

The image shows the cover of a chapter. On the left, the title 'Chapter 15 Marketing Communications' is displayed in a large, bold, black font. Below it, the text 'MKTG10 Lamb, Hair, and McDaniel' is shown in a smaller, black font. On the right side of the cover, there is a close-up photograph of a microphone against a blurred blue background, suggesting a live performance or broadcast setting.

## LEARNING OUTCOMES

- 15-1 Discuss the role of promotion in the marketing mix
- 15-2 Describe the communication process
- 15-3 Explain the goals and tasks of promotion
- 15-4 Discuss the elements of the promotional mix



The image shows the cover of a chapter. On the left, the title 'LEARNING OUTCOMES' is displayed in a large, bold, black font. Below it, there are three numbered items: '15-5 Discuss the AIDA concept and its relationship to the promotional mix', '15-6 Discuss the concept of integrated marketing communications', and '15-7 Describe the factors that affect the promotional mix'. On the right side of the cover, there is a close-up photograph of a microphone against a blurred blue background, suggesting a live performance or broadcast setting.

15-1

### The Role of Promotion in the Marketing Mix

**Discuss the role of promotion in the marketing mix**

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## The Role of Promotion

### **Promotional Strategy**

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

- ◆ Advertising
- ◆ Public Relations
- ◆ Personal Selling
- ◆ Sales Promotion
- ◆ Social Media

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## 15.1

### **Role of Promotion in the Marketing Mix**



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## Competitive Advantage

High product quality

Rapid delivery

Low prices

Excellent service

Unique features

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15-2

### **Marketing Communication**

Describe the communication process

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### Communication

The process by which meanings are exchanged or shared through a common set of symbols.

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### Marketing Communication

#### Categories of Communication



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### Marketing Communication

As Senders	As Receivers
▪ Inform	▪ Develop messages
▪ Persuade	▪ Adapt messages
▪ Remind	▪ Spot new communication opportunities

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### The Sender and Encoding

#### Sender

The originator of the message in the communication process.

#### Encoding

The conversion of a sender's ideas and thoughts into a message.

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## The Channel and Noise

### Channel

A medium of communication used to transmit a message.

### Noise

Anything that interferes with, distorts, or slows down the transmission of information.

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## The Receiver and Decoding

### Receiver

The person who decodes the message in the communication process.

### Decoding

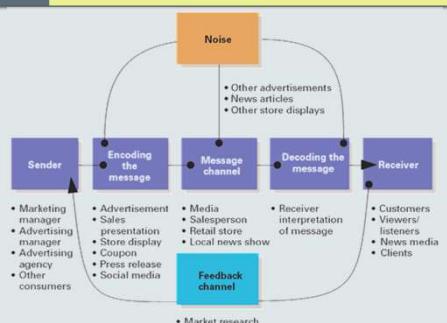
The interpretation of the message transmitted by the sender.

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## 15.2

### Communication Process



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## Communication and the Internet

### Traditional advertising model:

- Impersonal
- Numbers driven
- Unquantifiable consumer behavior

### Internet and social media advertising:

- Personal
- Direct communication
- Feedback driven
- Highly visible communication

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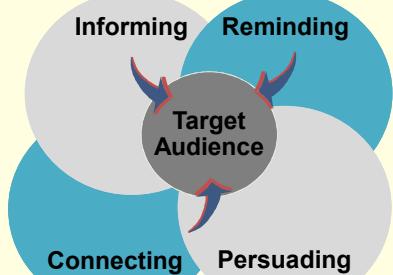
15-3

## The Goals of Promotion

Explain the goals and tasks of promotion

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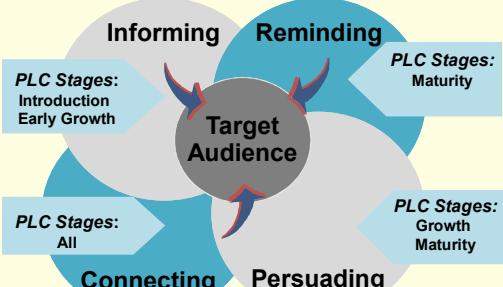
## Goals and Tasks of Promotion



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## Goals and Tasks of Promotion



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## Goals and Tasks of Promotion

### Informative Promotion

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

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## Goals and Tasks of Promotion

### **Persuasive Promotion**

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

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## Goals and Tasks of Promotion

