



UNIVERSITÀ DEGLI STUDI DI SALERNO



Marketing Strategy in Service Business

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Programme



- Marketing and Service Marketing: an overview
- Marketing plan
- New marketing strategies approaches: Relationship Marketing and Many-to-Many network; Experience marketing; Non-conventional marketing
- New marketing vision: Service Research - from S-D logic & Service Science to service ecosystems & service systems

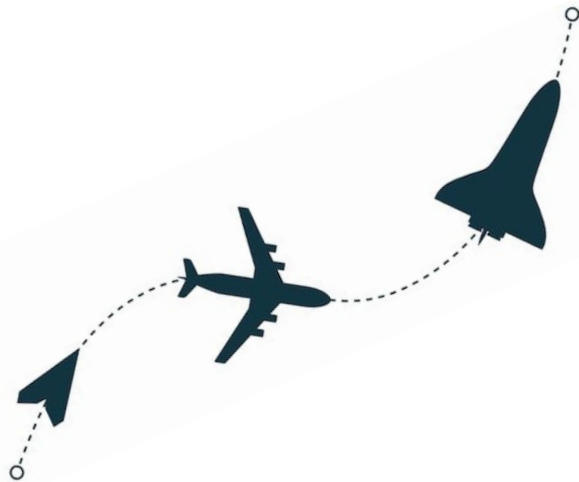
Examples
Project work



Agenda: Lesson 2 - Pt.1



- Marketing plan: structure and aims
 - Strategic marketing
 - Operational Marketing – 4Ps



Examples



2.1

The Marketing Plan



Marketing Planning

Systematic, structured process that involves :

Research and analysis of current and future market and business situation

Development and Diffusion of firm's objectives, strategies and programs,

Implementing, evaluating and controlling marketing activities.

CORPORATE MISSION

SITUATIONAL ANALYSIS

INTERNAL FACTORS
Strengths & Weaknesses

EXTERNAL FACTORS
Opportunities & Threats

CORPORATE STRATEGY
Objectives & Tactics

Sales

Market Share

...

Marketing
Objectives

Marketing
Strategy

Marketing
Tactics

Control

Segmenting
Targeting
Positioning

Marketing
mix

PRODUCT

PRICE

TARGET
MARKET

PROMOTION

PLACE

Marketing for Value Creation & Diffusion



THE MARKETING PLANNING PROCESS



A mission statement is a short description of organization's raison d'être, of its overall goal and of the objectives for the future (VISION).

Examples of mission statements



"To be the Ultimate House of Luxury, defining style and creating desire, now and forever."

Chanel's objectives seek to maintain its legacy while successfully moving it to the future, and continuing to be at the forefront of fashion .



"To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions. To create value and make a difference."

The Coca Cola Company values are leadership, collaboration, integrity, accountability, passion, diversity and quality.



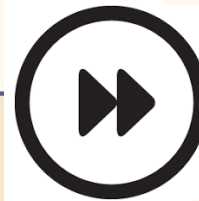
"McDonald's brand mission is to be our customers' favourite place and way to eat and drink."

McDonald's aims to provide exceptional customer experiences by focusing on - people, products, price and prom



"Our mission is to enable people and businesses throughout the world to realize their full potential. We consider our mission statement a commitment to our customers. We deliver on that commitment by striving to create technology that is accessible to everyone—of all ages and abilities."

Microsoft's core values are integrity & honesty, passion, big challenges, accountability and self-criticism.





Example: PASTA Market

Healthy
←
Environmental
friendly
↙
Joy

“

We bring to the world
JOYFUL, WHOLESOME
and **HONEST FOOD**, inspired
by the **ITALIAN LIFESTYLE**
and the **MEDITERRANEAN DIET**

”



Barilla
The Italian Food Company. Since 1877.

↓
Culture and
Lifestyle

↓
Traditions
and
Habits

THE MARKETING PLANNING PROCESS



Corporate Strategy: A strategy that determines the means for the use of resources in the various functional areas to reach the organization's goals.

SWOT Analysis

S

Qualities that separate your firm from competitors

Internal resources (skills, knowledge, staff)

Tangible assets: intellectual-capital property, technologies

W

Things your company lacks

Things your competitors do better than you

Internal Resource limitations

Unclear unique selling proposition

O

Underserved markets

Few competitors in your area

Emerging needs for your product-service

Press/media coverage of your company

T

Emerging competitors

Changing environmental conditions (law, regulation)

Changing customer's attitude toward the company (need)

Negative Press/Media coverage

SWOT Analysis: Example

SWOT ANALYSIS



STRENGTHS

- Brand Recognition
- High Quality Product
- Effective Marketing Strategy
- Strong R&D
- Strong Distribution Chain



OPPORTUNITIES

- Expansion into emerging markets (CHINA)
- Growth in Sustainability
- Increase Demand in product Innovation
- Growth in Female Athletes



WEAKNESSES

- Overseas Manufacturing Dependencies
- Medium Retail Presence
- High Price Compared to Competitors
- Decreasing U.S. Market Share



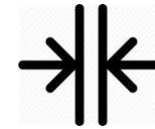
THREATS

- Fierce Competition Within Industry
- Revenue Reliance on Consumers Discretionary income
- Fluctuation In Currency
- Losing out on Signing Big Time Athletes

THE MARKETING PLANNING PROCESS



"The marketing strategy lays out **target markets** and the **value proposition** that will be offered based on an analysis of the best market opportunities." (Kotler & Keller)



Development and maintenance of **strategic alignment** between:

- Market opportunities/competitor's behaviors.
- Goals/organization's capabilities

Strategic and Operational Marketing

Strategic marketing

Operational marketing

MARKETING MIX & the 4 Ps

PRODUCT

PRICE

POSITIONING

Build and improve brand equity to chosen target

PLACE

PROMOTION

SEGMENTATION

Identify meaningful groups of customers

TARGETING

Select which segment(s) to serve



Marketing Managers

To guide business process in the short and in the long run based on **users'** expectations and **competitor's** actions.



2.2.

Strategic Marketing

Strategic Marketing

Tools and techniques required for the analysis, measurement and selection of **dynamic scenario** and potential **targets** for *value proposition*.

AIMS

1. To decrease errors;
2. To identify the **targets** interested in the offering (or potentially interested);
3. To codify strategic guidelines to create or establish/consolidate the reputation and awareness of the offering.



