

BUS 409.

PROMOTIONAL MANAGEMENT.

WORLD OF MARKETING COMMUNICATIONS

BY

DR. OLANIPEKUN OJO



INTRODUCTION..

- ✘ All organizations, large or small, commercial, government, charities, educational and other not-for-profit organizations need to COMMUNICATE with a range of stakeholders.

PURPOSE?

- ✘ This may be in order to get material and services to undertake their business activities or to collaborate and coordinate with other to secure suitable distribution of their goods and services.
- ✘ More importantly, there are CONSUMERS, you and me, people who are free to choose among the many hundreds and thousands of product offerings.

INTRO CONTD.....

- ✘ Marketing communication therefore provides a core activity so that all interested parties can understand the intentions of others and appreciate the value of goods and services offered.
- ✘ Put differently, marketing communication or promotion as it was originally known is used to COMMUNICATE elements of an organization's offering to a target audience. This offer might refer to a product, a service or the organisation itself as it tries to build its reputation.
- ✘ Marketing communication incorporates 3 key elements:
- ✘ Tools, Media and messages.

TRADITIONAL TOOLS.....(6)

Advertising

Sales Promotion

Personal Selling

TOOLS.....

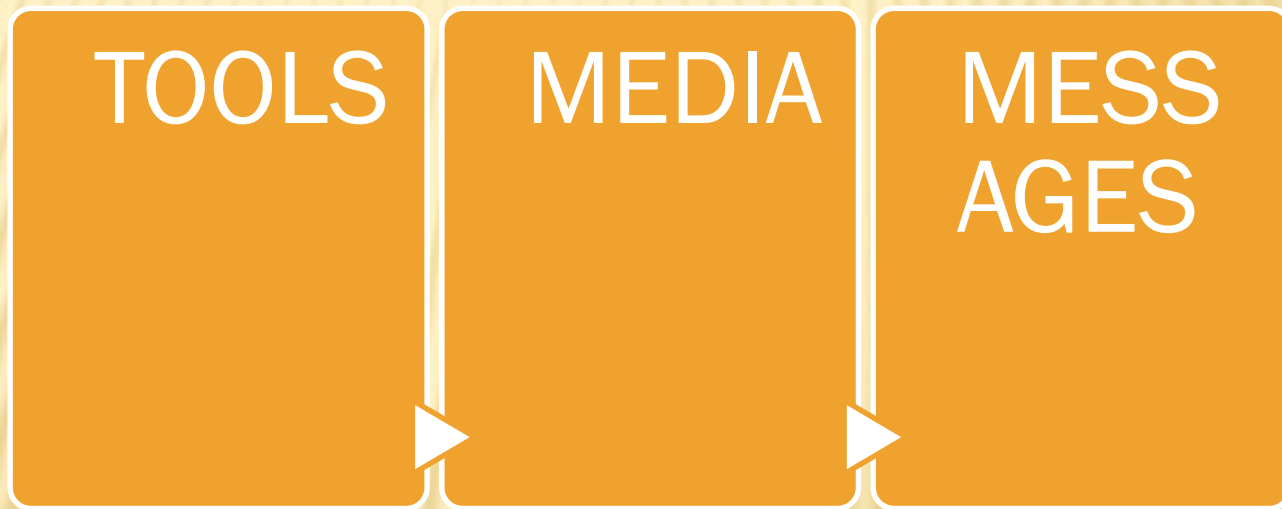
Public Relations

Direct Marketing

Sponsorship(Events & Experiences)

THE FLOW.....

- ✘ In addition, there are MEDIA in which time and space can be bought or used to deliver messages to target audience.



ENGAGEMENT.....

- ✘ Organizations the world over ENGAGE with a variety of audiences in order to pursue their marketing and business objectives.
- ✘ Engagement refers to the use of communication tools, media and messages in order to captivate an audience, often achieved through a blend of intellectual and emotional engagement or stimulation.
- ✘ Engagement may last just for seconds(a stunning AD.)(Emotion of a music track)(sight of a pretty face) or could be protracted and last for hours, weeks, months or years, depending on the context and level of enjoyment.

MARKETING COMMUNICATION MIX.....

There are six (6) major modes of communication :

1. **ADVERTISING:** Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.
2. **SALES PROMOTION:** A variety of short term incentives to encourage trial or purchase of a product or service.
3. **PUBLIC RELATIONS:** A variety of programs designed to promote or protect a company's image or its individual products.
4. **DIRECT MARKETING:** Use of mail, telephone, fax, email or internet to communicate directly with or solicit response or dialogue from specific customers/prospects

MIX CONTD.....

