

Chapter 18 - The Communications Mix

The Communication Mix = involves the various elements companies can use to communicate with the target market including *advertising, public relations, sales promotion, and personal selling*

I. Integrated Marketing Communications

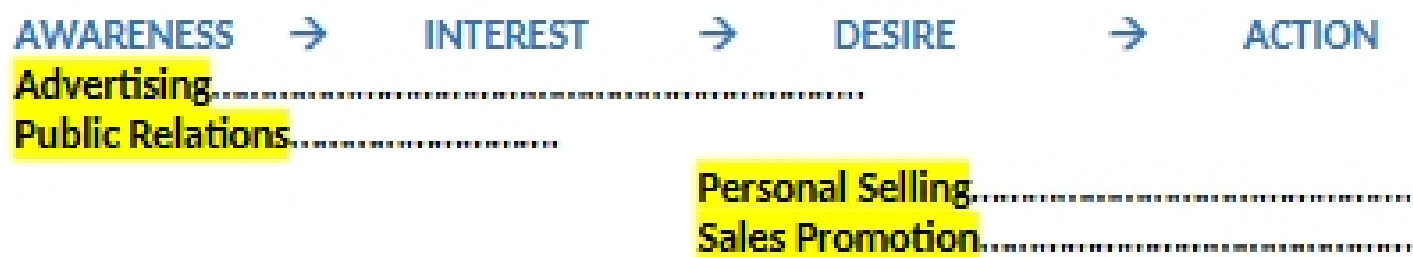
-Carefully coordinating all promotional messages to assure the consistency at every touchpoint between a company and the consumer

Media Adv. → Sales Promotion → Personal Selling → Packaging → Communication → Customer Focused → Direct Marketing → Public Relations →

Ex. Omega Advertisement (007, Bond) → Brand recognition

II. AIDA Concept

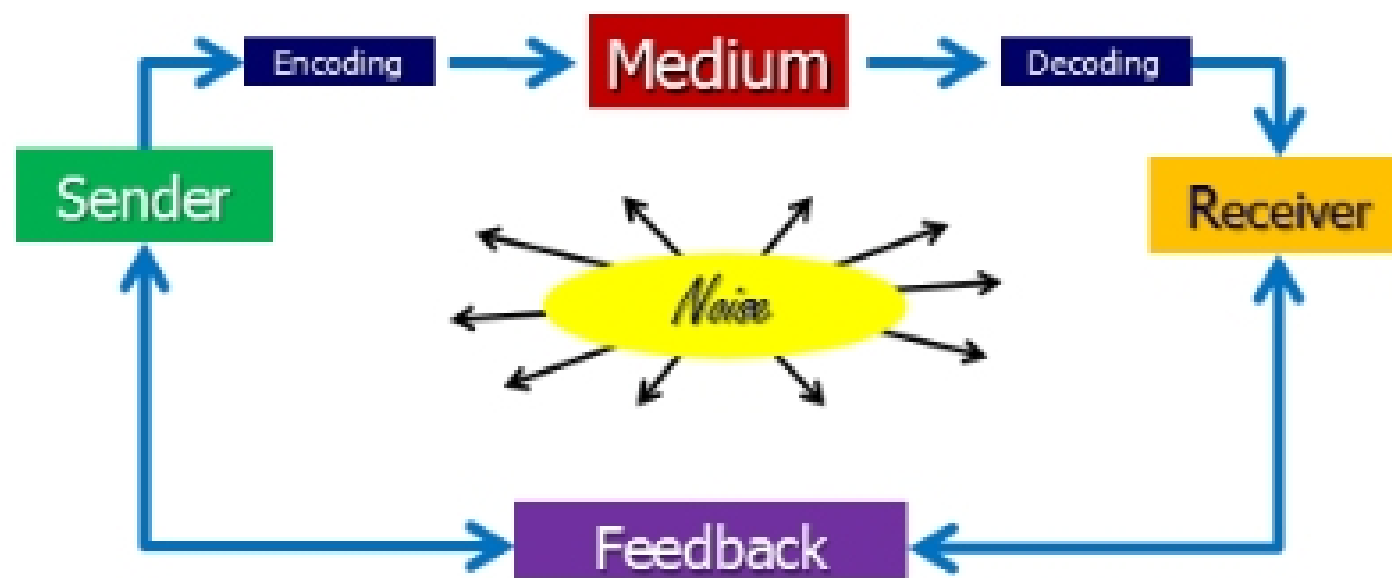
-Model that outlines the process for achieving promotional goals in terms of stages of consumer involvement with the message



Attention (cognitive [thinking]) → Interest (Affective [feeling]) → Desire (conative [doing]) → Action

III. Marketing Communication Process

-The way in which a sender encodes a marketing idea and conveys it through a message and medium so receivers can decode and understand it, and then respond with feedback



IV. Goals and Tasks of Promotion

- Informing (PLC stages: Introduction/Early Growth) →
- Reminding (PLC stages: Maturity) → TARGET AUDIENCE
- Persuading (PLC stages: Growth/Maturity) →

Informative Promotion:

- Increase awareness
- Explain how product works
- Suggest new uses
- Build company image

Persuasive Promotion:

- Encourage brand switching
- Change customers' perceptions of product attributes
- Influence immediate buying decision
- Persuade customers to call

Reminder Promotion:

- Remind customers that product may be needed
- Remind customers where to buy product
- Maintain customer awareness

[Marketing Communication Tools and their Level of Control]

Level of Control (Low → High)

Word of Mouth – Public Relations – Personal Selling – Sales Promotion – Advertising – Direct Marketing

V. Public Relations

-PR is two-way communication designed to improve mutual understanding and positively influence relationships between the marketer and its internal and external publics.

Example: Penn State... Lots of history... Sandusky incident dented their brand

Steps

1. Gauge Public Opinion
2. Establish dialogue [**This is key**]
3. Enhance company image
4. Build/rebuild trust
5. Build on marketing efforts

-New product publicity

-Crisis management

-Consumer education

-Event/issue sponsorship

-Press relations

-Internet web sites

VI. Media Selection

-Refers to the process of choosing which media types to use, when, where, and for what duration in order to execute a media plan

Steps in Media Selection

STP (segmenting, targeting, positioning), Budget, & Objectives

Audience Profile

Media Plan

Buy & Place Media

Evaluate Media Plan