELATED PARAMETERS	CUSTOMER RELATED PARAMETERS
Market share Sales Profit	Brand love Trust Brand image Positioning

Market researches are aimed at identifying the best trade-off!

Factors affecting standardization and differentiation

- ☐ LANGUAGE
- ☐ WAY OF TAKING TO PEOPLE
- ☐ WAY OF UNDERSTANDING PEOPLE
- ☐ CULTURAL BEHAVIORS
- ☐ TABOOS
- ☐ RELIGIOUS BELIEFS
- ☐ VALUES

**High risk to make
mistakes and
promotional misfires!!!**

Worldwide advertising media

The international media comprise an extensive mix:

- ✓ *Newspaper*
- ✓ *Magazines*
- ✓ *Professional and technical magazines*
- ✓ *Cinema*
- ✓ *Television and radio*
- ✓ *Outdoor advertising and transport advertising (taxi, bus, trucks)*
- ✓ *Interactive communication media (pay-tv, cable tv)*
- ✓ *Internet (web page, newsletter, social network)*
- ✓ *Place-based media (at work, fitness centre, supermarket, airports)*
- ✓ *Trade fairs and exhibitions*
- ✓ *Sponsorship*

Advertising and culture

Of all the elements of the marketing mix, decisions involving advertising are those most often affected by cultural differences among country markets. Consumers respond in terms of their culture, its style, feelings, value system, attitudes, beliefs and perceptions.

Because advertising's function is to interpret or translate the need/want-satisfying qualities of products and services in terms of consumer needs, wants, desires and aspirations, the emotional appeals, symbols, persuasive approaches and other characteristics of an advertisement must coincide with cultural norms if it is to be effective.

Because advertising is mainly based on language and images, it is influenced by *culture*.

The Promotional Message

It is important to have a clear idea of the characteristics of the audience expected to be exposed to the message. Usually, the principles of creating effective advertising are the same as in the domestic marketplace.

