

More on IMC

Selected Com Tools

- a) Advertising*
- b) Trade Shows*
- c) Personal Selling*

I) Promotional / Com Tools

Advertising

Direct Marketing

Interactive/
Internet Marketing

Sales Promotion

Publicity/Public
Relations

Personal Selling

Factors affectingCom Toolschoices

Budget available

Stage in product life cycle

Type of product

Type of purchase decision

Target market characteristics

Consumers' readiness to purchase

Consumers' preferences for media

Regulations

Competitors

Availability of media

Push versus pull strategy

Advertising

Personal selling

Sales promotion

Public relations

Direct marketing

Print

Television

Radio

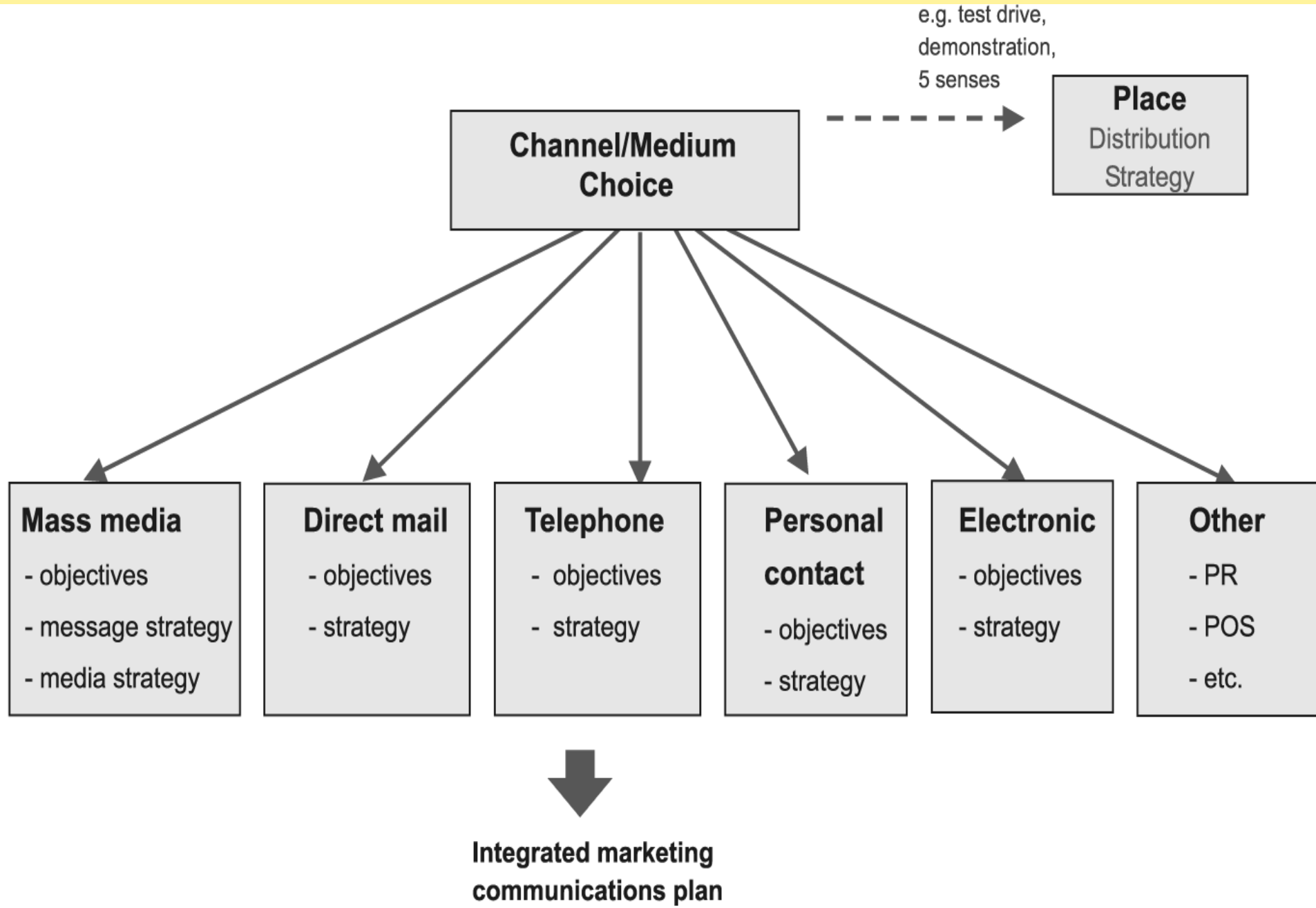
Online

Social

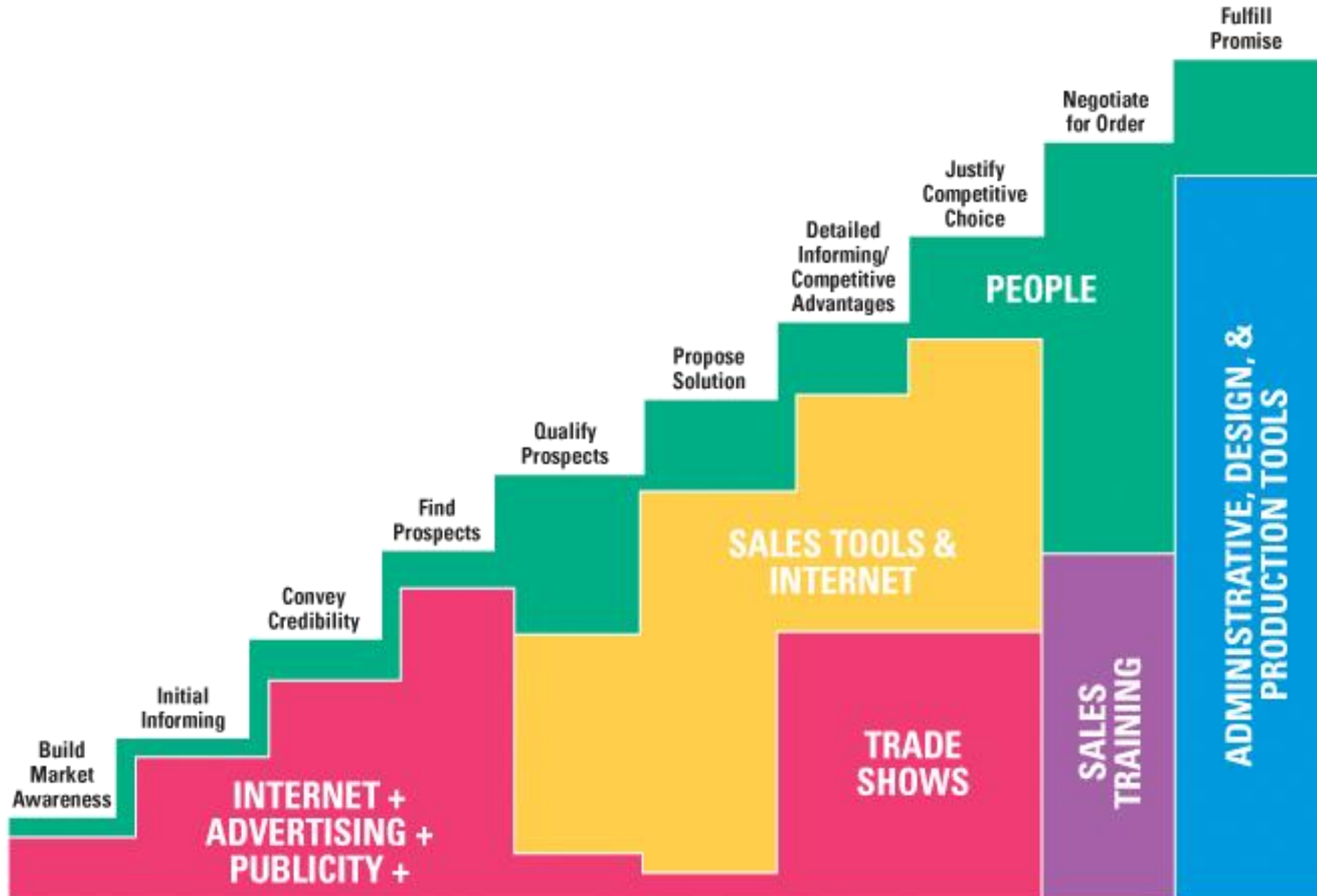
News release

Mail

OrchestratingCom Tools



When to useCom Tools



Trade offs ... and ... Choices ... on Com Tools / Channels

		ADVERTISING		DIRECT		PROMOTION				PERSONAL SELLING	PUBLIC RELATIONS	INTER-PERSONAL	
						Point of Purchase	Consumer Price Promotions	Sampling	Trade Promotions			Word-of-Mouth	Viral
CHARACTERISTICS	Mass v. Addressable	Mass	Mass	Mass	Mass	Mass	Mass	Addressable	Mass	Individual	Mass	Addressable	Mass
	Paid/Unpaid Media	Paid	Paid	Paid	Paid	Paid	Paid	Paid	Paid	Paid	Unpaid	Paid	Paid
	One-Way v Interactive	One-Way	One-Way	Trackable	Interactive	One-Way	One-Way	One-Way	Trackable	Interactive	One-Way	—	Two-Way
	Persuasive	Awareness	☆										
		Interest											
		Decision/Trial				☆	☆	☆	☆	☆			
		Adoption											
	Information Content												
	Vivid/Image			☆									☆
	Credibility										☆	☆	
	Control												
	Reach		☆		☆								
	Waste			☆						☆			
	Clutter												
	Absolute Expense												
	Cost per exposure												



Weakness

Strength

☆ - Outstanding strength.

