**Chapter 15**

Marketing Communications

**Promotion:**  communication by marketer that informs, persuades, and reminds potential buyers of a product in order to influence an opinion or elicit a response.

***-Promotional Strategy***

A plan for the optimal use of the elements of promotion:

* Advertising
* Public Relations
* Personal Selling
* Sales Promotion
* Social Media

-A **Competitive advantage:** is the set of unique features of a company and its products that are perceived by the target market as significant and superior to those of the competition.

**Competitive Advantage include:**

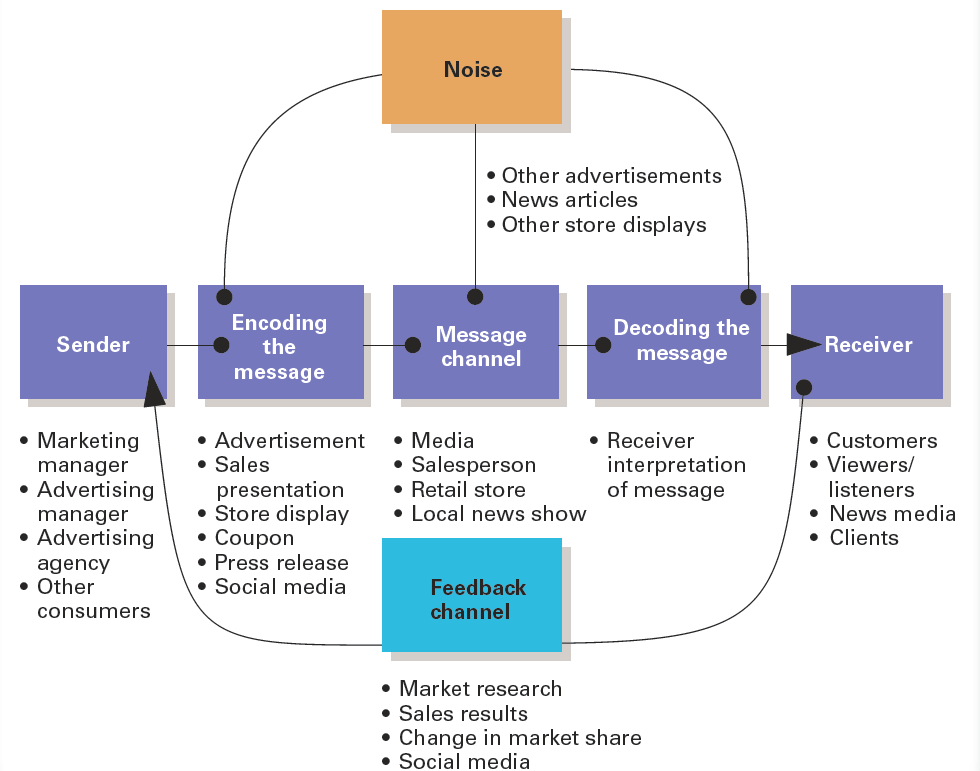
* High product quality
* Rapid delivery
* Low prices
* Excellent service
* Unique features

-**Communication:** is the process by which meanings are exchanged or shared through a common set of symbols.

**Communication can be divided into two major categories:**

1. **Interpersonal communication:** is direct, face-to-face communication between two or more people.
2. **Mass communication:** refers to communicating a concept or message to larger audiences, usually through a mass medium such as television or newspapers.

**Communication Process:**



* **Sender**: The originator of the message in the communication process.
* **Encoding**: The conversion of a sender’s ideas and thoughts into a message.
* **Channel:** is medium of communication used to transmit a message such as Smartphone, radio.
* **Noise:** anything that interferes with, distorts, or slows down the transmission of information.
* **Decoding:** is the interpretation of the message transmitted by the sender.
* **Receiver: is** the person who decodes the message in the communication process.
* **Feedback**: may be verbal, as in saying “I agree;” or nonverbal, as in nodding, smiling, frowning.

**Communication and the Internet**:

1. **Traditional advertising model:**

* Impersonal
* Numbers driven
* Unquantifiable

1. **Internet and social media advertising:**

* Personal
* Direct communication
* Feedback driven
* Highly visible

**Promotion has four basic tasks:** It can;

1- Inform the target audience.

2- Persuade the target audience.

3-Remind the target audience.

4-Connect with the audience.

**- Informative promotion**: seeks to convert an existing need into a want or to stimulate interest in new product.

**- Persuasive promotion:** is designed to stimulate a purchase or an action.

**- Reminder promotion:** is used to keep the product and brand name in the public’s mind

**Promotional Mix:** the combination of promotion tools used to reach the target market and fulfill the organization’s overall goals.

-**The promotional mix includes:**

1- **Advertising:** is any form of impersonal paid communication in which the sponsor or company identified.

**Advantages: Disadvantages**

* Total cost is high
* National reach is expensive for small companies
* Reach large number   
  of people
* Low cost per   
  contact
* Can be micro-targeted to small group of potential customers

**2- Public Relations:** is the marketing function that evaluates public attitudes, identifies areas within the organization that public may be interested in, and executes a program of action to earn public understanding and acceptance.

1. **Sales Promotion:** consists of all Marketing activities—other than personal selling, advertising, and public relations—that stimulate consumer buying and dealer effectiveness.

**- Sales Promotion Include:**

-Free samples -Contests

-Premiums - Trade Shows

-Coupons - Experiential marketing

-Vacation Giveaways

**4- Personal selling:** is a purchase situation involving a personal, paid-for communication between two people in an attempt to influence each other.

**5-Social Media:** are promotion tools used to facilitate conversations and other interactions among people online.

**Digital Media Types:**

1. **Owned Media**
   * Web Sites
   * Blogs
   * Social Media Presence
   * **Such as company web, Twitter, YouTube channels, others**
2. **Paid Media**

* Banner ads
* Sponsored posts
* Such as tv, magazine, outdoor, radio, others

1. **Earned Media**
   * Media Coverage
   * SEO
   * Publicity activities
   * Such as media coverage, word of mouth

**The AIDA Model:** This model proposes that consumers respond to marketing messages in a cognitive (thinking), affective (feeling), and conative (doing) sequences.

**The four steps of the AIDA process:**

**4-Action**

**3-Desire**

**2- Interest**

**1-Attention**

*Conative (doing)*

Affective (feeling)

*Cognitive(thinking)*

-The model suggests that promotional effectiveness can be measured in terms of consumers progressing from one stage to the next.

**-Integrated Marketing Communications(IMC);** is the careful coordination of all promotional messages- traditional advertising, direct marketing, social media, interactive, public relations, sales promotion, personal selling, event marketing, and other communications-for all product and service to assure the consistency of messages at every contact point where a company meets the consumer.

**Factors Affecting the Promotional Mix:**

1-Nature of the product

2- Stage in PLC

3-Target market characteristics

4-Type of buying decision

5-Promotion funds

6-Push or pull strategy