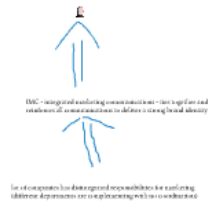


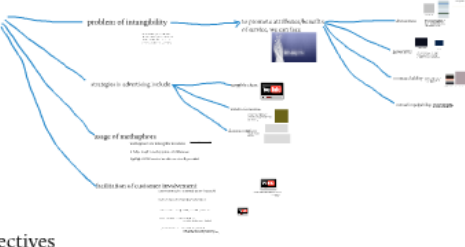
Educating customers and promoting the value proposition



marketing communication
communication must be viewed more broadly than as just the use of paid media advertising, public relations, and professional salespeople



communicating services



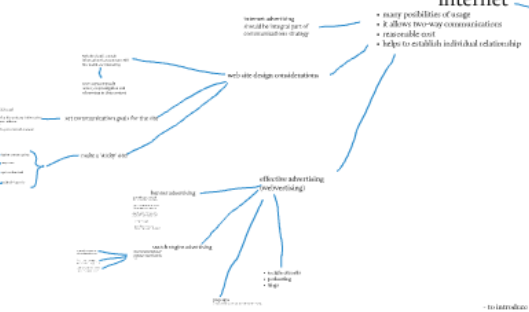
setting communication objectives

- WHO is target audience?
- WHAT do we need to communicate and achieve?
- HOW should we communicate this?
- WHERE should we communicate this?
- WHEN do the communications need to take place?

the marketing communications mix
numerous forms of communication



internet



corporate design



Educating customers and promoting the value proposition



Promotion and education

marketing communication



communication must be viewed more broadly than as just the use of paid media advertising, public relations, and professional salespeople

marketing communication



communication must be viewed more broadly than as just the use of paid media advertising, public relations, and professional salespeople





*be happy.
prove existence.*



*be happy.
prove existence.*

effective communication is
here to help to learn of a
service firm's existence



annual checkup reminders

birthday and anniversary cards

birthday and anniversary cards



communicating services

problem of intangibility

services are performances
rather than objects therefore
benefits can be difficult to
communicate to customers



services are performances
rather than objects therefore
benefits can be difficult to
communicate to customers

to promote attributes/benefits
of service, we can face





financial security



abstractness

abstract concepts do not have one-to-one correspondence with physical objects -> it is challenging to connect services with those concepts



airline seats



cabin service

generality

refers to items that comprise a class of objects, persons, or events -> try to create a distinctive value proposition, make a specific offering meaningfully different from competing offerings

nonsearchability

intangibles cannot be searched or inspected before they are purchased -> make visible the tangible clues (credence attributes)



appearance of a health club, type of equipment, can be checked in advance

mental impalpability

make customers understand what the experience of using them will be like and what benefits will result

abstractness

financial security



abstract concepts do not have one-to-one correspondence with physical objects -> it is challenging to connect services with those concepts



financial security



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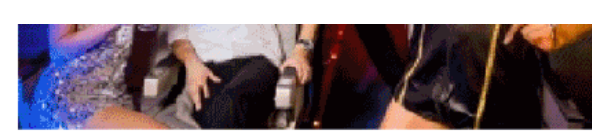
safe transportation



**Going My Way is the smart choice in
student transportation needs.**



generality



airline seats

cabin service

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airline seats



cabin service

nonsearchability

intat
insp
-> m
(creo

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mental impalpability

mak
the e
like

make customers understand what the experience of using them will be like and what benefits will result

strategies in advertising include

tangible clues



vivid information

catches the audience's attention, make impression on senses, ...



documentation

examples of service provision



YOU





usage of metaphors

metaphors are intang

it helps to ephasize key p

highlight HOW service be

metaphors

metaphors are intangible in nature

<http://www.101cliches.com/top-ten-cliches>

it helps to emphasize key points of difference

highlight HOW service benefits are actually provided

<http://www.ioicliches.com/top-ten-cliches>

YOU



metaphors are intangible in nature

<http://www.iorcliches.com/top-ten-cliches>

it helps to emphasize key points of difference

highlight HOW service benefits are actually provided

facilitation of customer involvement

customers need to be trained (as employees)

promotions to motivate desired behavior

one-to-one tutoring to adapt to new procedure

affect demand to match capacity

e.g., offer extra value (room + breakfast)

promote contribution of service personnel

implies a promise of the personalized attention,
reasonable realistic (because it changes customer)