II) Selected MKTG Communication Tools

- a) *Advertising*
- b) *Trade Shows*
- c) *Personal Selling*

☐ **Personal Selling**

☐ **Personal Selling**

☐ **Personal Selling**

☐ **Personal Selling**

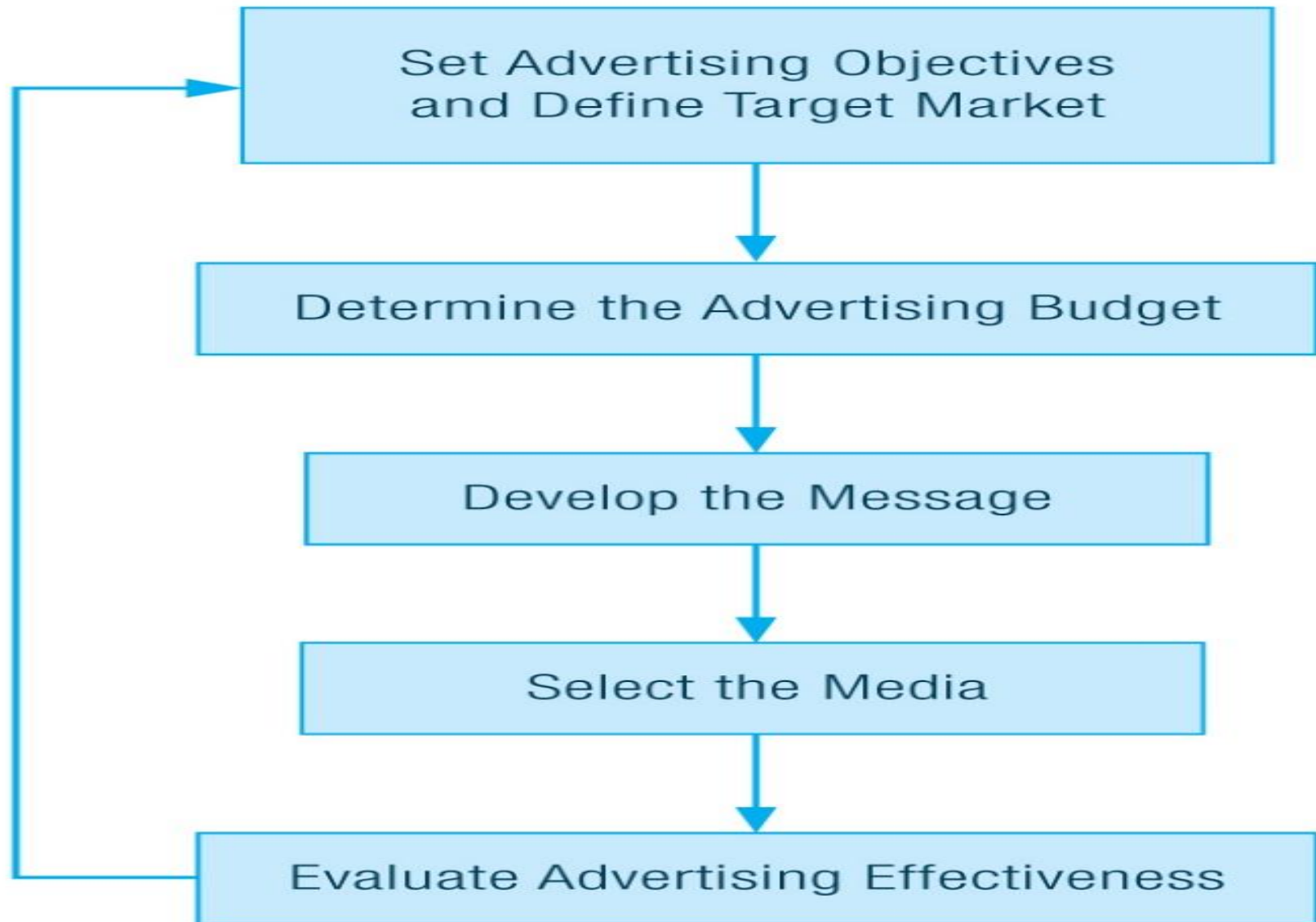
☐ **Personal Selling**

a) Business Advertising

Business Advertising

- Creates **awareness**
- Forms a **brand preference** or **corporate identity**
- *Builds a conviction that a brand will meet buyers' requirements*
- *Facilitates purchase*
- Limitations
 - **Cannot substitute personal selling**
 - **Cannot create product preference**

Figure 13.1 - Decision Stages for Developing the Business-to-Business Advertising Program



a) Defining Advertising Objectives

- Determines an advertising budget more accurately
 - Provides a yardstick for evaluating advertising
 - Advertising goals must:
 - Fulfill a marketing strategy objective
 - Reflect the general aim and purpose of the entire strategy
 - Respond to the roles for which advertising is suited
-
- Must be measurable and realistic
 - Specify what is to be achieved and when
 - Speak in unambiguous terms of a specific outcome
 - Establish a single working direction for everyone involved in the advertising program
 - Are stated in terms of communication goals
 - Such as brand awareness, recognition, and buyer attitudes

Defining the Target Audience

- Major role of advertising is to reach **buying influentials** inaccessible to the salesperson
 - *Buying influentials are concerned with distinct product and service attributes and criteria*
 - Objectives must specify
 - *the intended audience and*
 - *its relevant decision criteria*
-
- Provide guidelines for the company and advertising agency to **position the product/service**
 - Product/Service position
 - *Relates to how the target market perceives the product*
 - *Supported by copy, theme, color, media, and tactics*

b) Determining Advertising Expenditures

- Through a blend of **intuition, judgment, experience, and more advanced decision-oriented techniques**
- Techniques used
 - **Rules of thumb**
 - *Percent of sales allocated to advertising*
 - *Percentage-of-sales rules*
 - *Make advertising a consequence rather than a determinant of sales and profits*
 - **Objective task method**
 - Relates advertising costs to the objective to be accomplished
 - Applied by evaluating the tasks advertising will perform, analyzing the costs of each task, and summing up the total costs to arrive at a final budget

c) Developing the Advertising Message

- Determining advertising objectives
 - Evaluating the buying criteria of the target audience
 - Analyzing the most appropriate language, format, and style for presenting the message
- Business advertisement must catch the decision maker's attention
 - Receiver must interpret the advertisement as the advertiser intended
 - Business advertiser must contend with attention and interpretation
 - Advertiser must carefully tailor the technical aspects of promotional messages to the appropriate audience
- Advertising messages need to:
 - Cater to the benefits the target customer seeks
 - Persuade the reader that the advertiser can deliver them
 - Messages that have direct appeals or calls to action are viewed to be strong

Understanding Buyer Motivations

- Standard set of classic buying motives does not apply in every purchase situation
- Marketing research has to be employed to delineate influencers' criteria for buying in each segment
- Integrated marketing communications program includes a blend of online, print, and direct-mail advertisements
- Business-to-business media are selected by the target audience

d) Medium:

a. Online Advertising

- Effective way to communicate with customers and prospects
- **Microsite:** Specialized Web page a visitor lands on after clicking an online ad or e-mail
- Use of online videos to show how the products and services provide solutions
 - Effective in telling story and producing serious leads

b. Business Publications

- **Horizontal publications:**
 - *Directed at the specific task, function, or technology regardless of industry*
 - *Effective when many industries are potential users*
- **Vertical publications:**
 - *Oriented to readers in a specific industry*
 - *Logical choice for product that has applications within only a few industries*
- **Requester publications:**
 - *Offer free subscriptions to selected readers*

Advertising Cost

- Total advertising budget must be allocated among the various advertising tools
 - Allocation of the business publication budget among various journals depends on their relative effectiveness and efficiency
 - *Measured in cost per thousand*
-
- One-time ads are ineffective
 - As reading audience varies, a schedule of advertising insertions is required
 - Building continuity and repetitive value
 - *6 insertions per year may be required in a monthly publication*
 - *26 to 52 insertions in a weekly publication*

c. Direct Mail

- Delivers the message firsthand to selected individuals
- Used for:
 - Corporate image promotion
 - Product and service promotion
 - Sales force support
 - Distribution channel communication
 - Special marketing problems
- May help to establish a firm's reputation of technological leadership in promoting corporate image
- Can provide specific product information to buying influentials in product advertising
- Can have a significant effect on creating and qualifying customer leads
- Integrated in firms' CRM programs
- Yields higher responses than direct-mail campaigns
- Generates quick results
- Many firms provide an e-mail alert service and/or an e-mail newsletter

e) Measuring Advertising Effectiveness

- Evaluation against objectives formulated in terms of the elements of the buyer's decision process and some of the indirect communication effects
- **Indirect communication effects of advertising**
 - Advertising affects word-of-mouth communications, company reputation, and the belief that advertising aids selling
- Advertising efforts are judged on cost per level of achievement