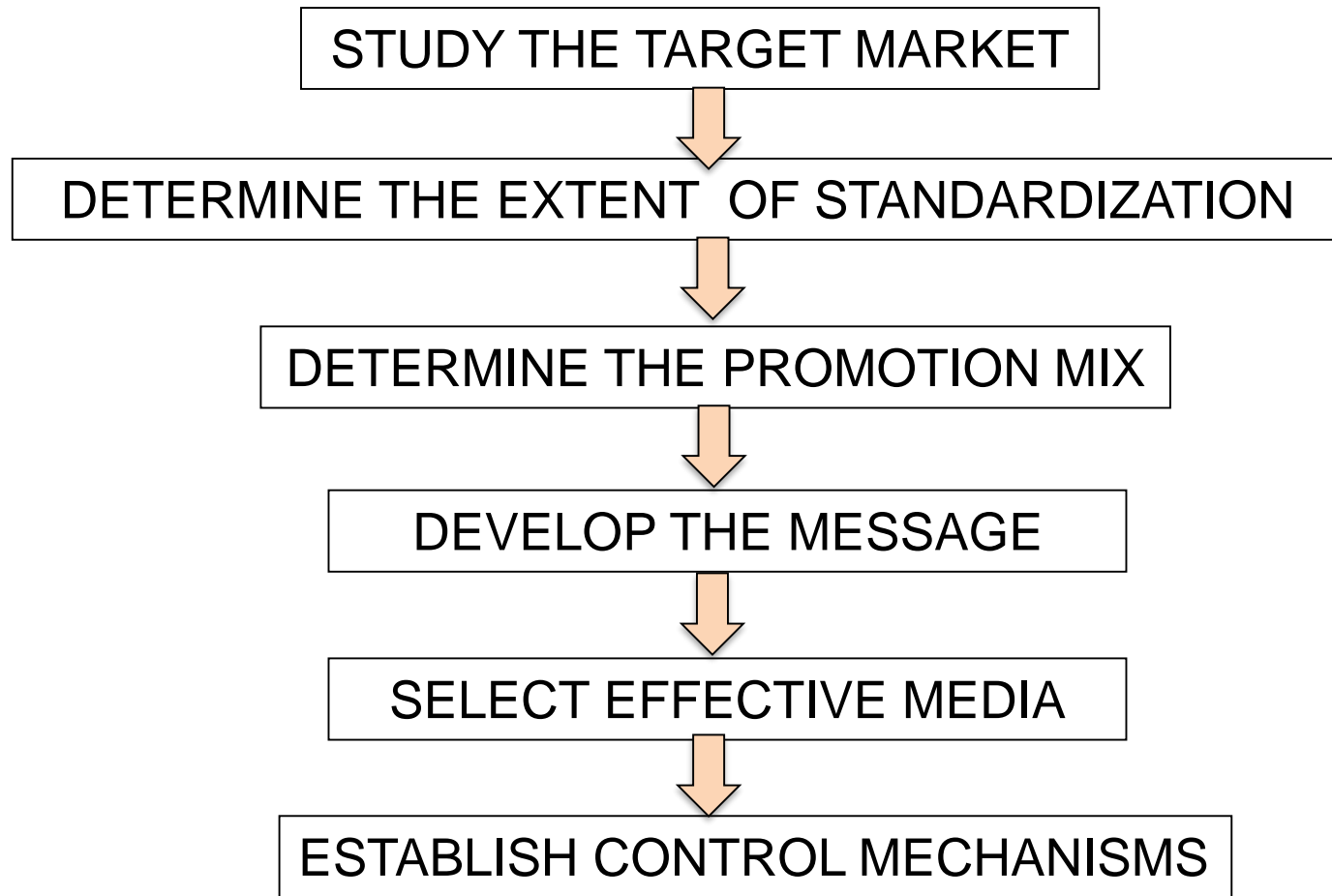
The marketer has to determine the consumer's motivation to buy, which depends on:

- the diffusion of the product or service into the market (are customers ready to accept and use the product/service?)
- the criteria on which the customer will evaluate the product (it is a culture-related issue)
- the product's positioning (coherence between product/company image and what customers expect to receive by purchasing the good)

Factors affecting international advertising and media choice

- **Availability of advertising media** (few/many newspapers, advertising material forbidden by government, etc.)
- **Costs** (media prices are susceptible to negotiation in most countries)
- **Coverage** (reaching a specific target of customers and lack of information on coverage)
- **Lack of market data** (difficult to verify the circulation of the message)
- **Specific media information** (information become obsolete quickly because of the rapid changes in the international advertising media)

A framework for international promotion



Communication and product into international markets

- **Identical product and identical message** – this approach is used when the company intends to sell the same product worldwide and believes that an identical promotional appeal can be used in all markets.
- **Identical product and different message** – this strategy is used when the product satisfies a different need in various markets or if cultural differences are particularly relevant.
- **Modified product but same message** – this strategy is used when the market requires a different version of the product but needs of the consumer mainly are the same or to give homogeneity to differentiated products.
- **Modified product and modified message** – when the product use and the buying habits of customers are different from those in the company's home market, both the product and promotion message will be modified.

Planning Promotional Campaigns

In order to plan an effective promotional campaign, companies should follow seven stages.

1. Determine the target audience
2. Determine specific campaign objectives (clearly defined and measurable, specified both a global and local level)
3. Determine the budget (often, advertising budgets should be set on a market-by-market basis because of competitive differences across markets)
4. Determine media strategy (availability of media in a given market, product or service itself, media habits of intended audience)
5. Determine the message (it may be global but it then requires modifications to suit local market conditions and regulation)
6. Determine the campaign approach (centralization versus decentralization of promotional activities)
7. Determine campaign effectiveness (e.g. sales, image, profitability; in any case difficult to measure)