STP- segmentation, targeting, positioning

S

1. To identify customers' needs and expected benefits
2. To classify segments



T

3. To measure segments' attractiveness, profitability, accessibility and differences
4. To select target segments

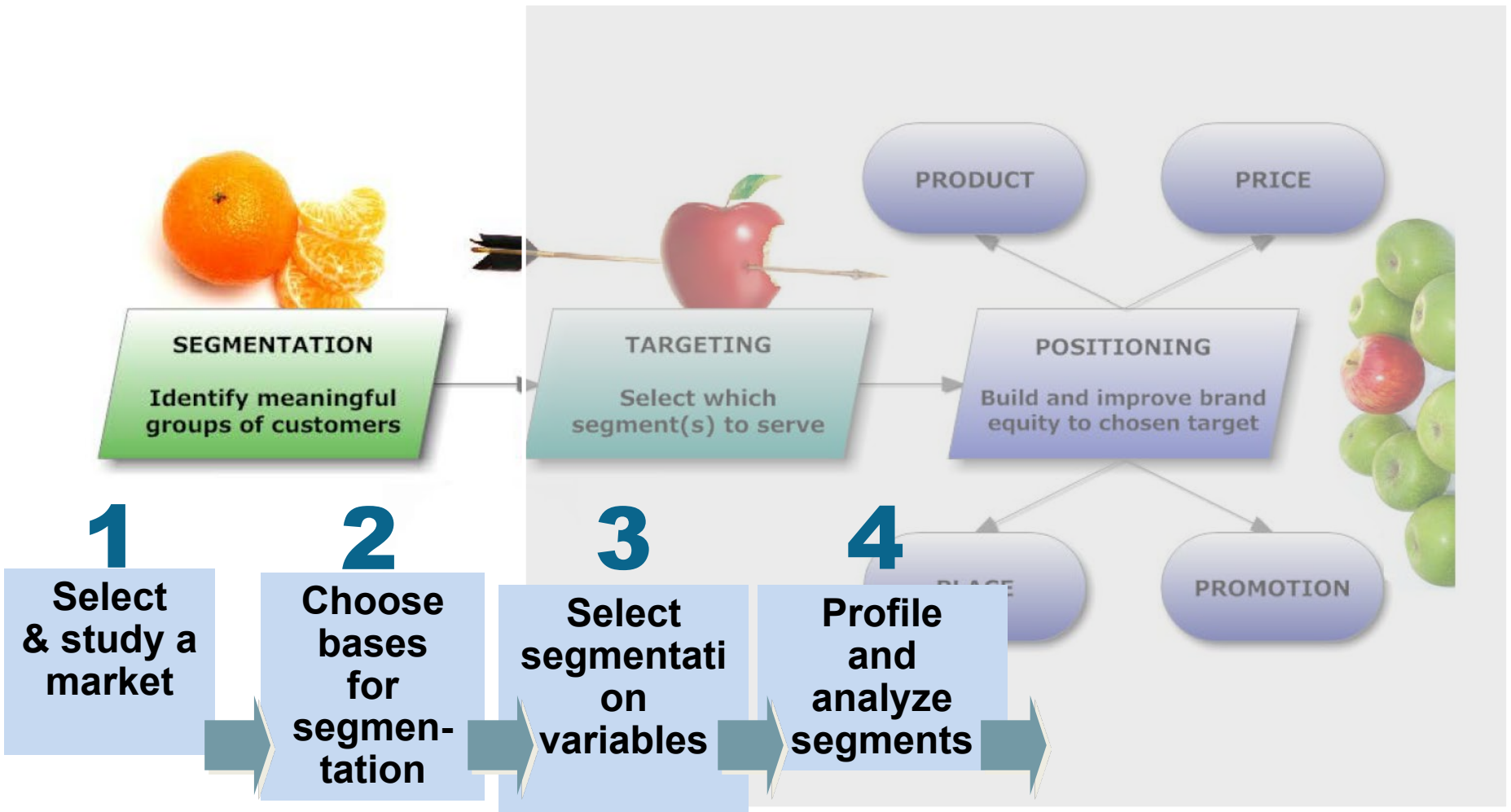


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5. To establish the positioning for each target
6. To develop a marketing mix plan *for each target*