Figure 13.2 - Primary Areas for Advertising Evaluation

AREA		FOCUS OF MEASUREMENT
Target Market Coverage	→	Degree to which advertising succeeded in reaching defined target markets
Key Buying Motives	→	Factors that triggered purchase decision
Effectiveness of Messages	→	Degree to which the message registered with key buying influentials in defined market segments
Media Effectiveness	→	Degree to which various media were successful in reaching defined target markets with message
Overall Results	→	Degree to which advertising accomplished its defined objectives

Evaluation Measures

Knowledge

Recognition

Recall

Awareness

Preference

Motivation

**Vital B2B & B2C
Promotional
Tools**

b) Trade Shows

Trade Shows

- Important promotional vehicle for business markets
- Sellers present their products and services in booths visited by interested industry members
- Offers a unique opportunity to:
 - *Publicize a significant contribution to technology*
 - *Demonstrate new and old products*

Strategy Benefits of Trade Shows

- Effective selling message can be delivered to a large and interested audience at one time
- Customers can get hands-on experience with the product in a one-on-one selling situation
- Potential customers can be identified, providing sales personnel with qualified leads
- General goodwill can be enhanced
- Free publicity is generated for the company

Functions of Trade Shows

- Identify decision influencers and potential customers
- Provide product, service, and company information
- Learn of potential application problems
- Create actual sales and enhance sales force morale
- Handle current customer problems
- Build corporate image and gather competitive intelligence

Selecting the Shows

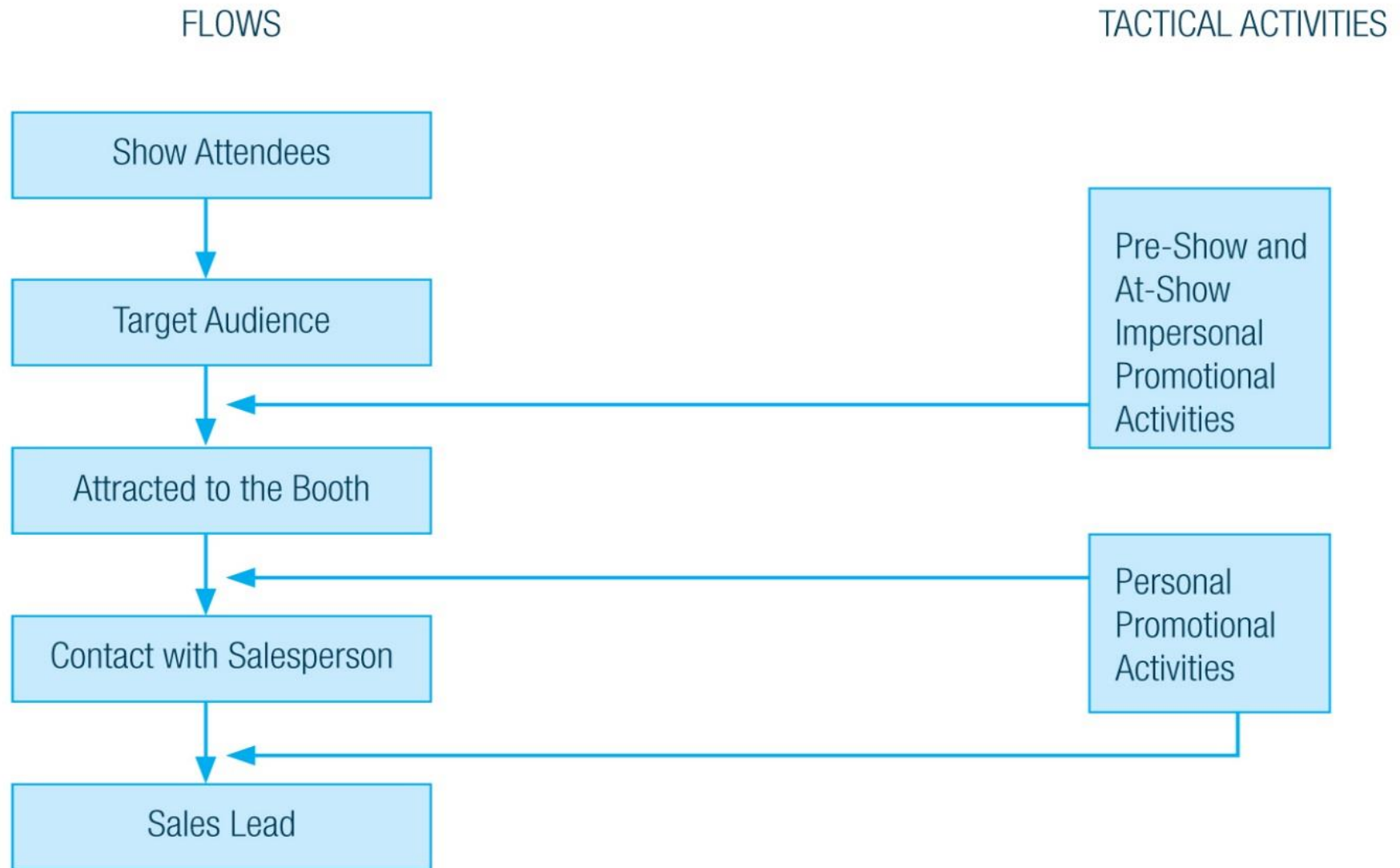
- Challenge is to decide which trade shows to attend and how much of the promotional budget to invest
- **Net buying influences**
 - Measures the percentage of the show audience that has decision authority for the types of products being exhibited
- **Total buying plans**
 - Measures the percentage of the audience planning to buy those products within the next 12 months

Lead Efficiency =

Number of sales leads obtained at the show

Total number of show visitors who intent to buy

Figure 13.3 - Representation of Traffic Flow Model at Trade Shows as a Sequence of Stages



c) Personal Selling

Personal selling

- Personal Selling is an effective way to manage **personal customer relationships**. The sales person acts on behalf of the organisation. They tend to be well trained in the approaches and techniques of personal selling.
- However **sales people are very expensive** and should only be used where there is a genuine return on investment. For example salesmen are often used to sell cars or home improvements where the margin is high.



Personal selling objectives

- Building product awareness
- Creating Interest
- Providing information
- Stimulating demand
- Reinforcing the brand

Advantages/Disadvantages Of Personal Selling

- Freedom to adjust message to customer
- Most precise promotion method
- Most expensive promotion method

Personal selling + / -

Advantages	Disadvantages
High customer attention Message is customised Interactivity Persuasive impact Potential for development of relationship Adaptable Opportunity to close the sale	High cost Labour intensive Expensive Can only reach a limited number of customers

Advantages & Disadvantages of Personal Selling

- **Advantages:**

1. Allowing for two-way interaction
2. Tailoring of the message
3. Lack of distraction
4. Involvement in the decision-process
5. Source of research information