### **Reminder Promotion**

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

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## Goals and Tasks of Promotion

### **Connect Promotion**

- Form relationships through social media
- Encourage transparent information exchange
- Customers become brand advocates

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15-4

## The Promotional Mix

Discuss the elements of the promotional mix

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## The Promotional Mix

A combination of promotion tools used to reach the target market and fulfill the organization's overall goals. The promotional mix includes:

- ◆ Advertising
- ◆ Public Relations
- ◆ Sales Promotion
- ◆ Personal Selling
- ◆ Social Media

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## Advertising

Most commonly distributed by traditional media, though increasingly through non-traditional media, such as Web sites, e-mail, blogs, and interactive video kiosks in malls and supermarkets.

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## Advertising Media

### Traditional Advertising Media

- ◆ Television
- ◆ Radio
- ◆ Newspapers
- ◆ Magazines
- ◆ Pay-per-click advertising
- ◆ Banner advertising
- ◆ Direct mail
- ◆ Billboards
- ◆ Transit advertising

### New Advertising Media

- ◆ Web sites
- ◆ E-mail
- ◆ Blogs
- ◆ Videos
- ◆ Interactive games

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## Advertising

### Advantages

- ◆ Reach large number of people
- ◆ Low cost per contact
- ◆ Can be micro-targeted

### Disadvantages

- ◆ Total cost is high
- ◆ National reach is expensive for small companies

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## Public Relations

Evaluates public attitudes, identifies areas within the organization that public may be interested in, and executes a program to earn public understanding.

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## The Function of Public Relations

- Maintain a positive image
- Educate the public about the company's objectives
- Introduce new products
- Support the sales effort
- Generate favorable publicity

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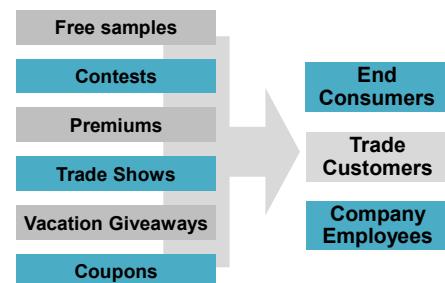
## Sales Promotion

Marketing activities—other than personal selling, advertising, and public relations—that stimulate consumer buying and dealer effectiveness.

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## Sales Promotion



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## Personal Selling

Planned presentation to one or more prospective buyers for the purpose of making a sale.

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## Personal Selling

### Traditional Selling

Attempts to persuade the buyer into a specific point of view; creates a win-lose outcome.

### Relationship Selling

Long-term relationships; creates a win-win outcome.

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## Content Marketing and Social Media

Content created by brands is typically distributed through social media—promotion tools used to facilitate conversations among people online.

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## The Communication Process and the Promotional Mix

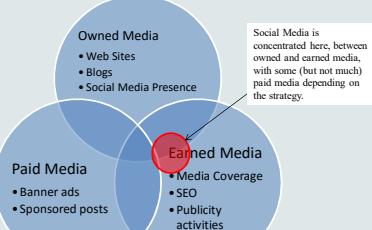
Shift from one-way communication to customer-controlled, customized, many-to-many communication.

- Consumer-generated content
- Paid media
- Earned media
- Owned Media

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## 15.3 Digital Media Types



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## 15.4 Characteristics of the Elements in the Promotional Mix

	Advertising	Public Relations	Sales Promotion	Personal Selling	Social Media
<b>Mode of Communication</b>	Indirect and impersonal	Usually indirect and impersonal	Usually indirect and impersonal	Direct and face-to-face	Indirect but instant
<b>Communicator Control over Situation</b>	Low	Moderate to low	Moderate to low	High	Moderate
<b>Amount of Feedback</b>	Little	Little	Little to moderate	Much	Much
<b>Speed of Feedback</b>	Delayed	Delayed	Varies	Immediate	Intermediate
<b>Direction of Message</b>	One-way	One-way	Mostly one-way	Two-way	Two-way, multiple ways
<b>Control over Message Content</b>	Yes	No	Yes	Yes	Varies, generally no
<b>Identification of Sponsor</b>	Yes	No	Yes	Yes	Yes
<b>Speed in Reaching Large Audience</b>	Fast	Usually fast	Fast	Slow	Fast
<b>Message Flexibility</b>	Same message to all audiences	Usually no direct control over message audiences	Same message to varied targets	Tailored to prospective buyer	Some of the most targeted opportunities