Customer Involvement

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YOU

Tube



setting communication objectives

WHO is target audience

WHAT do we need to achieve

HOW should we communicate

WHERE 1 1 1

setting clear goals - otherwise it is difficult to formulate appropriate message and choose tools to achieve goals



affect demand to match capacity
e.g., offer extra value (room + breakfast)

promote contribution of service personnel
implies a promise of the personalized attention, make it reasonable realistic (because it changes customers' expectations)

objectives

WHO is target audience?

- prospects (potential customers) — they are usually not known in advance, so traditional ways of promotion are used { media ad, public rel, purchase
- users — customer contact personnel, point-of-sale promotions, targeted information (direct mail, email, telephone)
- employees — secondary audience - campaign can affect employees by what is promised to customers

se it
oose

WHAT do we need to communicate and achieve?

HOW should we communicate this?

WHERE should we communicate this?

WHEN do the communications need to take place?

ience?

- prospects (potential customers)
- users
- employees

secondary audience - campaign
can affect employees by what is
promised to customers

they are usually not known in advance, so
traditional ways of promotion are used

phone)



media advertising

public relations

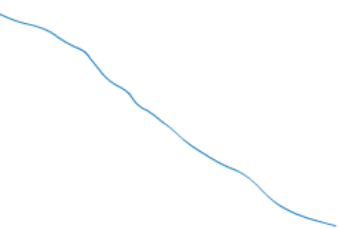
purchased lists (mail, telemarketing)

they
tradi

customer contact personnel

point-of-sale promotions

targeted information (direct mail, email, telephone)



secondary audience - campaign
can affect employees by what is
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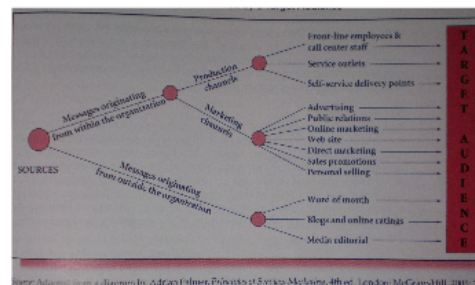
WHAT