- **Disadvantages:**

1. Inconsistent messages
2. Sales force/management conflict
3. High cost
4. Poor reach
5. Potential ethical problems

Basic Types of Selling Approaches

1. Stimulus-Response

2. Need Satisfaction

3. Problem-Solution

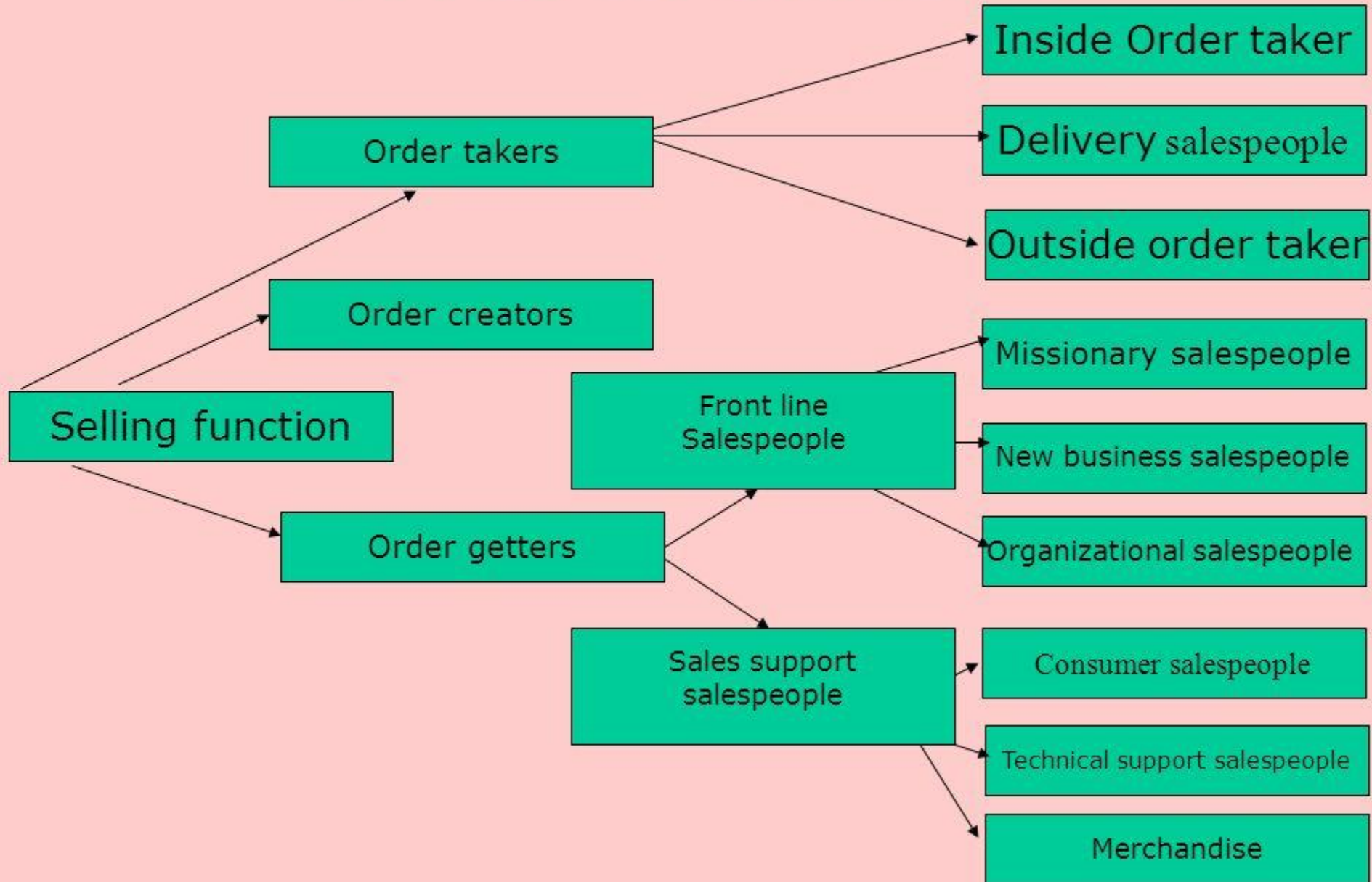
Personal Selling

- ◆ **Personal Selling** – making an oral sales presentation to one or more potential buyers.
- ◆ **Two types of Personal Selling:**
 - **Order Taking** (*telephone*)
 - **Order Getting** (*salespeople*)

Types of Sales Personnel



TYPES OF SELLING



STAGE

OBJECTIVE

COMMENTS

1. Prospecting

Search for and qualify prospects

Start of the selling process; prospects produced through advertising, referrals, and cold canvassing

2. Preapproach

Gather information and decide how to approach the prospect

Information sources include personal observation, other customers, and own salespeople

3. Approach

Gain a prospect's attention, stimulate interest, and make transition to the presentation

First impression is critical; gain attention and interest through reference to common acquaintances, a referral, or product demonstration

4. Presentation

Begin converting a prospect into a customer by creating a desire for the product or service

Different presentation formats are possible; however, involving the customer in the product or service through attention to particular needs is critical; important to deal professionally and ethically with prospect skepticism, indifference, or objections

5. Close

Obtain a purchase commitment from the prospect and create a customer

Salesperson asks for the purchase; different approaches include the trial close and assumptive close

6. Follow-up

Ensure that the customer is satisfied with the product or service

Resolve any problems faced by the customer to ensure customer satisfaction and future sales possibilities

Personal Selling

Needs Discovery

Types of questions

1. Permission

Close-ended

2. Fact-finding

Factual information

3. Feeling finding

Open-ended questions

4. Checking
questions

Confirm
understanding

Salesperson & Buyer

Characteristics & Traits

PERSONAL SELLING AND SALES MANAGEMENT

- ROLES OF SALESPERSON
 - ✓Psychologist
 - ✓Consultant
 - ✓Educator / Teacher
 - ✓Problem Solver
 - ✓Team Leader
- TYPES OF SELLING POSITIONS
 - ✓New Business (Prospector)
 - ✓Existing Business (Order Taker)
 - ✓Detailing
 - ✓Support (Marketing, Technical)

Dominant

- Direct
 - Decisive
 - Doer
-
- Domineering
 - Demanding

Task
Focus

Compliant

- Cautious
 - Careful
 - Conscientious
-

- Calculating
- Condescending

Active

Influential

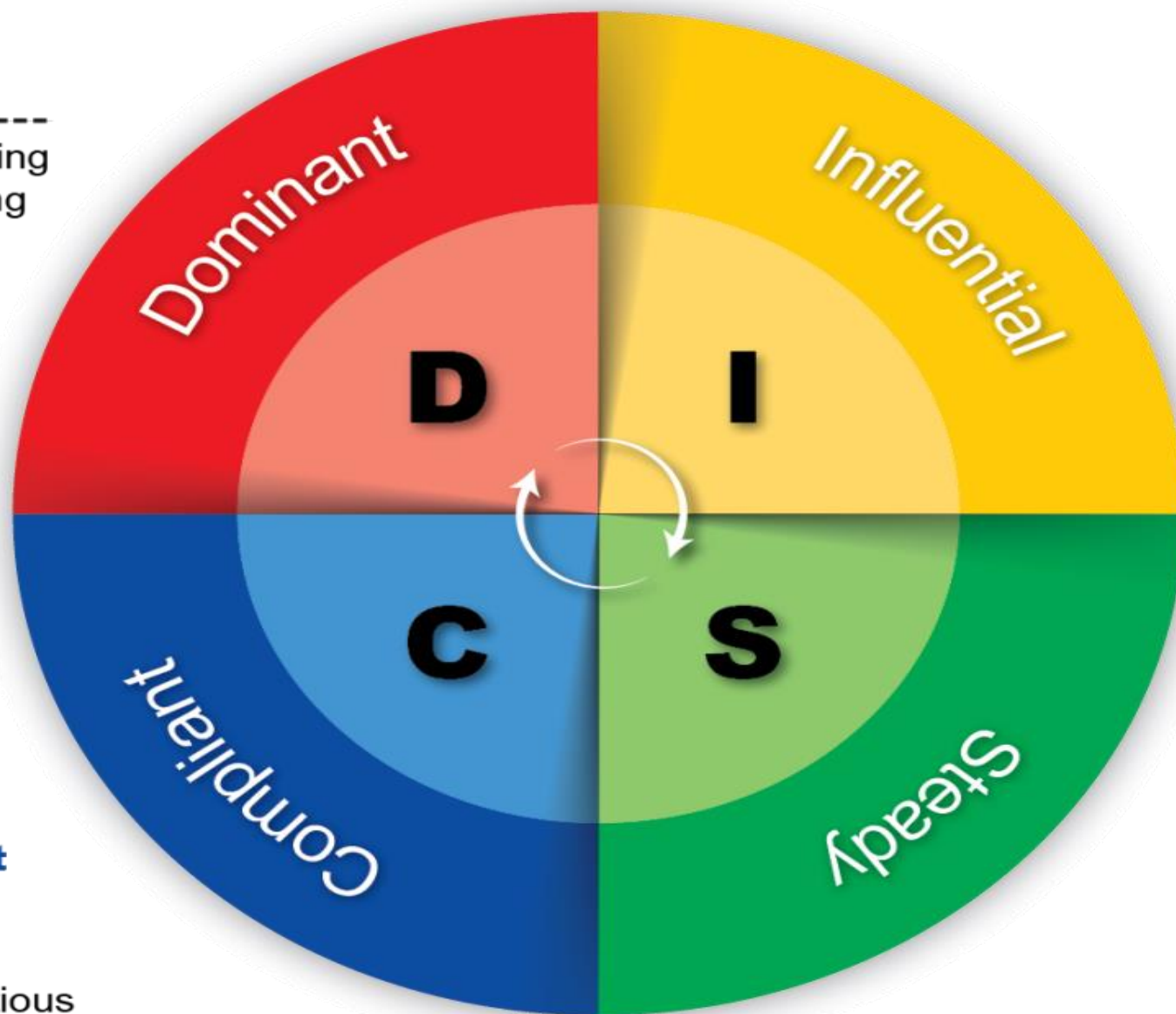
- Inspirational
 - Interactive
 - Interesting
-
- Impulsive
 - Irritating

