

# PRINCIPLES OF MARKETING

## 12th Edition

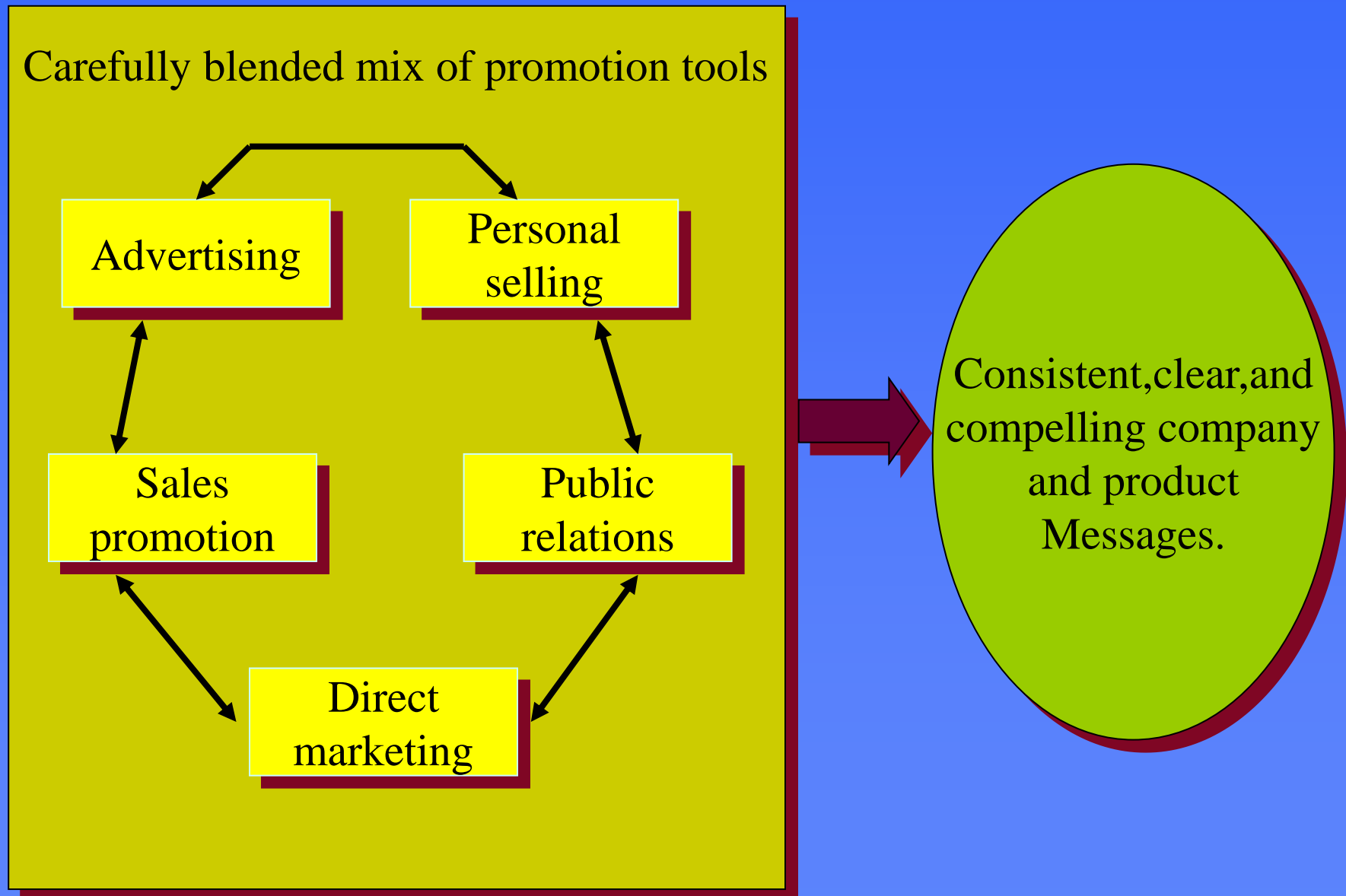
### Philip Kotler and Gary Armstrong

## Chapter 14

# Integrated Marketing Communication Strategy

- **Marketing communications**
  - **The means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.**
- **Marketing Communications Mix**
  - **The specific mix of advertising, personal selling, sales promotion, and public relations a company uses to pursue its advertising and marketing objectives.**