STP: segmentation

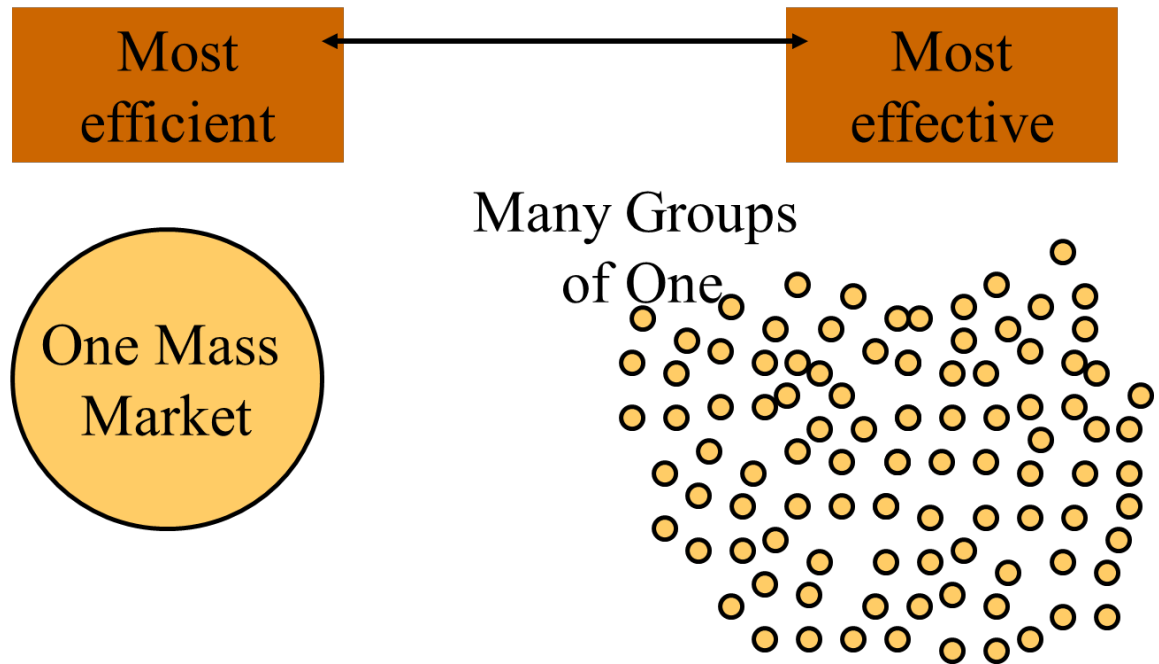




Segmentation

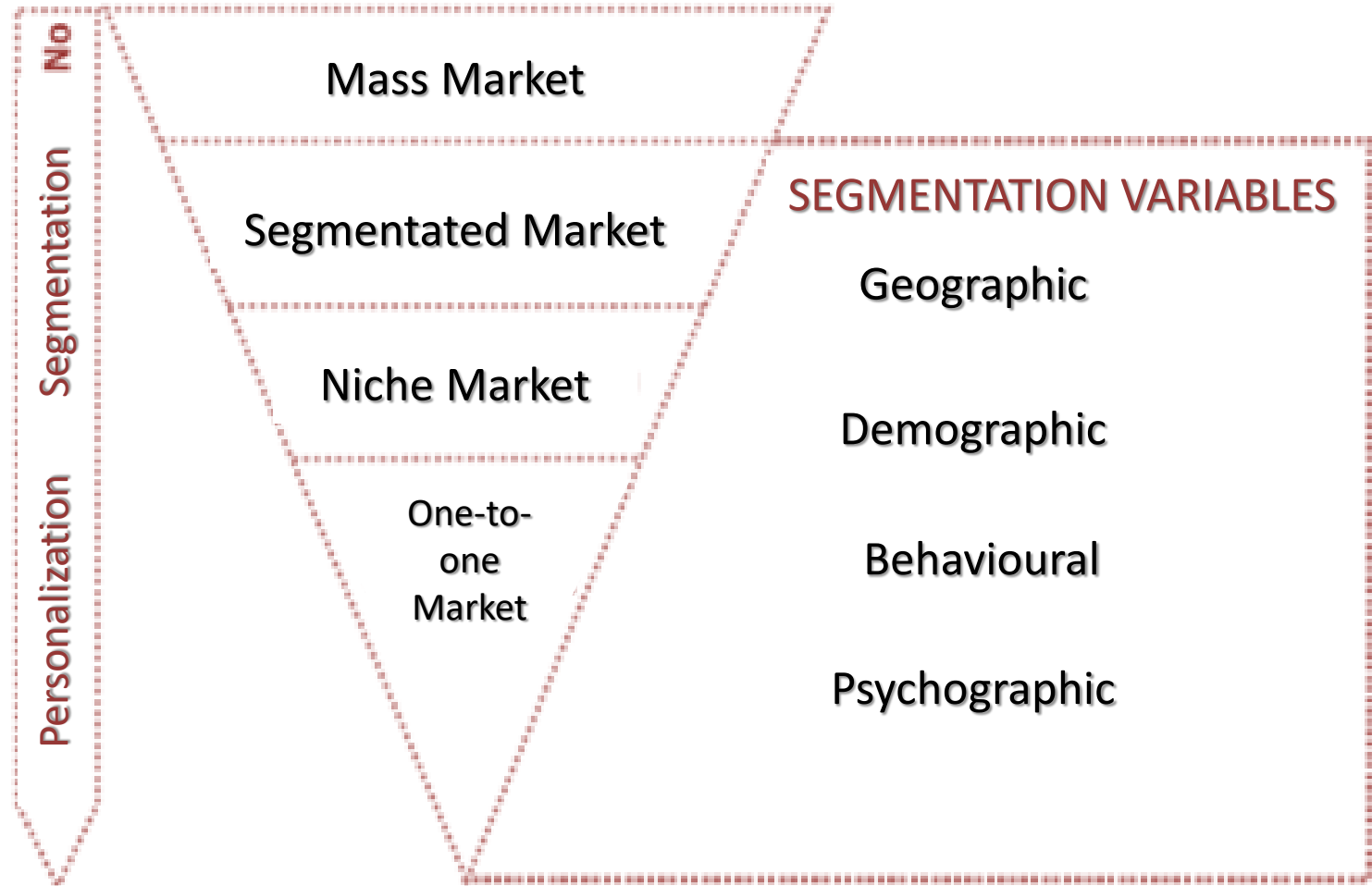
- **Definition:** Division of the total market into smaller, relatively homogeneous groups

- **Why?**



- **Levels:** Mass, Segment, and Niche
-

Segmentation Criteria



Segmentation Criteria

Behavioural

Psychographic

Demographic



Peer
Influence

Lifestyle

Comfort
Concerns

Age

Income

Occupation

Family
Size





Example: PASTA Market

TRADITIONALISTS

- **Heavy** consumers
- **Culture** of food and meals consumption as «rituals»
- **Medium** interest in product quality
- High **Price sensitivity**

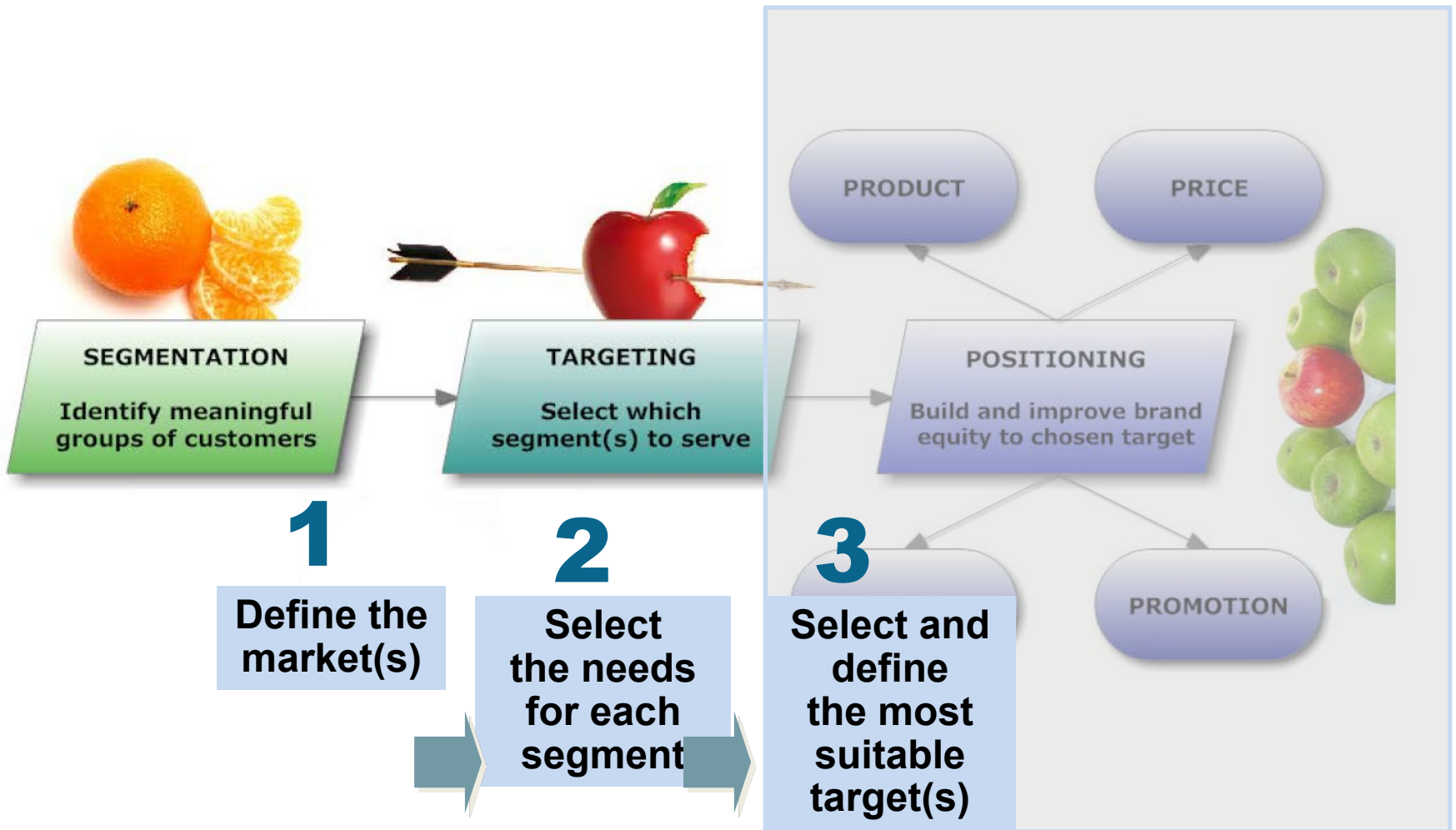
POST-MODERNISTS

- **Light** users
- **Low** familiarity with cooking and «processed» food
- **Low** interest in product quality
- Medium **Price sensitivity**

HEALTHY CONSUMERS

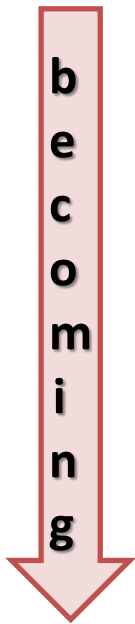
- **Heavy consumers** of organic, lactose-free and gluten-free food
- **Specific** requirements on organoleptic properties of products
- Low **Price sensitivity**

STP: TARGETING



(2) Targeting

Selection of one or more segments



Targets to “deliver” :

- value propositions
- offering design
- strategies and tactics

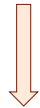


Targeting: identification of market(s)

RESEARCH: how does the external environment look like?



SEGMENTATIONS: How many and which segments are in the market?