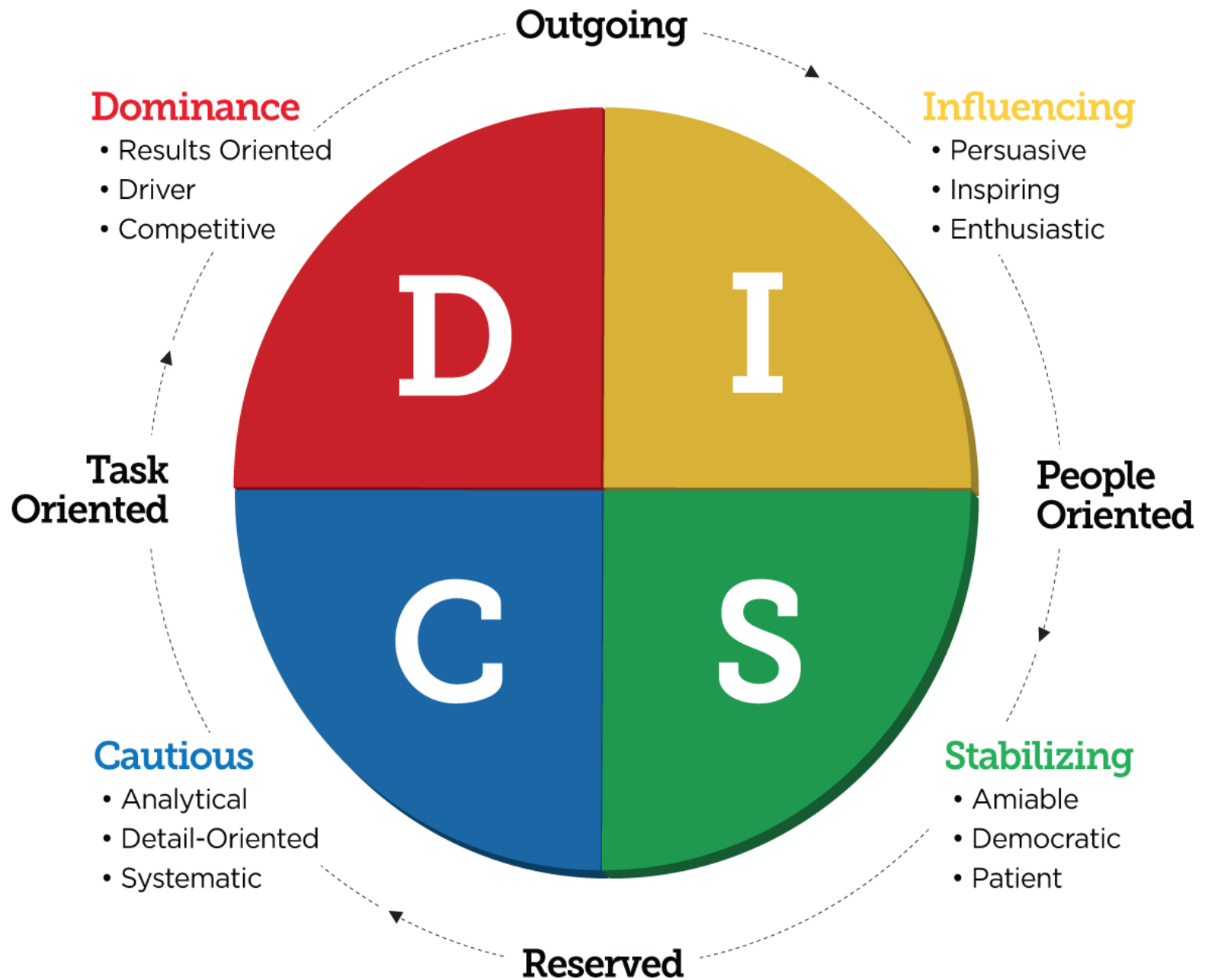
People
Focus

Steady

- Stable
 - Supportive
 - Sincere
-
- Slow
 - Sensitive

Reflective





Low Responsiveness
(Controls)

Analytic

Driver

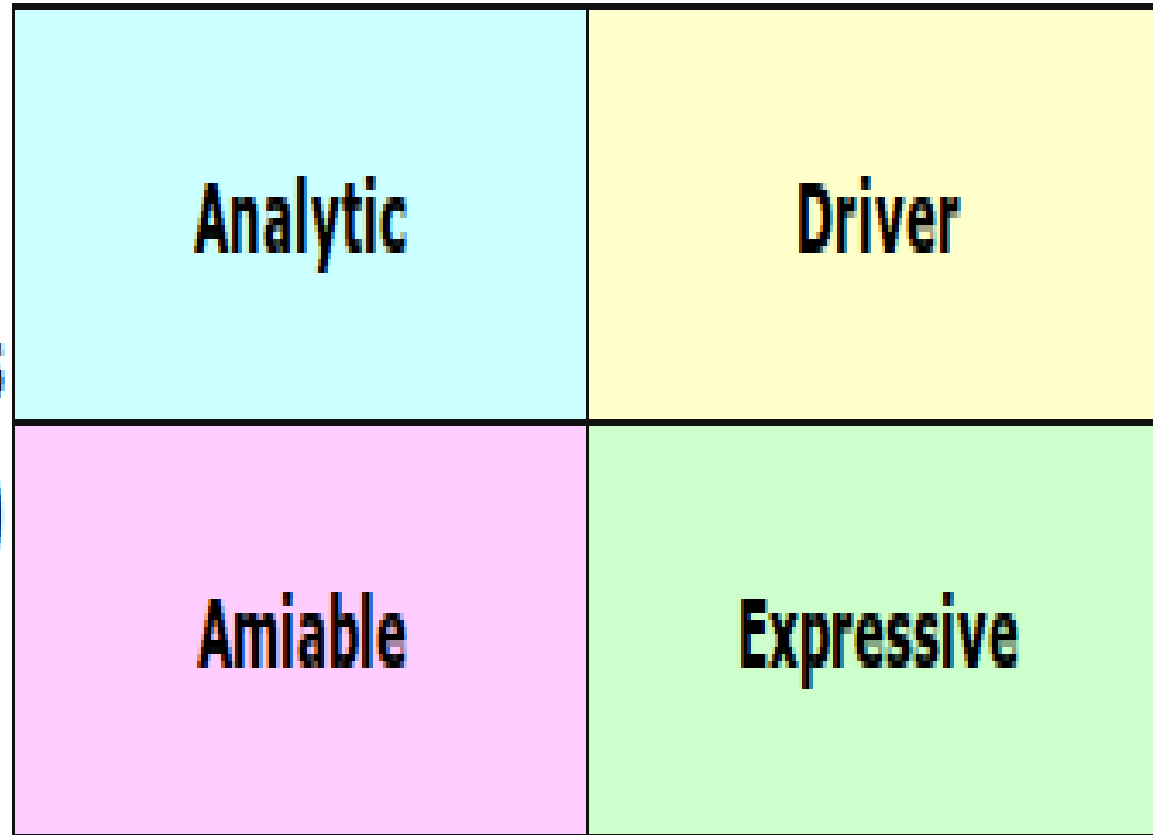
High
Assertiveness
(Tells)