# *Integrated marketing communications*



# *The Changing Communications Environment*



# ***Integrated Marketing Communications***

- **Integrated Marketing Communications**
  - **The concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.**

# ***Integrated Marketing Communications***

- **The Need for Integrated Marketing Communications**
  - **Conflicting messages from different sources or promotional approaches can confuse company or brand images**
    - » **The problem is particularly prevalent when functional specialists handle individual forms of marketing communications independently**

*Any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor.*

## Promotion Tools

- **Advertising**
  - **Personal Selling**
  - **Sales Promotion**
  - **Public Relations**
  - **Direct Marketing**
- Reaches large, geographically dispersed audiences, often with high frequency
  - Low cost per exposure, though overall costs are high
  - Consumers perceive advertised goods as more legitimate
  - Dramatizes company/brand
  - Builds brand image; may stimulate short-term sales
  - Impersonal; one-way communication

*Personal presentation by the firm's sales force for the purpose of making sales and building customer relationship.*

## Promotion Tools

- **Advertising**
  - **Personal Selling**
  - **Sales Promotion**
  - **Public Relations**
  - **Direct Marketing**
- Most effective tool for building buyers' preferences, convictions, and actions
  - Personal interaction allows for feedback and adjustments
  - Relationship oriented
  - Buyers are more attentive
  - Sales force represents a long-term commitment
  - Most expensive of the promotional tools



*Short-term incentives to encourage the purchase or sale of a product or service.*

## Promotion Tools

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- **Advertising**
  - **Personal Selling**
  - **Sales Promotion**
  - **Public Relations**
  - **Direct Marketing**
- Makes use of a variety of formats: premiums, coupons, contests, etc.
  - Attracts attention, offers strong purchase incentives, dramatizes offers, boosts sagging sales
  - Stimulates quick response
  - Short lived
  - Not effective at building long-term brand preferences

*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 rumor stories and events.*

## Promotion Tools

- **Advertising**
- **Personal Selling**
- **Sales Promotion**
- **Public Relations**
- **Direct Marketing**

- Highly credible
- Many forms: news stories, news features, events and sponsorships, etc.
- Reaches many prospects missed via other forms of promotion
- Dramatizes company or benefits
- Often the most underused element in the promotional mix

*Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting consumer relationships.*

## Promotion Tools

- **Advertising**
  - **Personal Selling**
  - **Sales Promotion**
  - **Public Relations**
  - **Direct Marketing**
- Many forms: Telephone marketing, direct mail, online marketing, etc.
  - Four distinctive characteristics:
    - Nonpublic
    - Immediate
    - Customized
    - Interactive
  - Well-suited to highly targeted marketing efforts

# ***Communication Platforms***

## **Advertising**

- **Print and broadcast ads**
- **Packaging inserts**
- **Motion pictures**
- **Brochures and booklets**
- **Posters**
- **Billboards**
- **POP displays**
- **Logos**
- **Videotapes**

## **Sales Promotion**

- **Contests, games, sweepstakes**
- **Premiums**
- **Sampling**
- **Trade shows, exhibits**
- **Coupons**
- **Rebates**
- **Entertainment**
- **Continuity programs**