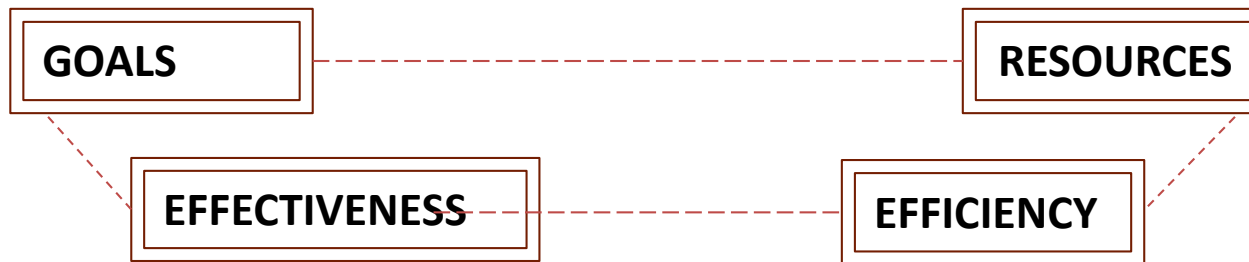
TARGETING: Among the different segments, with whom should firms create value?

After the analysis of external environment and after segmentation, companies use the **quantitative** and qualitative **information** obtained from data to evaluate and decide the segments/targets to whom offering can be delivered through focused marketing actions.

Targeting as a **process**

Process that identifies potential markets by analyzing the marketing opportunities arising from the different segments.

This complex decision should balance:



At the end of the process, firms can choose a target market, that is the set of customers with **homogeneous needs** and features that companies aim at «striking»: the **target**.

Market Coverage

Market “portion” reached through marketing activity or campaign, or, in relation to sales, through employees and salesforce (market share).

After the step of analysis, firms should assess the possible opportunities deriving from it and identify the possibility to competitive advantage

Undifferentiated marketing strategies

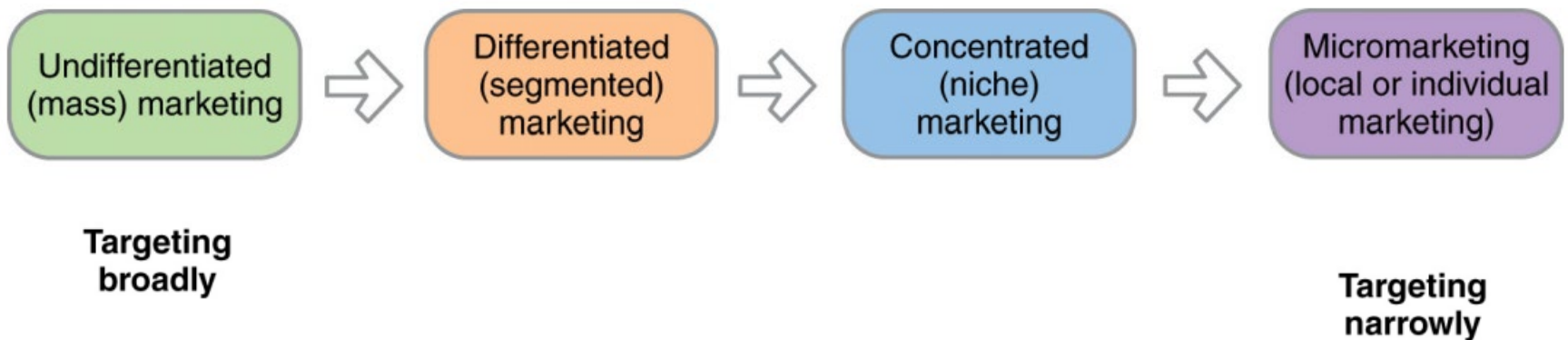


Differentiated marketing strategies

Concentrated marketing strategies



Market Coverage: Different Targeting, Different Strategies



Undifferentiated Marketing

Target: whole market

Offering: single

Marketing plan: standard

Communication: undifferentiated

Distribution channels: Mass

Goal: to attract the highest possible number of customers

Pros: costs and price
Cons: high competition

Differentiated Marketing

Target: one or more segments

Offering: differentiated for each target

Marketing plan: One for each target

Communication/
Distribution channels: differentiated for target

Goal: to conquer big segments of market

Pros: targeted marketing activities
Cons: high costs (multiple offering)

Concentrated Marketing

Target: a single segment or a sub-section

Offering: focused

Marketing plan: unique for the target selected

Communication/
Distribution channels: tailored for the target

Goal: to «nurture» a specific market

Pros: costs reduction; better knowledge of the segment; enhancement of the image.
Cons: dissolution of segment or modification of tastes.

(1) Undifferentiated marketing

The brand is too strong to identify the entire market and/or the segment in consumer's mind. The brand **embodies** the whole market.



(2) Differentiated (Segmented) marketing

- ✓ Target several segments and design separate offers for each

Coca- Cola (Coke, Sprite, Coca Zero/ Diet, Fanta, etc)



Armani (Giorgio Armani, Emporio Armani, Armani Junior, etc)



Toyota (Aygo, Yaris, Corolla, Prius, Camry, etc)



(3) Concentrated and Niche marketing

- ✓ Target one or a couple of small segments with very **specialized** interests



Status symbol



Luxury Goods

**MONT
BLANC**

BVLGARI

**Specific
needs**



Moving towards a personalized marketing with **buyer personas**

The buyer persona is the portrait of a user who embodies a segment of our target. It is the generalized representation of a company's ideal customer, the starting point for identifying potential customers.

Defining buyer personas is useful and makes easier to customize the content within the strategy. In fact, it is easier to develop ideas and customize messages if companies have a person with defined characteristics in mind.

PERSONA TEMPLATE

NAME _____

AGE _____
OCCUPATION _____
STATUS _____
LOCATION _____
TIER _____
ARCHETYPE _____

IMAGE _____

QUOTE _____

MOTIVATIONS (Shade bar to desired level)

Incentive	_____
Fear	_____
Achievement	_____
Growth	_____
Power	_____
Social	_____

GOALS (The objectives this person hopes to achieve)

- _____
- _____
- _____

FRUSTRATIONS (The pain points they'd like to avoid)

- _____
- _____
- _____

BIO

PERSONALITY

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

TECHNOLOGY

IT and Internet
Software
Mobile Apps
Social Networks

BRANDS

Moving towards a personalized marketing with **buyer personas**

Divide your target audience and decide who you want to focus on and who you want your brand or product to reach. You can have more types of buyer personas to contact.

Step 1: to analyze

- Interviews - Talking to people is the best way to get more ideas about your typical customers and inspiration for developing content in your future strategy.
 - Questionnaires - You can set up an online questionnaire and email it to your current customers. You will understand what motivates them the most in following you and choosing your products.
-

Moving towards a personalized marketing with **buyer personas**

Step 2: to Imagine

What are their names? What do they look like?

Try to give him a name and take an image that can identify a your typical customer. It will help you to make everything more realistic. Then identify the age, geographic location, type of job, hobbies, interests, character, family situation.

Try to find a phrase that can identify his/her personality. A very useful exercise, essential for developing your marketing campaign and targeting your messages to personalized audiences that will be more responsive to topics of interest to them.