Amiable

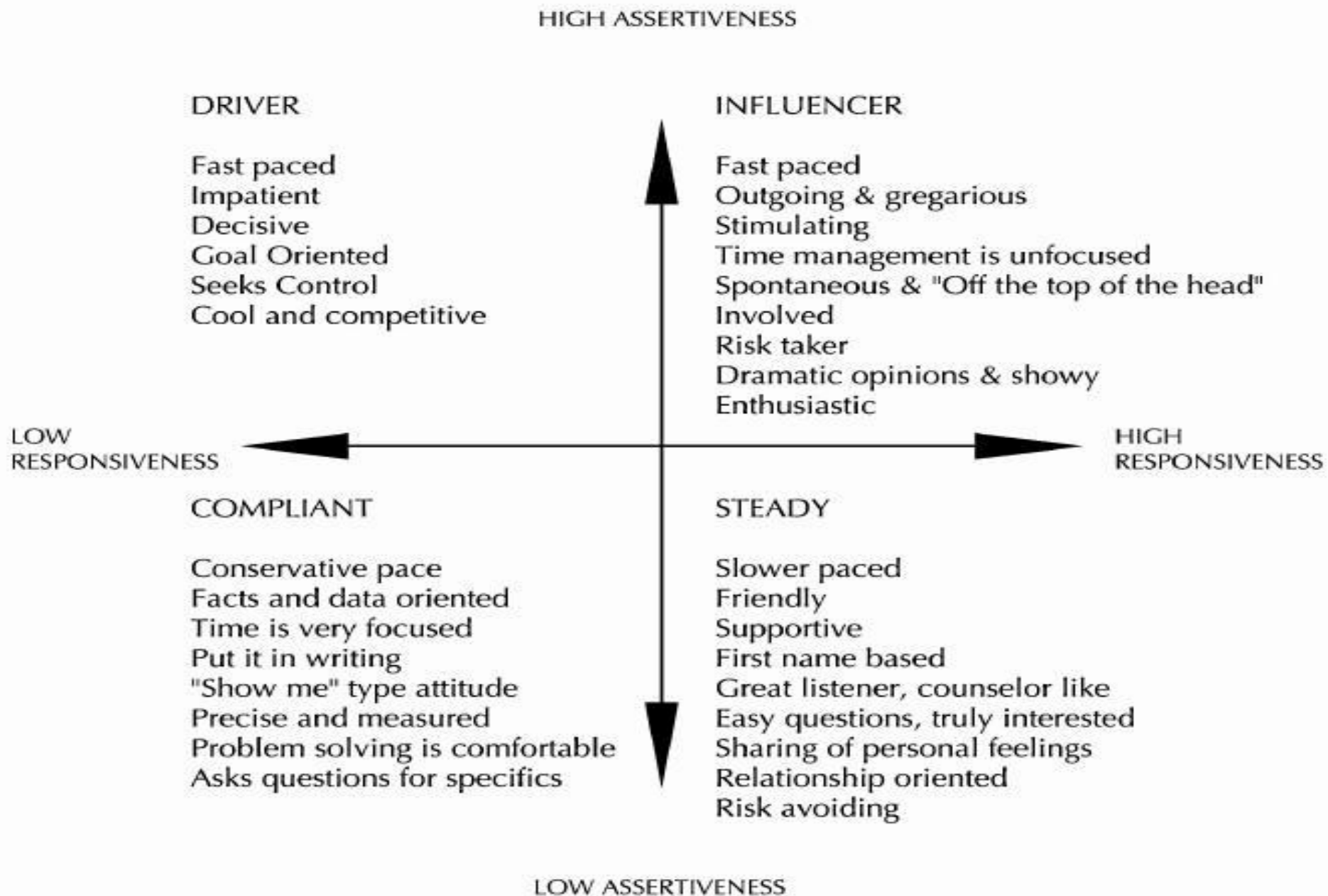
Expressive

High Responsiveness
(Emotes)

Low Assertiveness
(Asks)

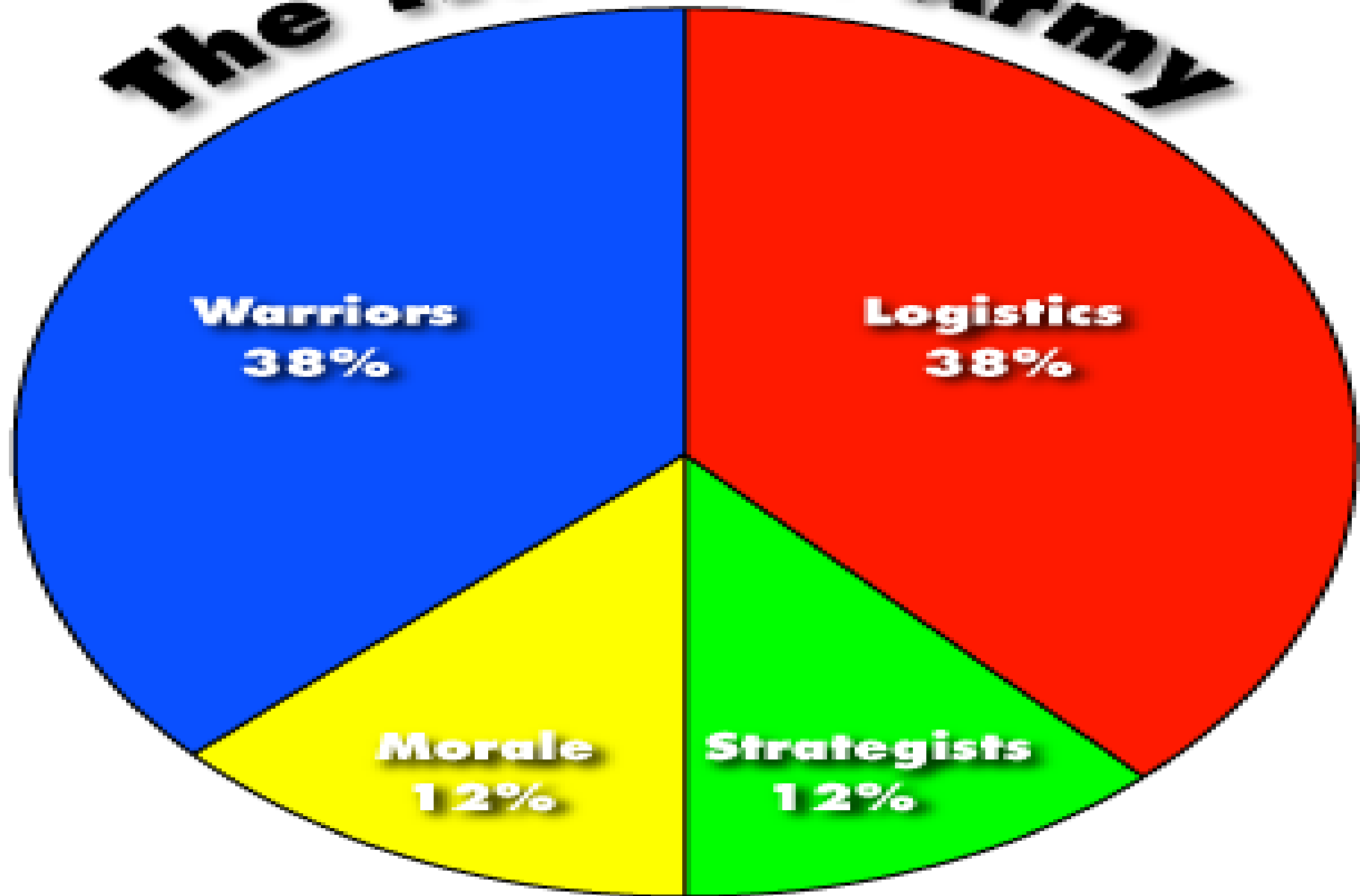


Communication Styles of DISC



Salesperson & Buyer Types

The Human Army



The 4 Personality Types In The Human Race

Utilitarian
'whatever works'

Competitive



Spontaneous



Humanistic



Methodical



Ethically right
'doing the right thing'

Abstract
(iNtuition)

Concrete
(Sensing)

Perfectionist

realistic
conscientious
principled
high ideals

Helper

warm
concerned
nurturing
sensitive

Achiever

energetic
optimistic
self-assured
goal oriented

Romantic

sensitive feelings
warm
perceptive

Thinker

curious
analytical
insightful
introverted

Questioner

responsible
trustworthy
value loyalty

Adventurer

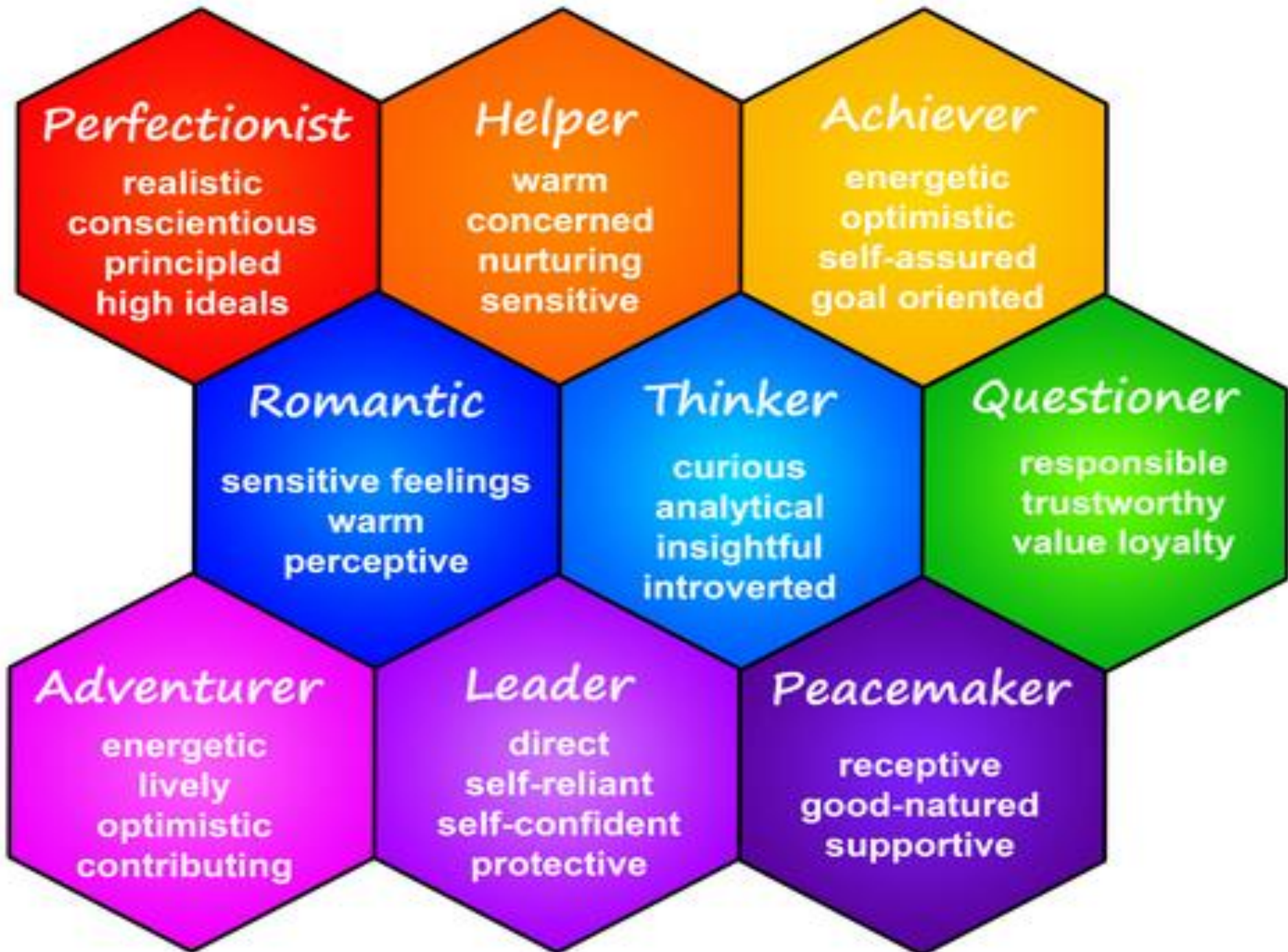
energetic
lively
optimistic
contributing