# ***The Marketing Communications Mix***

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## **Advertising**

**Any Paid Form of Nonpersonal Presentation by an Identified Sponsor.**

## **Personal Selling**

**Personal Presentations by a Firm's Sales Force.**

## **Sales Promotion**

**Short-term Incentives to Encourage Sales.**

## **Public Relations**

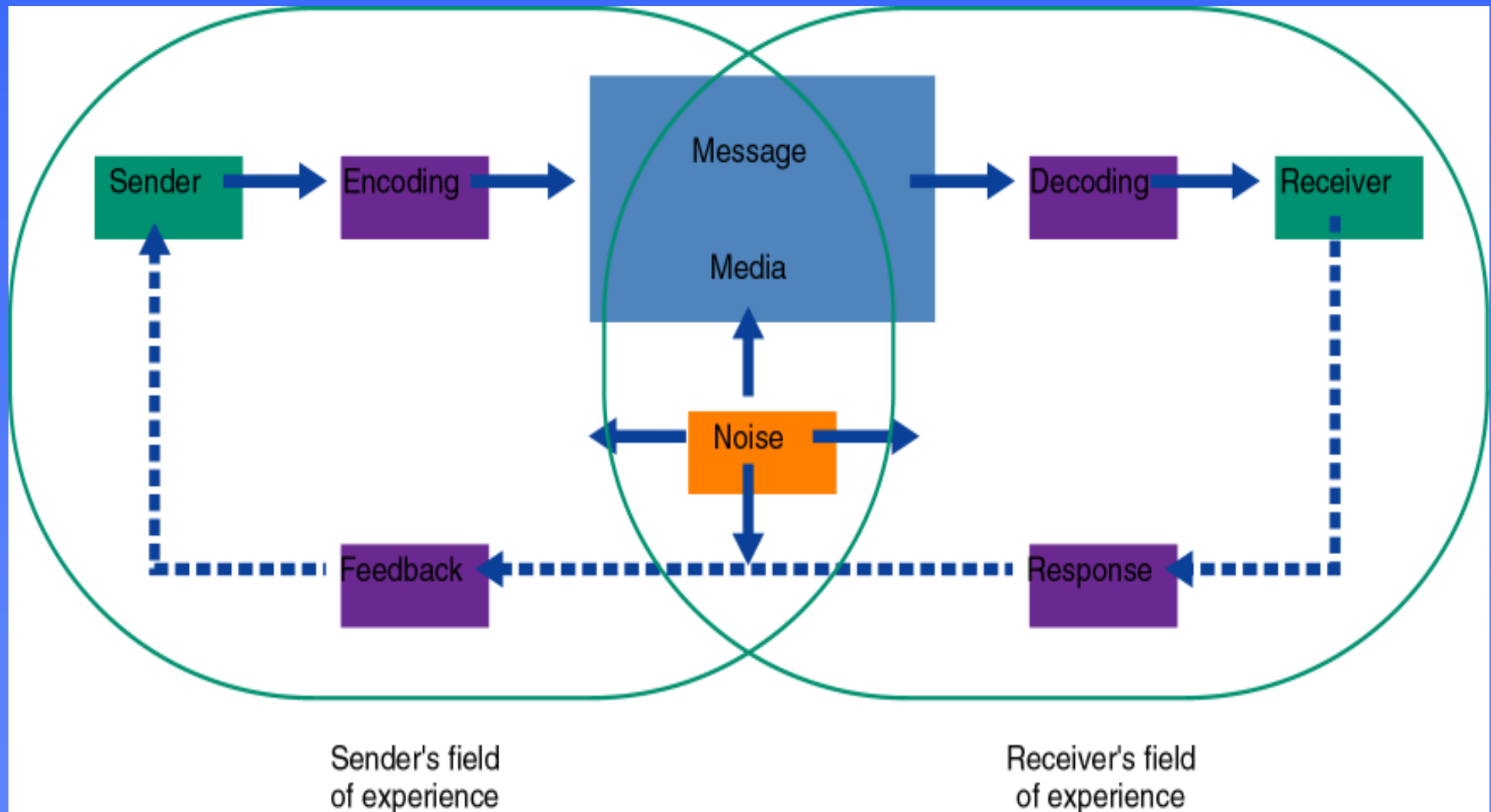
**Building Good Relations with Various Publics by Obtaining Favorable Unpaid Publicity.**

## **Direct Marketing**

**Direct Communications With Individuals to Obtain an Immediate Response.**

# Elements in the Communication Process

14-14



# ***Elements in the Communication Process***

14-15

- **Sender:** the party sending the message
- **Encoding:** the process of putting thought into symbolic form.
- **Message:** Set of symbols that the sender transmits- the ad
- **Media:** the communication channels
- **Decoding:** the process by which the receiver assign meaning to the symbols encoded by the sender
- **Receiver:** the party receiving the message.- customers watching the ad.
- **Response:** the reaction of the receiver after being exposed to the message- customer liking or disliking the product.
- **Feedback:** receivers response communicated back to the sender- customer write or call praising or criticizing the ad or product.
- **Noise:** unplanned static or distortion during the communication process.