Moving towards a personalized marketing with **buyer personas**

| BUYER PERSONA

PERSONAL INFO

- Age
- Gender
- Hobbies
- Location
- Interests
- Income

CHALLENGES

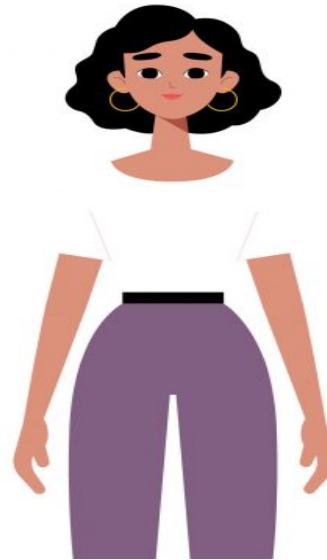
- What problems are they trying to solve?
- What's stopping them from achieving their goal?
- What specific pain points do they have?

PROFESSIONAL GOALS

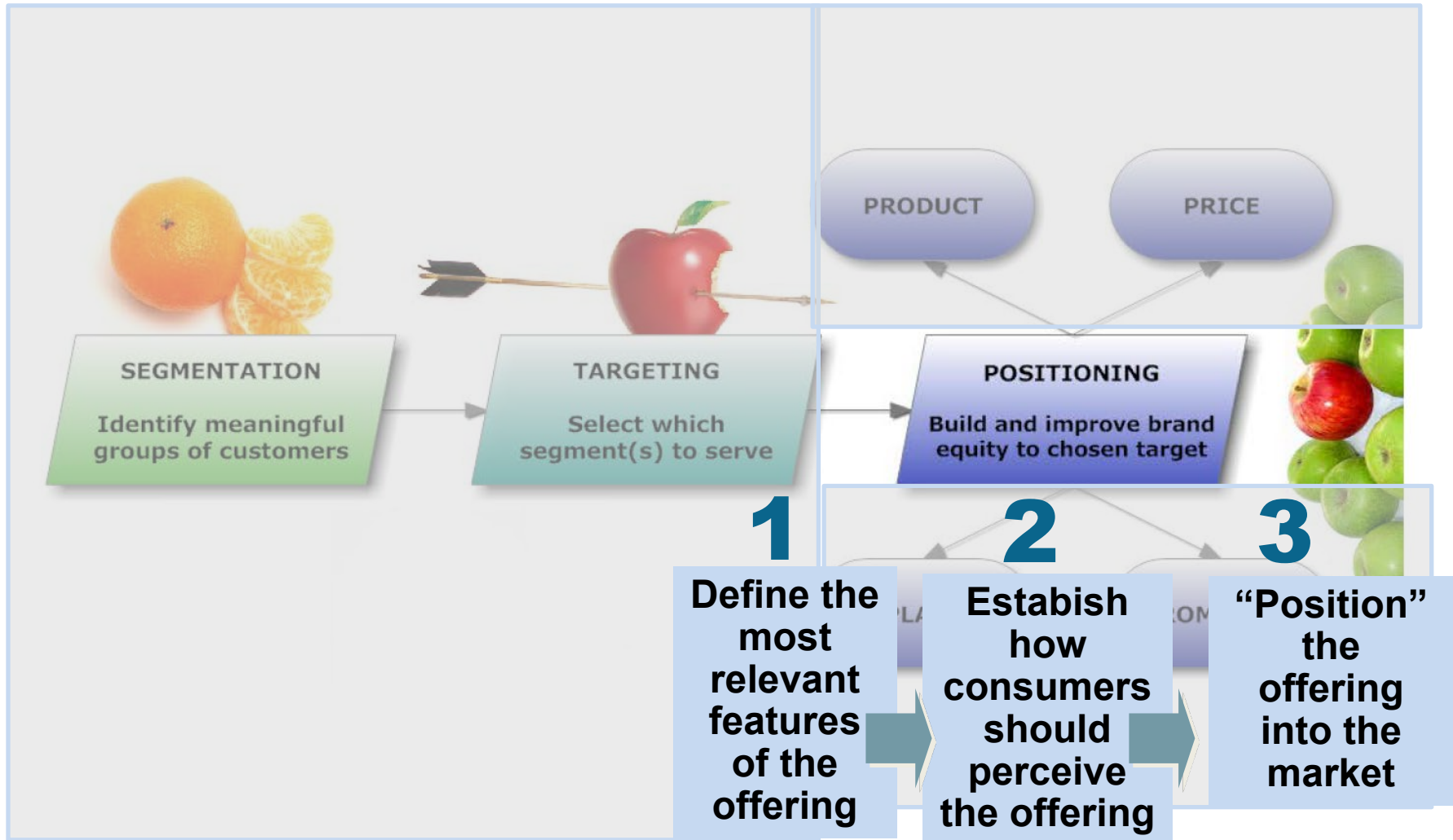
- What are their career goals?
- What does success look like for them?
- What is their "endgame"?

HOW YOU CAN HELP

- How does your product meet their needs?
- What questions might they ask?
- Does your language, match theirs?



STP: (3) POSITIONING



The definition of Positioning

“to create a product image in order to give the brand a favorable place, in the evaluation of consumers, differentiated from competitor’s position» (Ries and Trout, 1991)

Positioning defines the way in which a brand or a firm are **perceived** by potential consumers as *different* from competitors



Positioning

Positioning is a tool for the *analysis* employed by firms to define the optimal strategy to attain competitive advantage



Main **goals**:

- **Favorable perception** of potential buyers;
- **Brand Awareness** (reputation, notoriety)

Positioning

The four elements of a Brand Positioning Statement

To
(Target)

- **Who is in the consumer target?** What slice of the population will be the most motivated to buy what you do? **1**

Your brand is the
(Category)

- **Where do you play?** What is the frame of reference that helps to define the space in the marketplace that you compete in? **2**

That is the
(Benefit)

- **Where do you win?** What is the promise you will make to the consumer target, thinking about the main benefit (rational/emotional) you are promising to deliver? **3**

That's because
(Support Points)

- **Why should they believe us?** What support points help to back up the main benefit? **4**

Positioning

Positioning represents the position occupied by company's brand in the **consumer's** mind, according to the perception of the latter concerning to specific reference factors and the value proposition of **competitors**.



Positioning

Aim: to define and make perceived the tangible and intangible attributes of the product AS A FUNCTION OF RELEVANT EXPECTED BENEFITS, by DIFFERENTIATING the offer from that of the COMPETITORS, in order to create a STABLE PREFERENCE for the brand / product offered

Positioning: Analysis and Strategies

Positioning involves two different moments:

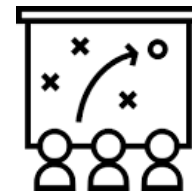
Analytic plan



focus the attention on the identification of the benefits of the product perceivable by the consumer with respect to the expected benefits and assessment of the ability to satisfy them by the competitor's offering

Research for a satisfactory place for the offering and for the brand by identifying the tools (**marketing policies**) to occupy and defend the positioning from competitors' actions

Strategic plan



Positioning Strategies

1. *Stabilization* of current positioning of the product, brand or firm in consumer's mind;

2. Research and achievement of a *new positioning* based on new attributes not yet used or promoted as new value for consumers;



3. *Repositioning* in relation to competitor's offerings, that involves a process of positioning shifting from an old to a new location in potential consumer's mind

The Repositioning

It's a change in positioning if and when market conditions change. It usually happens for two reasons:

- To counter new competitors;
- To be more responsive to consumer preferences.

The repositioning must be carried out without creating confusion in the perception of customers, adopting a specific communication strategy that is credible and consistent with the previous image.

The Repositioning

#CocaColaRenew

«We're an organic tea company. A premium juice company. A coconut water company. And much more»



Coca-Cola's attempt to reposition itself as a "good" product also for health, following the growing attention on the health risks associated with the consumption of sugary soft drinks.