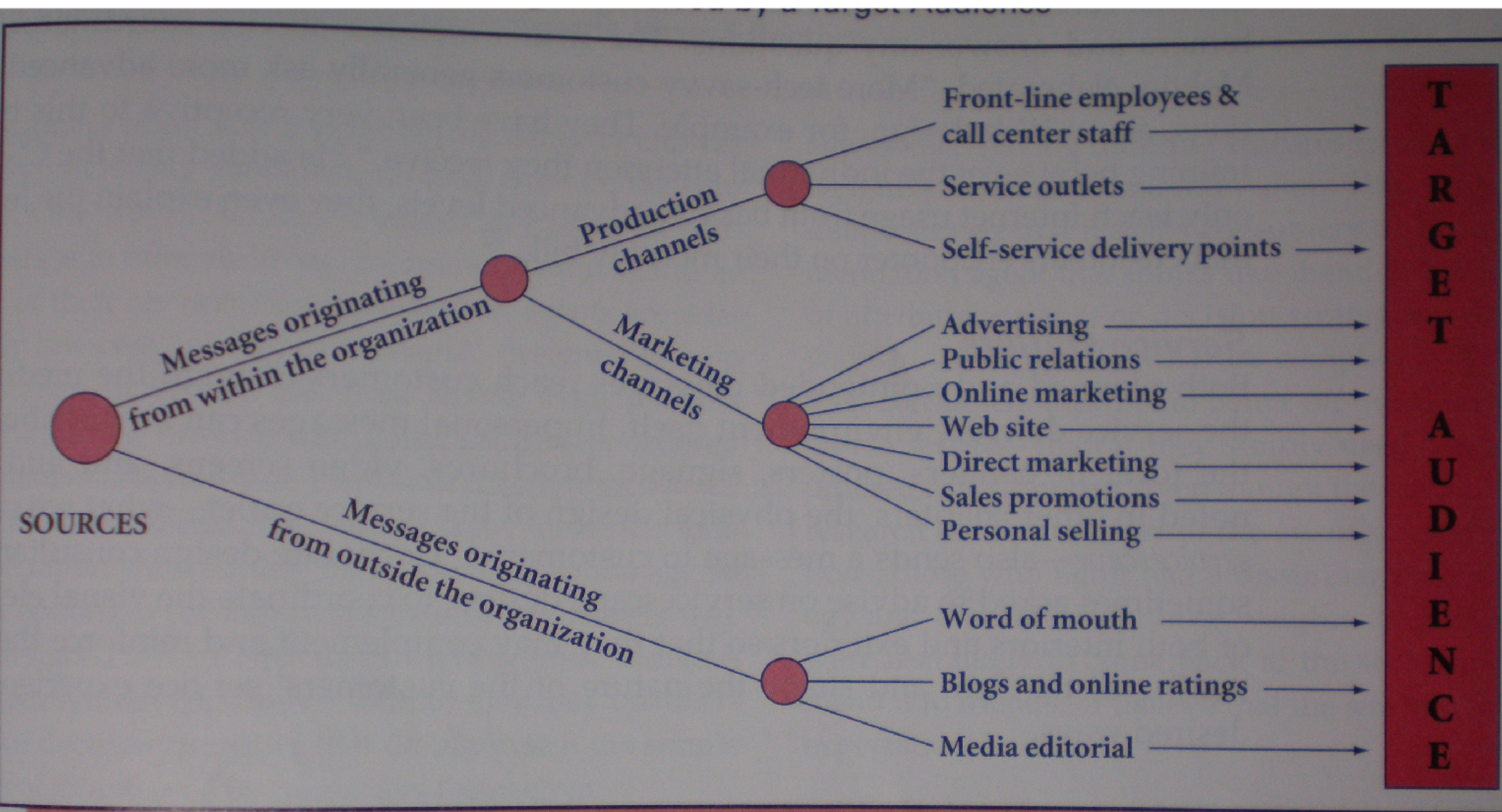
HOW

WHY

the marketing communications mix

numerous forms of communication
see mind map





Source: Adapted from a diagram by Adrian Palmer, *Principles of Services Marketing*, 4th ed. London: McGraw-Hill, 2005: 397

corporate design

desired brand image
cognizable theme linking
consistency through use of
color



corporate

- to introduce a desired brand image
- to provide a recognizable theme linking all service experiance through use of physical evidence

using



using



all serv
physica

name as a central element

trademarked symbol

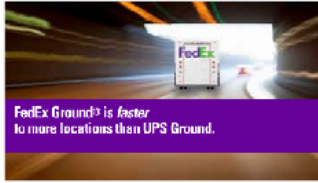
animal motifs

ING 

Red Bull 



using



FedEx

name as a central element



trademarked symbol



animal motifs

ING 



internet

ies of usage

way communications

internet



- many possibilities of usage
- it allows two-way communications
- reasonable cost
- helps to establish individual relationship

internet advertising
should be integral part of
communications strategy

communications strategy

web site design considerations

web site should contain
information that customers will
find useful and interesting



users expect speedy
access, easy navigation and
relevant up to date content


users expect speedy
access, easy navigation and
relevant up to date content

set communication goals for the site

make a 'sticky' site!

- promotional channel
- self-service
- news room that disseminates information
- archive of press releases
- all of these?
- educational vs promotional content?

make a 'sticky' site!