# Key Factors in Good Communication

Sellers Need to Know What Audiences They Wish to Reach and Response Desired.

Sellers Must Develop Feedback Channels to Assess Audience's Response to Messages.

Sellers Must be Good at Encoding Messages That Target Audience Can Decode.

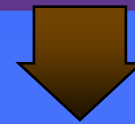
Sellers Must Send Messages Through Media that Reach Target Audiences



# ***Steps in Developing Effective Communication***

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**Step 1. Identifying the Target Audience**



**Step 2. Determining the Communication Objectives**  
**Buyer Readiness Stages**

**Awareness**

**Knowledge**

**Liking**

**Preference**

**Conviction**

**Purchase**

# ***Steps in Developing Effective Communication***

14-18

## **Step 3. Designing a Message**

### **Message Content**

Rational Appeals- Spenda

Emotional Appeals- Diamonds forever

Moral Appeals- Drink driving

### **Message Structure**

Draw Conclusions

Argument Type

Argument Order

### **Message Format**

Headline, Copy, Color,

Words, & Sounds,

Body Language

# ***Steps in Developing Effective Communication***

14-19

## **Step 4. Choosing Media**

**Personal Communication  
Channels- one to one: chat,  
Word of mouth**

**Buzz marketing-cultivating opinion leaders**

**Nonpersonal Communication  
Channels- no personal contact**

**Step 5. Selecting the Message Source-  
through professionals, celebrity,  
common people**

**Step 6. Collecting Feedback**

# ***Setting the Total Promotion Budget***

14-20