Positioning

Analytic plan

The main activity is the identification of required benefits:

Functional benefits



Strictly connected with product's attributes; referred indirectly to the brand

Referred to product's and consumer's **value** and to brand's ability to put users in relations with the others and with their reference group

Symbolic benefits



www.illustrationart.com



Example: Pasta Market

Functional benefits

- Complete nutrition
- Taste
- Digestibility

Symbolic Benefits

- Health and physical well-being (weight, fitness)
- Healthy way of life
- Conviviality



Example: Positioning

- **Functional benefits of the brand «Nutella»:**
 - Nutritional properties
- **Symbolic benefits of the brand «Nutella»:**
 - Emotional/hedonistic: delight for taste
 - Sentimental: childhood memories



Example: Positioning

- **Functional benefits of the brands «Bulgari and Cartier»:**
 - Quality of raw materials (stones, emerald, metals etc.)
- **Symbolic benefits of the brands «Bulgari and Cartier»:**
 - Exclusivity
 - Status symbol

BVLGARI

Cartier

Positioning Map

Positioning Maps is a tool that represents graphically the positioning or perception of each group of competing products in respect of two **specific product characteristics**

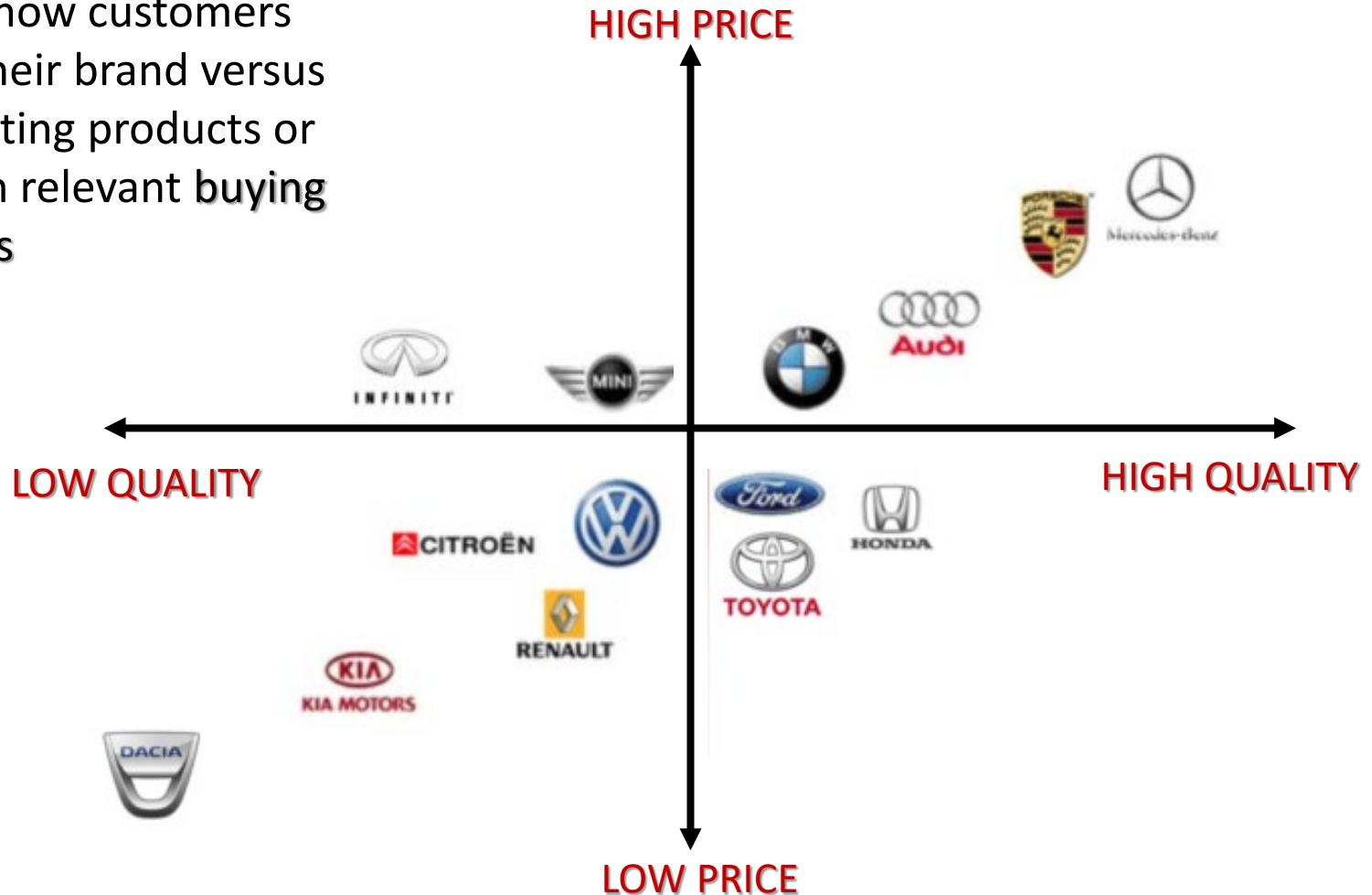
AIMS:

- understand the perception of consumers and the existence of correspondence between **consumer preferences** and **offer positioning**
- compare the positioning of competing products
- identify any ideal **free positions**



Positioning Map: car market

Display consumer's perceptions through a visual picture of how customers perceive their brand versus the competing products or services on relevant buying dimensions



Marketing management **steps: a synthesis**

6. To define the positioning for each target
5. To analyze the current positioning of products and competitors in customer's mind

POSITIONING



4. To select the segment(s)/ target(s)
3. To measure segment's attractiveness

TARGETING



2. To profile segments
1. To identify the bases to segment the market

SEGMENTATION



2.2

Operational Marketing & The 4 Ps

MARKETING MIX



PRODUCT



PRICE



PLACE



PROMOTION

Marketing Mix

Marketing Mix is the set of decisions concerning the kind of product (e.g. packaging), the price, the place, the communication that are the marketing variables controllable by firms, the **4 Ps**.



N.B.= marketing mix decisions should comply with a «**dual coherence**» between:

- Internal (between the different single «Ps»);
 - External (coherent with positioning and corporate image).
-

(1) Product

A product is everything that can be offered to consumers to satisfy their needs. It can be a physical object and can involve people, places, institutions, ideas. Products should comply with firm's proposal to satisfy the need of buyers.

Basic attributes

Ingredients, components, raw materials, shape
(service: equipment, structures for delivery)

Other attributes

Packaging, visual identity, brand, accessories



It depends on market and product's vision and strategies

Different targeting, **different products**

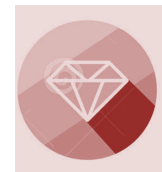
- *commodity or convenience goods*: mass consumers goods (water, pasta, bread and food sector in general) highly replaceable and low price



- *shopping goods*: products devoted to customers with medium *spending capacity* and that requires careful evaluation (professional services, travels, services *not easily replaceable*)



- *luxury goods* (exclusive cars, high quality fashion): targeted at market niches or at consumers with **high** spending capacity





Example: Pasta Market

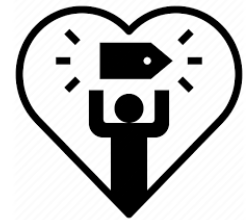


The Brand

It is a name, a symbol, a picture, a logo or a combination of these elements to identify products and services of one or more suppliers to distinguish them from competitors' products.