5. **PERSONAL SELLING:** Face to face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions and procuring orders.
6. **EVENTS AND EXPERIENCES:** Company sponsored activities and programs designed to create daily or special brand related interactions.

ROLE TO NOTE.....

- ✘ Organizations are faced with 2 tasks:
- ✘ On one hand, they need to create brands that are perceived to be of value.
- ✘ On the other hand they need to prompt or encourage customers into purchase behavior.
- ✘ Put differently, marketing communication should be used to encourage buyers along the purchase decision path.
- ✘ The better the quality of communication, the higher the level of engagement.

THE DRIP TASK.....

- ✘ Information or communication flow has the sole purpose of satisfying customer needs and wants; It can help achieve one of the following four (4) key tasks:
- ✘ D- It can act as a **differentiator** in markets where there is little to separate competing products. E.g. Water business. Eva /Aguafina are highly similar. Only images created by Marketing communication can be used to differentiate.
- ✘ R- Communication can be used to **reinforce** experiences. This may take the form of reminding people of a need or the benefits of a past transaction.
 - Reassurance is much more cost effective

DRIP TASK CONTD.....

- ✘ I- It can **inform** and make potential customers aware of an organization's offering
- ✘ P- Communication may attempt to **persuade** current and potential customers.
- ✘ Marketing communication can be used to differentiate, reinforce, inform or persuade audiences to think or behave in a particular way. (ACTION)
- ✘ 'VOICE OF THE BRAND ' so to say !!!

THANK YOU FOR YOUR ATTENTION

SALES PROMOTION

SALES PROMOTION

SP OBJECTIVES.....

- Basically the objective of sales promotion is to stimulate ACTION. This can be to initiate a series of behaviours that result in long run purchase activity but the goal of sales promotion is to drive short term shifts in sales.
- MECHANISMS:
 - The view on the way SP operates is based on the belief that consumers internally process relevant information about a sales promotion, including those of past experiences and make a reasoned decision in the light of the goals and objectives that individual set for themselves.
 - Ultimately when all activities are aggregated, a new desired pattern of behaviour is expected.

MECHANISMS CONTD.

- ✘ Many organisations have developed schemes designed to retain customers based on the notion that such customers are loyal.
- ✘ In reality however, these schemes are a function of customer convenience and all that they achieve is sufficient leverage to hold on to a customer a fraction longer than might have been possible in the absence of the scheme.

SP STRATEGY.....

- **NEED TO BE STRATEGIC...**
- Definitely, SP have a strategic role to play in the communication
- -Traditionally, SP is viewed as short –term , tactical tools that can be used offensively to induce the trial of new products or defensively for established products to retain shelf space and consumers
- The true strategic effect sales promotion activities of the communication mix and it requires planning. Note that the complimentary nature of sales promotion and advertising should be exploited through the use of common themes and messages, timing, targeting and allocation of resources.
- Sales promotion that are planned as a sequence of predetermined activities, reflecting the promotional requirements of a product over the long term are more likely to be successful than those sales promotion that are simply reactions to competitors' moves and counter moves

METHODS AND TECHNIQUES.....

- ✘ The range of techniques and methods used to add value to offerings is enormous:
- ✘ Sampling
- ✘ Coupons to premiums
- ✘ Contests
- ✘ Deals
- ✘ Price Discounts

METHODS AND TECHNIQUES.....

- ✘ However, contemporarily there has been a distinct shift away from traditional promotional instruments to the use of digital media in order to reflect consumers' preferences and media behaviour

DIRECT MARKETING

DIRECT MARKETING.....

- ✘ DIRECT MARKETING is a strategy used to create and sustain a personal and intermediary-free dialogue with customers, potential customers and other significant stakeholders. In most cases this is a media-based activity and offers great scope for the collection and utilization of measurable data.
- ✘ For a long time, direct mail was the main tool of direct marketing but the development of information technology and in particular, the data base have enabled the introduction of a range of other media. These are used to communicate directly with individual customers and often carry a behavioural (CALL TO ACTION) message. Typically the direct marketing agencies work across a variety of media which include: telephone, internet, direct mail, press and posters.

DM.....

- ✘ The reasons for the growth and development of direct marketing are many and varied but the three (3) essential drivers behind the surge in direct marketing can be identified as follows:
 - ✘ 1. Technological Advancement
 - ✘ 2. Changing buyers' life styles and expectations
 - ✘ 3. Organizational expectations

DM.....

