

PRINCIPLES OF
Marketing

Chapter Fourteen

Communicating Customer Value: Integrated Marketing Communications Strategy



Communicating Customer Value: Integrated Marketing Communications Strategy

Topic Outline

- The Promotion Mix
- Integrated Marketing Communications
- A View of the Communications Process
- Steps in Developing Effective Marketing Communication
- Setting the Total Promotion Budget and Mix
- Socially Responsible Marketing Communication



The Promotion Mix

- The promotion mix is the specific blend of advertising, public relations, personal selling, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships



The Promotion Mix

Major Promotion Tools



The Promotion Mix

Major Promotion Tools

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor

- Broadcast
- Print
- Internet
- Outdoor



The Promotion Mix

Major Promotion Tools

Sales promotion is the short-term incentives to encourage the purchase or sale of a product or service

- Discounts
- Coupons
- Displays
- Demonstrations



The Promotion Mix

Major Promotion Tools

Public relations involves building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events

- Press releases
- Sponsorships
- Special events
- Web pages



The Promotion Mix

Major Promotion Tools

Personal selling is the personal presentation by the firm's sales force for the purpose of making sales and building customer relationships

- Sales presentations
- Trade shows
- Incentive programs



The Promotion Mix

Major Promotion Tools

Direct marketing involves making direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships—through the use of direct mail, telephone, direct-response television, e-mail, and the Internet to communicate directly with specific consumers

- Catalog
- Telemarketing
- Kiosks



Integrated Marketing Communications

The New Marketing Communications Landscape

- Consumers are better informed
- More communication
- Less mass marketing
- Changing communications technology



Integrated Marketing Communications



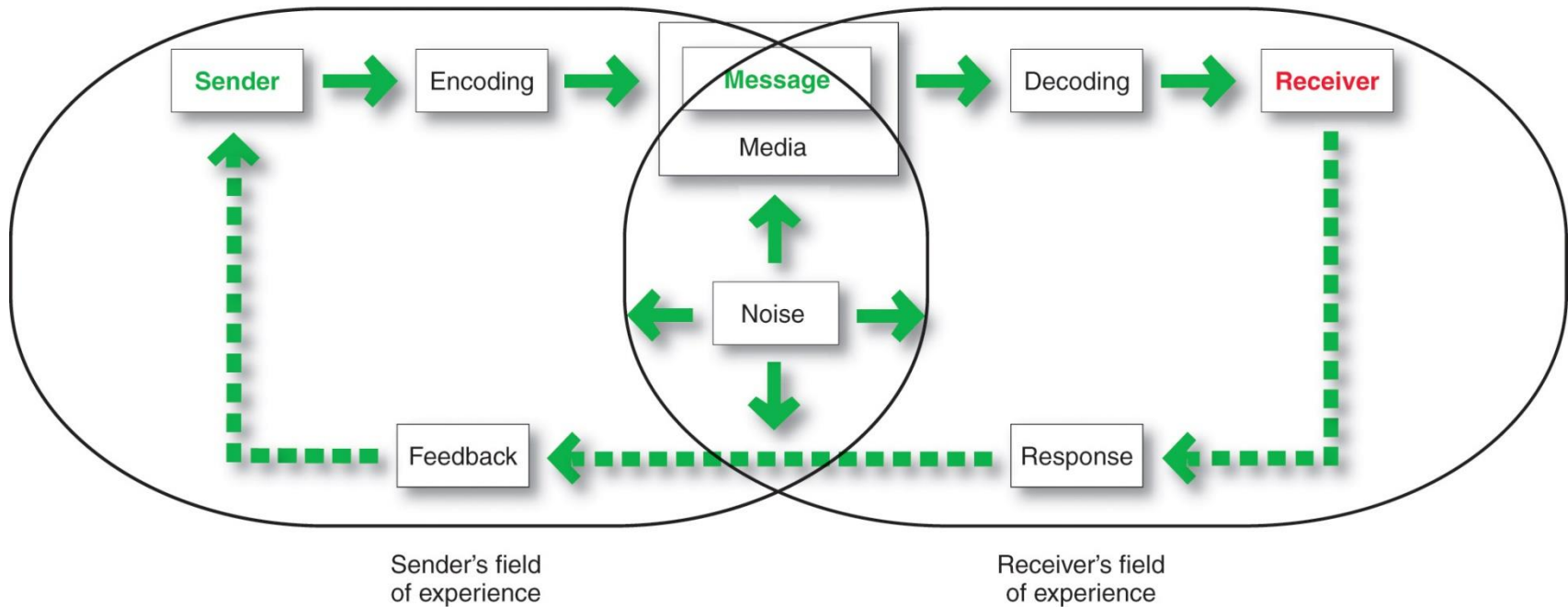
The Need for Integrated Marketing Communications

Integrated marketing communications is the integration by the company of its communication channels to deliver a clear, consistent, and compelling message about the organization and its brands



A View of the Communication Process

The Communication Process



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 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