To be **effective**, the brand should have the following features:

- Originality
- Ease of pronunciation
- Memorability
- To be translatable in other languages
- Coherence with the product



The Brand

*“A brand is a **customer experience** represented by a set of images and ideas; it often refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use and through the influence of advertising, design, and media commentary.”*

(American Marketing Association)

The main goals of branding

"A Brand is not a **product**
or a **promise** or a *feeling*.
It's *the sum* of all the experiences
you have with a company."

– Amir Kassaei

The main goals of branding

“**Brand** is the promise, the big idea, **the expectations** that reside in each **customer’s mind** about a product, service or company.

Branding is about making an **emotional connection**.”

– Alina Wheeler

The main goals of branding

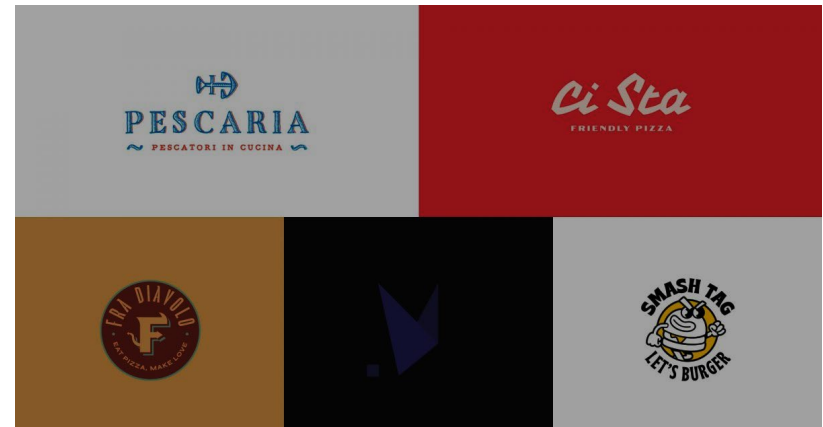
The expressive capacity of the brand:

Brand identity: incorporates all the elements used by the company to convey the characteristics of the brand to the market, such as name, logo, mission, know-how, products, prices, advertising and relationship with stakeholders. It corresponds to the *desired image*.

Brand image: refers to the perception that consumers have of the brand, regardless of the company's will. It corresponds to the *perceived image*.

The main goals of branding

The **Brand identity** is the set of expressive elements used by the company to communicate with consumers, a set of unique associations that the company aspires to create and maintain. It expresses the way in which the company presents itself to consumers and represents the way in which it intends to be perceived by the market.



The main goals of branding

The **payoff** (also tagline) is a short phrase associated with a company logo. It completes its identity, defines the brand and makes it recognizable and consistent. The payoff is an expression that reflects the identity of the brand; it tends to be catchy and easily memorable.

NOKIA
CONNECTING PEOPLE


JUST DO IT.



Think **Different.**


i'm lovin' it

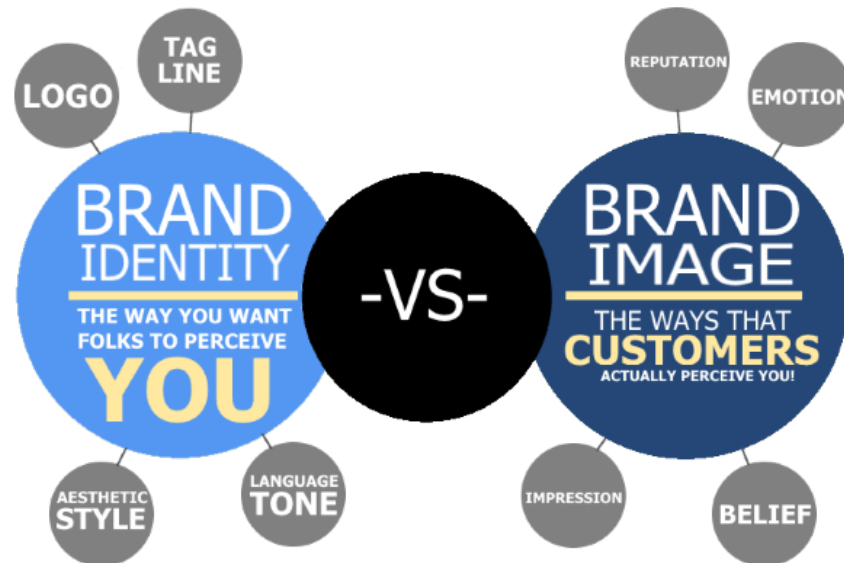
The main goals of branding

The **claim**, or **slogan** (also headline) is an expression linked to a single advertising campaign and can serve to express certain qualities of a product, the values of a company or to distinguish the brand from its competitors, but is then abandoned/neglected at the end of the campaign in favor of a new claim, which will accompany the next one.



The main goals of branding

The **brand image** summarizes the brand positioning, personality and reputation and affects the purchasing behavior of consumers. For companies, it is necessary to consider, to analyze and enhance it, to allow a positive attitude towards the brand and brand loyalty.



(2) Price

It is the “measure” of the main effort sustained by consumers to satisfy their needs.

N. B. It is the “P” more influenced by external factors (competition in the sector) and that depends on the company's ability to manage the other three variables.



There are no standard procedures to settle prices, but there are three different **orientations** that price policies:

- **Profit**-oriented goals;
- **Sales**-oriented goals.



New product's Price

Price decisions are based on the long-term, since they refer to the phase of **introduction** and can influence the price throughout the entire **lifecycle**. There are two main strategies:



PENETRATION PRICING

Proposal of a price lower than competitor's products



SKIMMING PRICING

Proposal of a price higher than competitors' products



New product's Price

SKIMMING POLICY

Price *higher* than market's expectations

- High profits;
- Low number of early consumers.

Suitable products: **innovative**



The firm can keep on establishing high prices

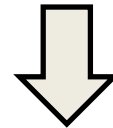
The firm can choose to reduce prices when attractive segments lose their potential and can be re-targeted at broader segment

PENETRATION POLICY

Price *lower* than market's expectations

- High volumes of sales;
- High number of early consumers.

Suitable product: goods **not differentiated** from technical viewpoint, with higher competition and consumers with high price sensitivity.



Over time, price is stable but contribution margin increases.

Example:

Pasta Market



0,67 €



1,95 €



1,19 €



2,80 €

(3) Place: Distribution

Distribution channels are a «set of complex activities needed to deliver and *transfer* the product, with the related property right, from producers to consumers»

The main activities of distribution are:

- Warehouse at the end of the production process;
- Transport;
- Support transactions with customers;
- Promotion and information communication with the customer;
- Selection, assembly, packaging and adaptation of the product in the final phase of delivery to the customer;
- Negotiation of the conditions of sale;
- Execution of after-sales services (assistance, guarantee, maintenance);
- Acquisition and management of the financial resources necessary to carry out the activities.



The composition of Channels

Distribution channels permit firms to reach their market.

The decisions related to distribution concern the definition of the activities that organizations carry out directly and indirectly.



Direct channel

Activities are managed without engaging external actors

Producers reach consumers directly.

(e.g. selling on catalogue, by phone, through email, e-commerce)



Indirect channel

Some activities are entrusted to third parties.

Every stakeholder engaged in one of the activities performs a different **step** of distribution channel. The more individuals are engaged, the more the number of intermediate phases in the channel increases.