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15-5

### Promotional Goals and the AIDA Concept

Discuss the AIDA concept and its relationship to the promotional mix

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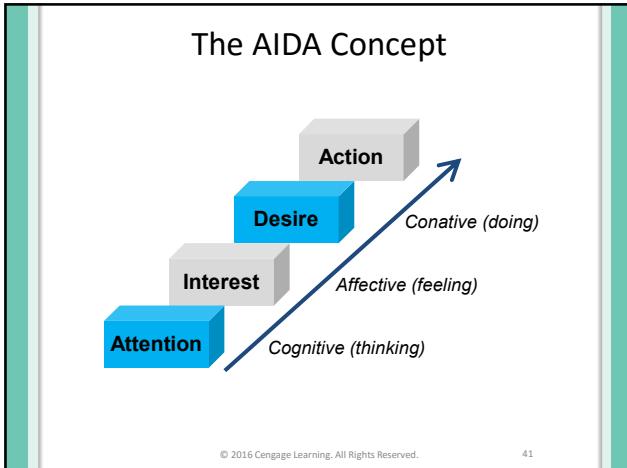
### The AIDA Concept

**A**ttention  
**I**nterest  
**D**esire  
**A**ction

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

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**15.5 The Promotional Mix and AIDA**

	Attention	Interest	Desire	Action
Advertising	●	●	○	●
Public Relations	●	●	○	●
Sales Promotion	○	○	●	●
Personal Selling	○	●	●	●
Social Media	●	●	○	○

● Very Effective   ○ Somewhat Effective   ● Not Effective

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**15-6 Integrated Marketing Communications**

**Discuss the concept of integrated marketing communications**

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**Integrated Marketing Communications**

The careful coordination of all promotional messages to assure the consistency of messages at every contact point where a company meets the consumer.

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## IMC Popularity Growth

- Proliferation of thousands of media choices.
- Fragmentation of the mass market.
- Slash of advertising spending in favor of promotional techniques that generate immediate response.

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15-7

## Factors Affecting the Promotional Mix

Describe the factors that affect the promotional mix

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## Factors Affecting the Choice of Promotional Mix

Nature of the product

Stage in PLC

Target market characteristics

Type of buying decision

Promotion funds

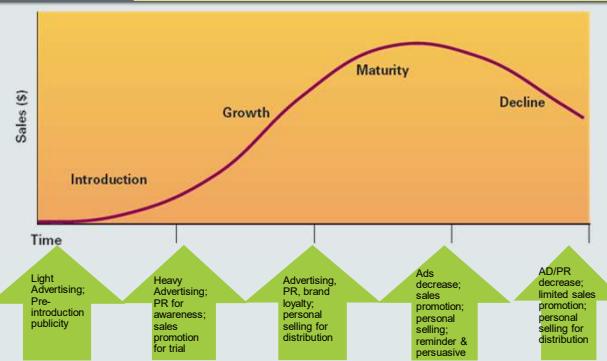
Push or pull strategy

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15.6

## Product Life Cycle and the Promotional Mix



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## Target Market Characteristics

For...

**Advertising**  
**Sales Promotion**  
**Less Personal Selling**

- ◆ Widely scattered market
- ◆ Highly informed buyers
- ◆ Brand-loyal repeat purchasers

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## Type of Buying Decision



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## Available Funds

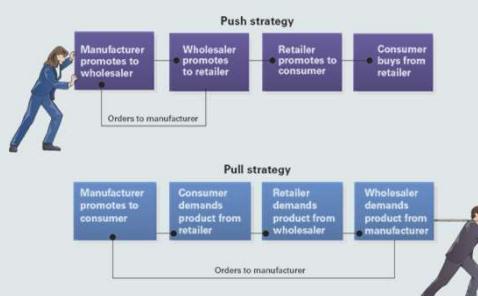
- ◆ Trade-offs with funds available
- ◆ Number of people in target market
- ◆ Quality of communication needed
- ◆ Relative costs of promotional elements

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**15.7**

## Push Strategy versus Pull Strategy



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## *Chapter 15 Video*

### **Pepe's Pizzeria**

Pepe's Pizzeria is a popular restaurant located in Connecticut. The CEO discusses the thought process behind their marketing strategy, how promotions work for Pepe's and the general location strategy that comes into play when opening new locations.

[CLICK TO PLAY](#)