- ✘ There are four (4) main types of brand within which direct marketing plays a significant role. They are :
- ✘ A. Complimentary Tools. (Using direct response media to complement other promotional activities used to support a brand)
- ✘ B. As a primary Differentiator (Direct response media is the primary form of communication)
- ✘ C. As a Sales channel
- ✘ D. As organizational brand (Developed to exploit market space opportunities)
- ✘ NOTE:
- ✘ The database is the hub of contemporary marketing communication. Whereas the database used to contain records of segmentation data they now consist of several layers of information whereby customer profiles can be fused with transactional and life style data. This information can be used to customize and personalize direct marketing activities with accuracy, minimal waste and reduced costs.

DM.....

- ✘ A wide variety of direct response media can be used simply by attaching a telephone number, website address or response card. However, direct mail, telemarketing and door to door activities are the main direct response media as they allow more personal, direct and evaluative means of reaching targeted customers
- ✘ Successful direct marketing programmes are using media in combination, as a team of complimentary or even integrated tools. Many organisations, regardless of whether their marketing activities are oriented solely to direct marketing or not, are using direct response media to support and supplement their other promotional activities.

PACKAGING

PACKAGING

- ✘ The most effective and profitable brands are those that **stand out** distinctively.
- ✘ Packaging design is a critical element for effective brand stand out.
- ✘ Whether you are developing a new brand for market launch or rebranding an existing brand, the right packaging can give your brand **crucial visibility**, helping your products stand out on retail shelves in markets where there is more competition than ever before, then attract more customers who will buy and remain loyal to your brand.
- ✘ Effective and eye-catching pack design is more than simply being different. Indeed, poor packaging can torpedo your efforts and sink your profits

THINGS TO NOTE ABOUT PACKAGING

1. MAKE PACKAGING AN INVESTMENT:

Many brands fail to ascribe enough significance to packaging. This could be costly. An investment in high quality package design signifies to customers that your brand has value. When you increase the perceived of your brand through distinctive, creative and attractive packaging then you can charge a premium.

2. PACKAGING PACKED WITH PERSONALITY:

Try and do things differently. Develop a personality for your brand. Pick out key characteristics of the brand- tone of voice, story, humour, language, etc and leverage them to maximum effect in the package design.

PACKAGING SUCCESS TIPS....

✘ 3. STUDY COMPETITION :

Let your packaging be distinctively different but your customers must still be able to relate to it in a way that is relevant to them and their needs.

4. OPT FOR CLARITY AND SIMPLICITY:

The most successful brand packaging is iconic and easily recognizable. Ensure less is more. Let your product packaging convey your brand at a glance and instantly tell the customer what your product is for. Visibility is assured.

5. KEEP IT HONEST:

Packaging design should make your product look attractive but not at the expense of honesty. Avoid misleading package design that promises something not contained in the package will damage your reputation and brand.

PACKAGING TIPS....

✘ 6. BE AUTHENTIC:

Authenticity can be difficult to define but your customers know it when they see it. Develop a packaging that is authentic to your brand's values, promise, story and positioning statements. True to its purpose.

7. DIFFERENTIATE VISUALLY:

A twist or change from standard design styles can help your brand enjoy increased visibility, allow you to stand out from a sea of similar products. E.G If majority of similar items feature product photography you can consider type-based designs or illustrations

PACKAGING SUCCESS TIPS.....

8. PAY ATTENTION TO TYPOGRAPHY

Words used on your package design matter – not just what they are, but how they look and what they say...

Choose distinctive fonts, size of text and colour in comparison to others

9. EMBRACE GREEN:

More customers are increasingly conscious of environmental issues. It is therefore desirable to invest in eco-friendly, sustainable packaging design. Going green will even make your products more attractive. Sustainability is an important issue to customers.

PACKAGING SUCCESS TIPS.....

10. DESIGN FOR DURABILITY:

Make it good and durable. Damaged packaging at the point of sale or post-sale can have a very negative effect on the brand. Customers are likely to view it as “cheap” or substandard quality.

11. CHOOSE SPECIAL MATERIALS:

Giving your package design a luxurious detail or two can help your brand stand out. Consider invoking the customers’ sense of touch through materials like velvet, wood veneer or just quality paper. Anything or something to add a premium touch .

PACKAGING SUCCESS TIPS.....

12. FOCUS ON SHELF IMPACT:

That is , how does it look on the store shelves. Does it blend or stand out. There must be shelve impact.

Endeavour to test this before launching the product or package redesign..

Although time consuming but critically important and worth all efforts.

THANK YOU FOR YOUR ATTENTION