Distribution Channels



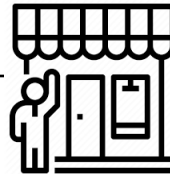
DIRECT CHANNEL

Producer

Consumer

SHORT INDIRECT CHANNEL

Producer



Retailer

Consumer

LONG INDIRECT CHANNEL

Producer

Stockist



Retailer

Consumer

Producer

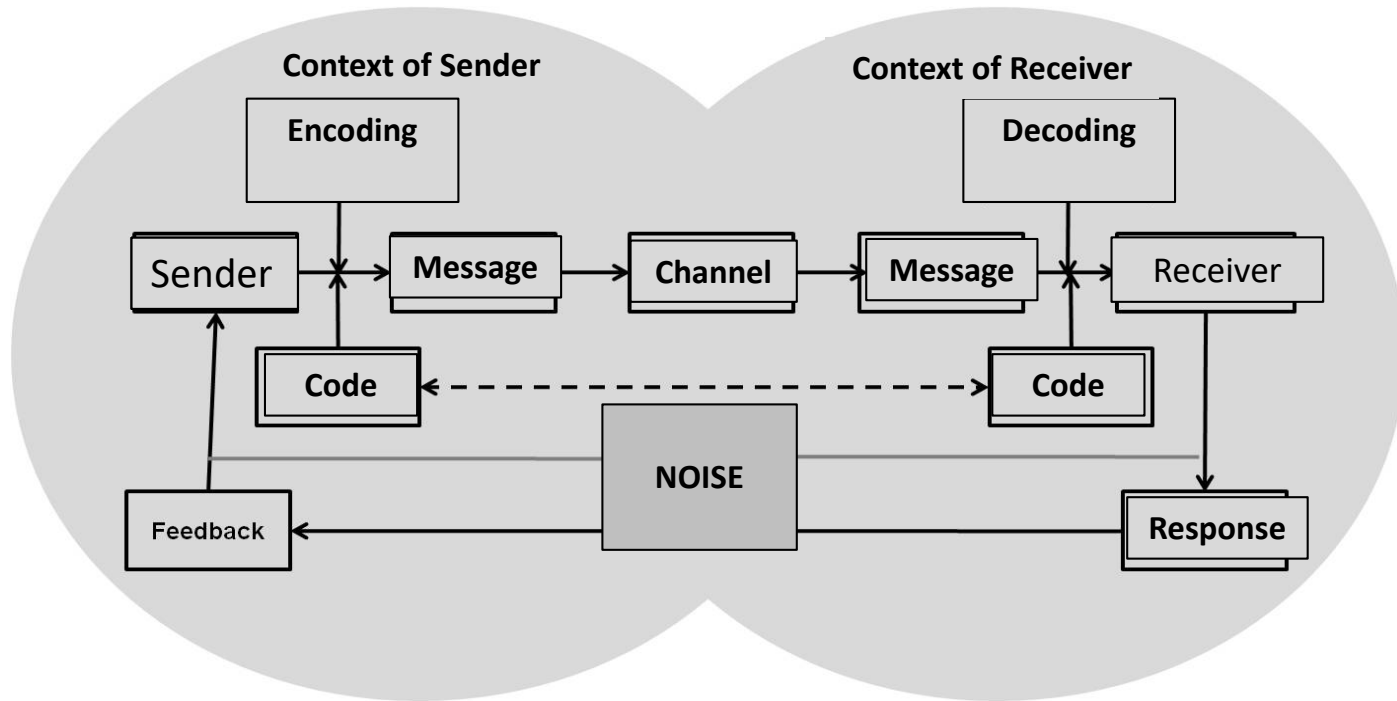
Stockist

Agent

Retailer

Consumer

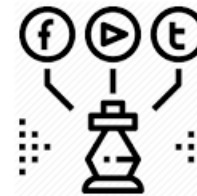
(4) Promotion: Communication



The source/ sender (*a firm or an organization*) develops a message (*e.g. an advertising campaign*) and send it through given means of communication (*television, press, front-office employees, sales staff etc.*) to the recipients (*target-market*).

Communication Strategy

1. Selection of Receiver
2. Selection of communication goals
3. Development of strategic planning
4. Budgeting
5. Development of the message
6. Selection of media
7. Programming times and modalities of action
8. Definition of the standards for performance monitoring
9. Evaluation of effectiveness



Communication Strategy

1. Selection of Receivers

In the target market

- existing consumers
- potential consumers
- acquired consumers
- competitor's consumers



Other receivers-stakeholders

(with different roles in the buying process)

- suppliers
- shareholders
- employees
- Salesperson
- intermediaries
- public institutions
- public opinion

Communication Strategy

2. Selection of Communication Goals

Depending on **the receivers**:

- Encourage the demand
- To inform the market
- Persuade consumers to buy (to guide users' actions by indicating addresses, phone number, etc.)
- To create or to strengthen the image of a brand/ product
- To boost the institutional image of a brand

To enhance the effectiveness of strategies, goals should be:

- measurable
- based on market research
- addressed to a defined **target**
- realistic
- coherent with **marketing plan**
- supervised periodically



Communication Strategy

3. Development of Communication Plan (Strategy)

- Main goals related to the total strategy
- **Integrated** set of communication forms for each stakeholder
- Selection of the **concept** (**creative idea**) that should lead the content of the message
- Selection of communication means and vehicles for **each target**



Communication Strategy

4. Budgeting

5. Development of Communication Mix Strategy

- Advertising
- Sales Promotion
- Public Relations
- Sales persons (front-office employees)

6. Development of the Message

Content based on:

- target and marketing goals (tone of voice)
 - brand strategies (reputation, image, identity...repositioning)
 - stage of product's lifecycle
-

Communication Strategy

7. Selection of Media

Based on:

- The kind of product
- The features of market
- The characteristics of communication

Forms (advertising, sales promotion, P.R., salesperson)

- **8. Programming of times and modalities**
 - **9. Definition of standards for performance monitoring**
 - **10. Evaluation of effectiveness**
-

Communication Mix

The set of forms (means, instruments) through which businesses can realize communication





ADVERTISING

SALES
PROMOTION



PUBLIC
RELATIONS

SALES
PERSON

Communication Mix Levers

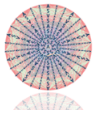
Communication Mix Lever	Main features of communication	Pros	Cons
ADVERTISING 	<ul style="list-style-type: none"> • Mass communication (high size market). • Impersonal • For commodity goods in the phase of introduction • Targeted at consumers. 	<ul style="list-style-type: none"> • Standard and measurable message 	<ul style="list-style-type: none"> • Absence of direct feedback • High general costs
SALES PROMOTION 	<ul style="list-style-type: none"> • Mass communication • Impersonal • Targeted at consumers and retailers • For product revitalization in the phase of maturity or decline or to enhance users' loyalty 	<ul style="list-style-type: none"> • Standard message • Rapid effectiveness 	<ul style="list-style-type: none"> • Nonconstant message • Absence of direct feedback

Communication Mix **Levers**

Communication Mix Lever	Main features of communication	Pros	Cons
Public relations 	<ul style="list-style-type: none"> • Mass communication. • Impersonal. • Strengthen brand image. 	<ul style="list-style-type: none"> • No direct costs • Reliability of message 	<ul style="list-style-type: none"> • No direct feedback • Not controllable/measurable message
Salespersons 	<ul style="list-style-type: none"> • Focused one-to-one communication • Personal • Usually for manufacturing goods • Targeted mainly at consumers (retailers, too) 	<ul style="list-style-type: none"> • Direct feedback 	<ul style="list-style-type: none"> • High costs per contact.



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THANK YOU

Questions?
Comments?

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