Leader

direct
self-reliant
self-confident
protective

Peacemaker

receptive
good-natured
supportive



Personal Selling & Selling Process

Personal Selling

The Selling Process

PRE-INTERACTION	INTERACTION	POST-INTERACTION
Skills:	Skills:	Skills:
■ Setting Objectives ■ Knowledge Management ■ Information Gathering ■ Rehearsal	■ Relating ■ Need discovery ■ Advocating ■ Closing	■ Supporting ■ Implementing ■ Dealing with dissatisfaction ■ Enhancing the relationship

Managing the Sales Force

Sales People

- Salesperson engaged in personal selling acts
 - *as a link between the marketplace and specific customers*
- To maximize effectiveness and efficiency:
 - *Personal selling must be carefully managed and integrated into the marketing mix*
 - *Salesperson should have a wide array of knowledge about his/her products as well as that of the competitors'*

Sales Force

- Plays a central role in a firm's business-to-business strategy
- Personal selling - Dominant component and a major determinant of overall company success
 - Compared to consumers, there aren't as many potential business customers and dollar purchases are large

Sales Force Management

- Fundamental to a firm's success
- Comprises planning, organizing, directing, and controlling the personal selling efforts
- Forecasts the expected sales response to determine the required sales effort
- Involves ongoing activities of selecting, training, deploying, supervising, and motivating

Components of Sales Force Management

- Leveraging social media
- Methods for organizing the sales force
- Key account management
- Distinctive characteristics of high-performing account managers

Leveraging Social Media

- Prospecting - Salespeople scout for potential customers by:
 - Sending short messages
 - Locating people with an interest in the salesperson's idea in a social environment

Sales Cycle

- Qualifying leads - Salesperson needs to ensure that the potential customer:
 - Has necessary budget and authority to buy
 - Has legitimate need for the product or service
 - Meets the salesperson's delivery timeline
- Managing relationships
 - Social tools help in maintaining strong customer relationships and insuring retention post sales cycle
 - Sales person should:
 - Develop in-depth customer knowledge for long-term collaboration
 - Make frequent social contacts and offer clients valuable information on relevant issues

Organizing the Personal Selling Effort Based on Geographical Organization

- **Advantages**

- Common form of sales organization that reduces travel distance and time between customers
- Minimizes costs

- **Disadvantages**

- Each salesperson must perform all the selling tasks for all the products and customers in the territory
- Salesperson may not know about all products or the ones that need to be emphasized

Organizing Personal Selling Effort Based on Product Organization

- Salespersons specialize in narrow components of the total product line
 - Benefit
 - Enables sales force to develop deeper product knowledge that enhances the value of a firm's total offering to customers
 - Disadvantage
 - Expensive and sometimes confusing for customers

Organizing Personal Selling Effort Based on Market-Centered Organization

- Salespeople organize personal selling effort by customer type
 - Example - Specializing in the banking industry
 - Salespeople are better prepared to identify and respond to buying influentials of customers

Unique Value Propositions

- **Customer prioritization:** Degree to which firms prioritize customers
 - By developing different value propositions for its top-tier versus bottom-tier customers
- Companies can get higher returns and profitability by:
 - Positively affecting sales and profits from top-tier customers without affecting bottom-tier customers
 - Reducing sales and marketing costs

Key Accounts

- Represents a customer who:
 - *Purchases a significant volume as a percentage of sales*
 - *Involves several organizational members in the purchasing decision*
 - *Buys for a geographically dispersed unit*
 - *Expects coordinated response and specialized services*

Traditional Selling versus Key Account Selling

	Traditional Selling Focus	Key Account Selling Focus
Sales volume	Varies	Large volume of purchases by the customer often across multiple businesses of the seller
Nature of product/service offering	Core product/service	Core product/service plus customized applications and value-added services
Time horizon	Short-term	Long-term
Benefits to customer	Lower prices and higher quality	Lower total costs; Broader set of strategic benefits
Information sharing	Limited: Narrow focus on price and product features	Extensive: Broader focus as firms share strategic goals
Sales force objectives	Maximize revenue Satisfied customers	Become preferred supplier; lower customer firm's total costs; enhance learning in the relationship
Structure of selling center	Individual salesperson is primary link to customer organization	Many individuals from multiple functional areas on the selling side interact with counterparts in the customer organization
Structure of buying center	Purchasing manager and a few other individuals are involved in buying decisions	Many individuals within the customer organization interact in making decisions and evaluating the relationship

Three-Phase Approach for Selecting Key Accounts

- **Phase 1 - Approach centers on:**
 - Profit potential of a customer
 - Degree to which a customer is willing to pay a premium price for support services
- **Phase 2**
 - Marketer selects customers who require a unique support function that provides organizational learning opportunities
- **Phase 3**
 - Seller considers the degree to which the transactions with a potential customer complements the economics of the seller's business

Key Account Success

- Successful key account units have:
 - Senior management support
 - Well-defined objectives, assignments, and implementation procedures
 - Experienced staff who are knowledgeable about company's capabilities
 - Staff who know how to create customer solutions