- ↳ high in content quality
 - ↳ easy to use
 - ↳ quick to download
 - ↳ updated frequently
- 



effective advertising
(webvertising)

banner advertising

to related
ing services

online traffic
r's own site

banner advertising

placing banners to related
but noncompeting services

goals is to draw online traffic
to the advertiser's own site

doesn't necessarily increases in
awareness, preference or sales

failing in favour

preferable tie fees to
marketing-relevant behavior

our

fees to
relevant behavior

search engine advertising



erse broadcast network -
ers broadcasting their
mes, serach engines let
xactly what consumers

search

can be seen as reverse broadcast network - instead of advertisers broadcasting their messages to consumers, search engines let advertisers know exactly what consumers want

targeted placement of
ads to keyword searches



short text message
with click-through link



pay-for-placement (buy
top ranking positions)



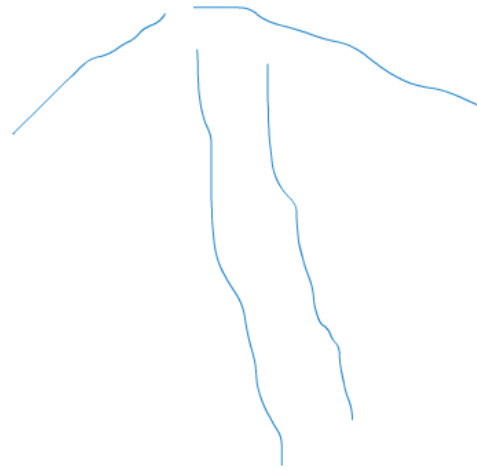


pop-ups

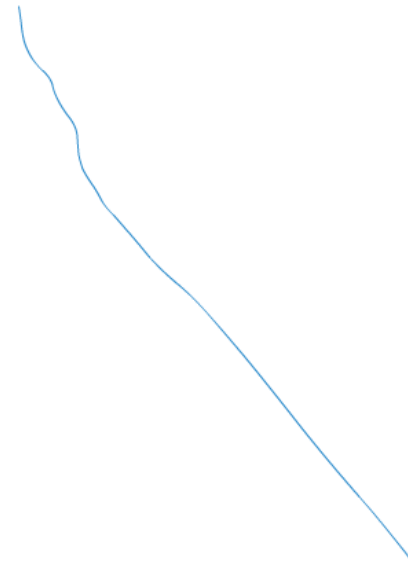
launch automatically - usually annoying and intrusive

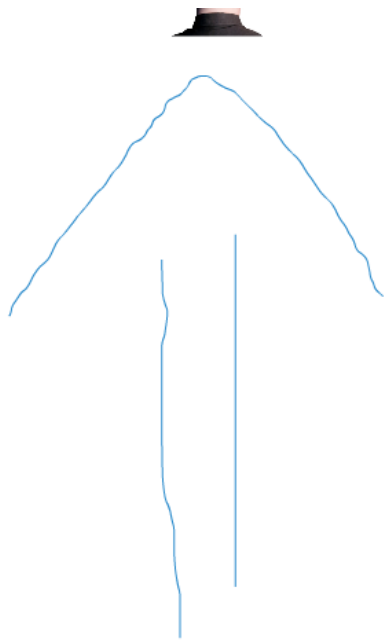
- 
- social networks
 - podcasting
 - blogs

reinforces all communications to deliver a strong brand identity

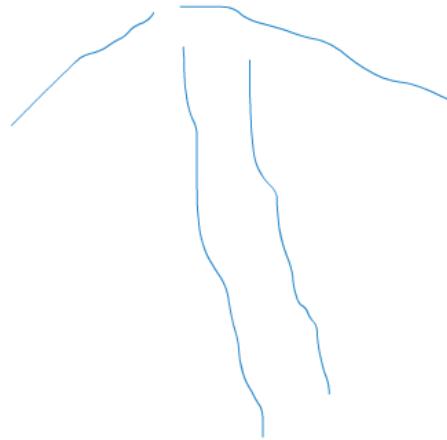


lot of companies has disintegrated responsibilities for marketing
(different departments are complementing with no coordination)





IMC - integrated marketing communications - ties together and reinforces all communications to deliver a strong brand identity



lot of companies has disintegrated responsibilities for marketing
(different departments are complementing with no coordination)

THIS SPACE FOR RENT