**Affordable  
Method- the  
company can  
afford**

**Percentage-  
of-Sales  
Method**

**Competitive-  
Parity  
Method**

**Objective-  
and-Task  
Method**

## **Nature of Each Promotion Tool**

### **Advertising**

**Reaches Many Buyers, Expressive  
Impersonal**

### **Personal Selling**

**Personal Interaction, Builds Relationships  
Costly**

### **Sales Promotion**

**Provides Strong Incentives to Buy  
Short-Lived**

### **Public Relations**

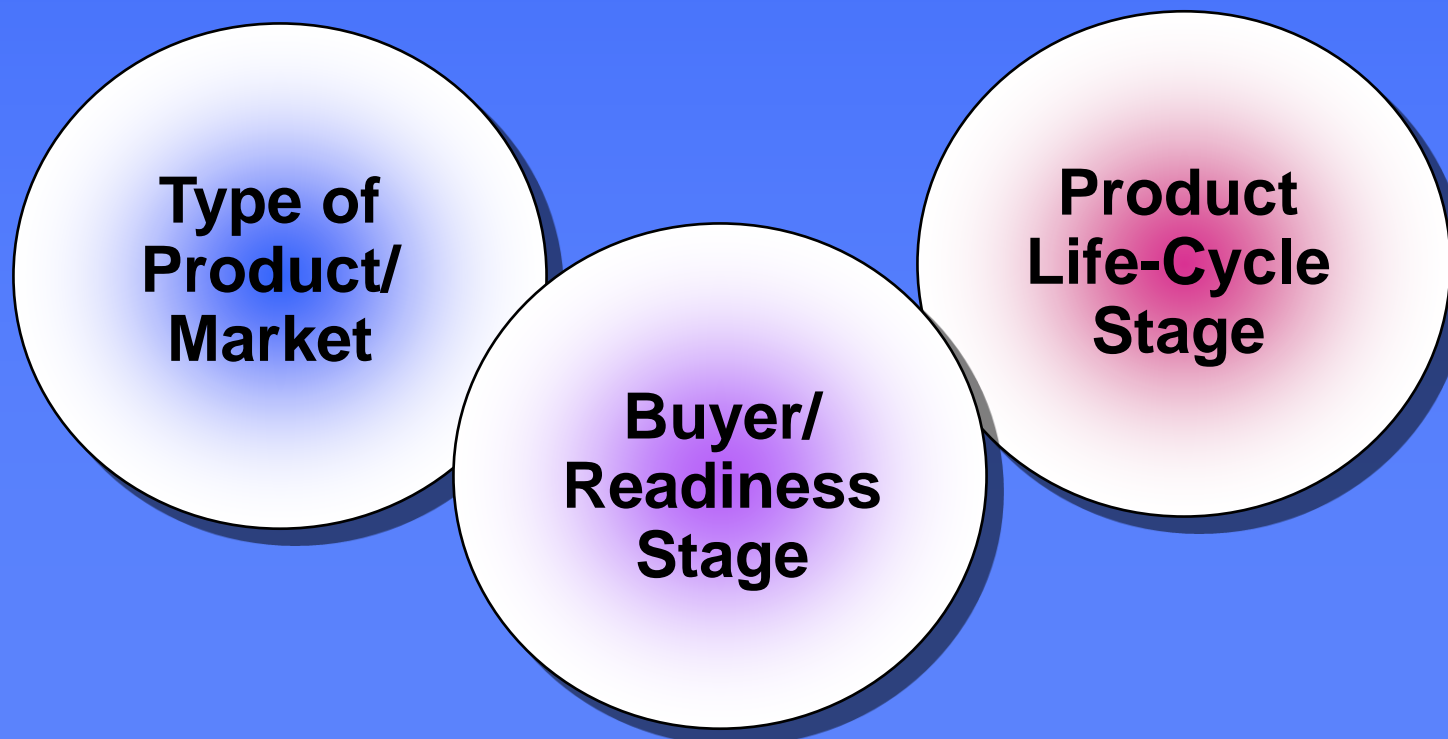
**Believable, Effective, Economical  
Underused by Many Companies**

**Direct Marketing**-mail & catalogue, telemarketing, email  
**Nonpublic, Immediate, Customized,  
Interactive**

# ***Factors in Developing Promotion Mix Strategies***

14-22

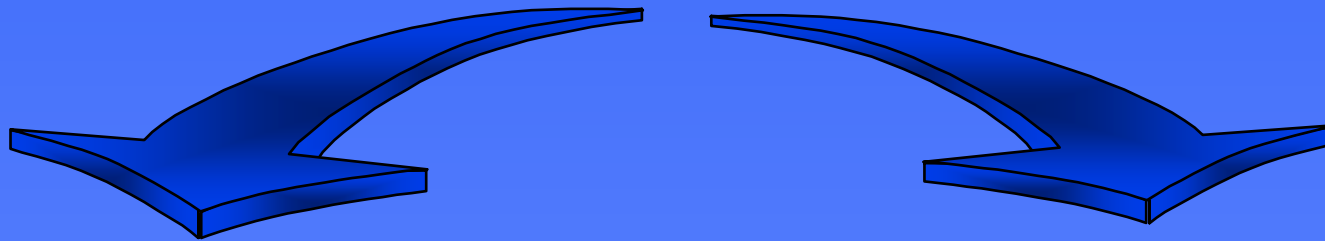
- **Push Strategy** - “Pushing” the Product Through Distribution Channels to Final Consumers.
- **Pull Strategy** - Producer Directs It's Marketing Activities Toward Final Consumers to Induce Them to Buy the Product.



# ***Changing Face of Marketing Communications***

14-23

## **New Marketing Communications Realities**



**Marketers Have Shifted  
Away From Mass  
Marketing  
Less *Broadcasting***

**Improvements in  
Information Technology  
Has Led to  
Segmented Marketing  
More *Narrowcasting***

# ***Integrated Marketing Communications***

**Company Carefully Integrates and Coordinates Its Many Communication Channels to Deliver a Clear, Consistent, Compelling Message.**