Sales Administration

Recruiting and
selecting
salespersons

Training

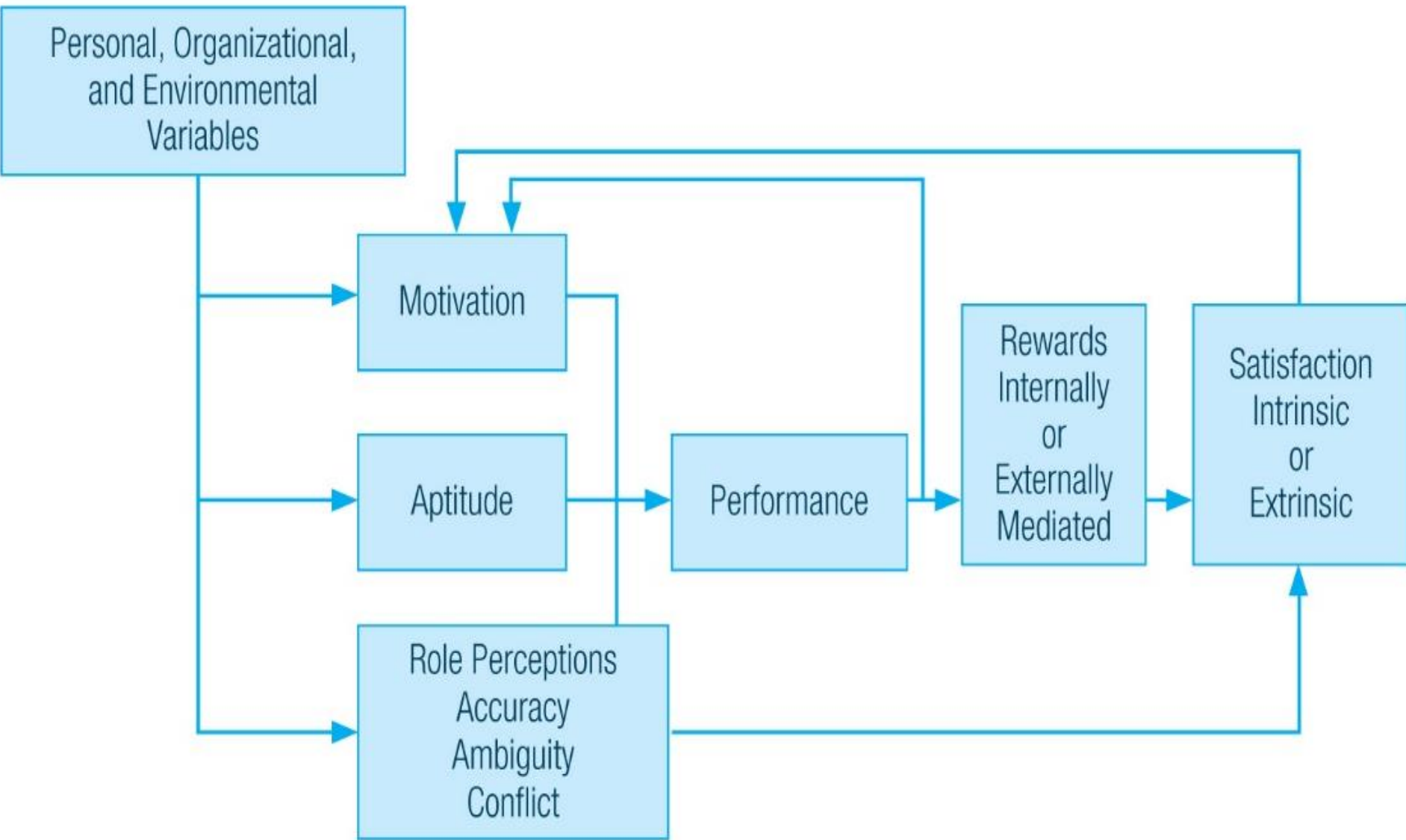
Supervising and
motivating

Evaluating and
controlling

Recruitment, Selection, and Training of Salespersons

- First-line supervisors in a company are responsible for recruiting and selecting
- Periodic training needs to be provided to update skills of experienced workers
- Sales training program
 - Knowledge about the company, product line, customer segments, and competition

Figure 14.2 - Determinants of a Salesperson's Job Performances



Supervision and Motivation

- Supervisory tasks
 - Continued training, counseling, and assistance
- Types of motivational rewards
 - **Internally mediated rewards:** Rewards attained on a personal basis
 - **Externally mediated rewards:** Rewards controlled and offered by managers or customers

Organizational Climate and Job Satisfaction

- Role ambiguity and role conflict undermine job satisfaction
 - Salespersons tend to be anxious and dissatisfied about the expectations or demands of the role partners
 - Training and socialization reduces role ambiguity

Job Satisfaction

- Salespersons experience higher level of job satisfaction when they:
 - Perceive that their first-line supervisor closely directs and monitors their activities
 - Are provided with assistance by the management to solve nonroutine problems
 - Feel they have an active part in determining company policies and standards that affect them
- Customer satisfaction increases as salesperson's job satisfaction increases

Turnover

- Salesperson's job satisfaction affects sales turnover
 - Salespeople managed by high-performing sales managers exhibit less role stress and more satisfaction
 - Responsive training, supportive supervision, and clearly defined company policies should match the sales force turnover

Evaluation and Control

- Management needs to:
 - Monitor and control sales performance at all levels
 - National, regional, and district
 - Determine if objectives are being achieved
 - Identify problems and recommend corrective action
 - Keep salespeople informed about internal and external changes

Performance Measures

- Measures used by sales managers
 - **Behavior-based:** Sales manager monitors and directs activities
 - Uses subjective measures to evaluate performance
 - Adopts a compensation system with a large fixed component
 - **Outcome-based:** Involves less direct supervision of salesperson activities
 - Uses objective measures to evaluate performance and has a large incentive component

Sales Territory Traits

- **Potential:** Measure of total business opportunity for all sellers in a particular market
- **Concentration:** Degree to which potential is confined to a few larger accounts in a territory
- **Dispersed:** Sales decrease due to time wasted in travel

Territory Alignment

- Affects the workspace for each member of the sales force
 - Defines particular customers who will be served and the immediate supervisor

Selected Determinants of Territory Sales Response



Environmental factors

Competition

Company marketing strategy and tactics

Sales force organization, policies, and procedures

Field sales manager characteristics

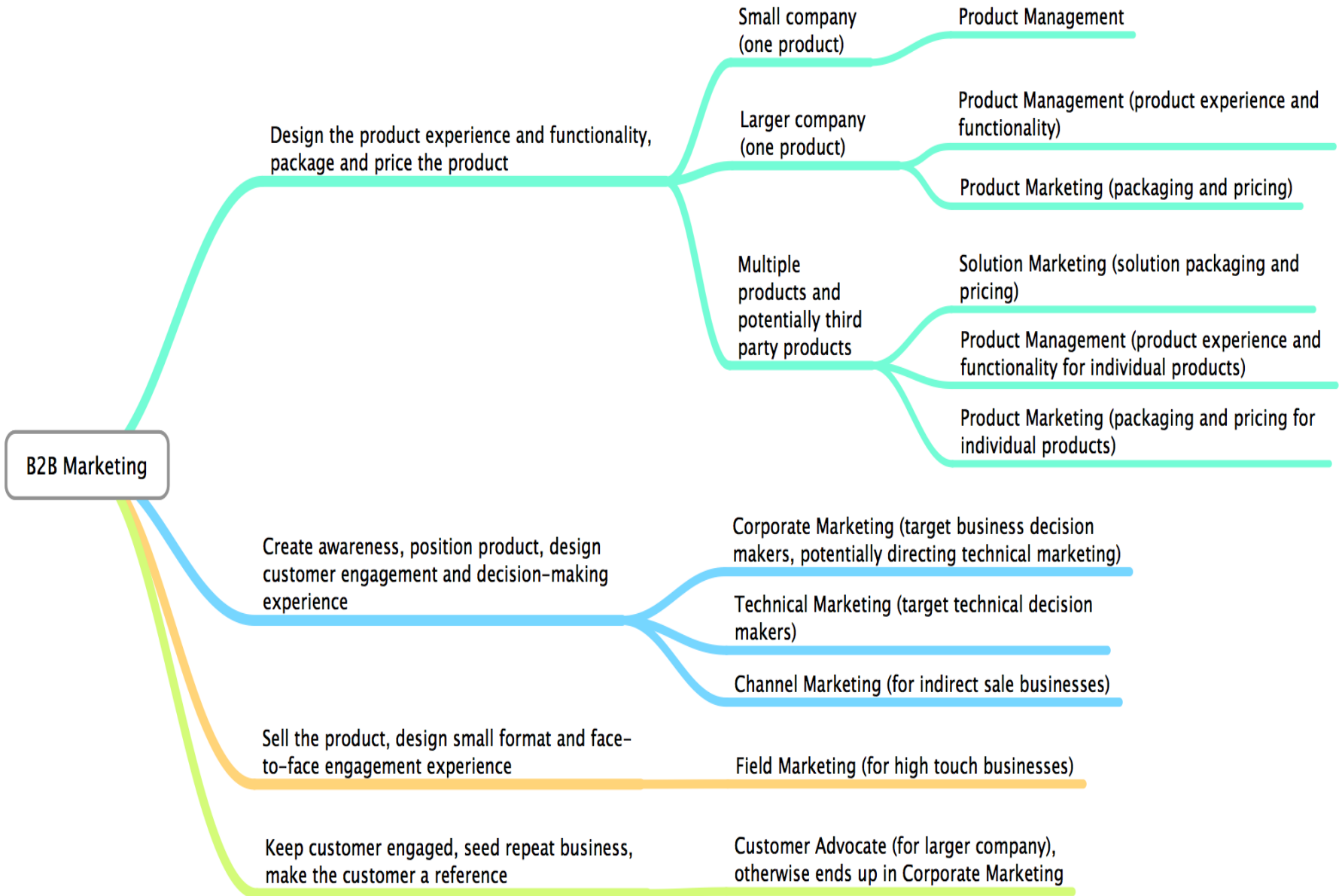
Salesperson characteristics

Territory characteristics

- Sales leaders:
 - Define micromarket size
 - Determine growth potential
 - Gauge market share
 - Identify the causes of differences in market shares
 - Prioritize growth pockets

GE's Sales Force Effectiveness Initiative

- Sales force effectiveness priorities set by GE
 - Customer potential and prioritization
 - Territory alignment
 - Target setting and potentialization
 - Variable incentive compensation
- Leaders implemented the priorities through:
 - Sales leader capability guide
 - Sales management training course



**Practically, Dynamically and Proactively
utilize
a mix of
B2B Communication Tools Mix**

Promotional Mix of B2B Tools

The Promotional Mix

Personal Selling

- ▶ Direct contact
- ▶ Expensive

Advertising

- ▶ Advertising is everywhere

Direct Marketing

- ▶ Mail
- ▶ E-marketing
- ▶ Telemarketing
- ▶ Social media



direct marketing

A type of advertising that sends a promotional message to a targeted group of prospects and customers rather than to a mass audience.



social media

Electronic media that allows people with similar interests to participate in a social network.

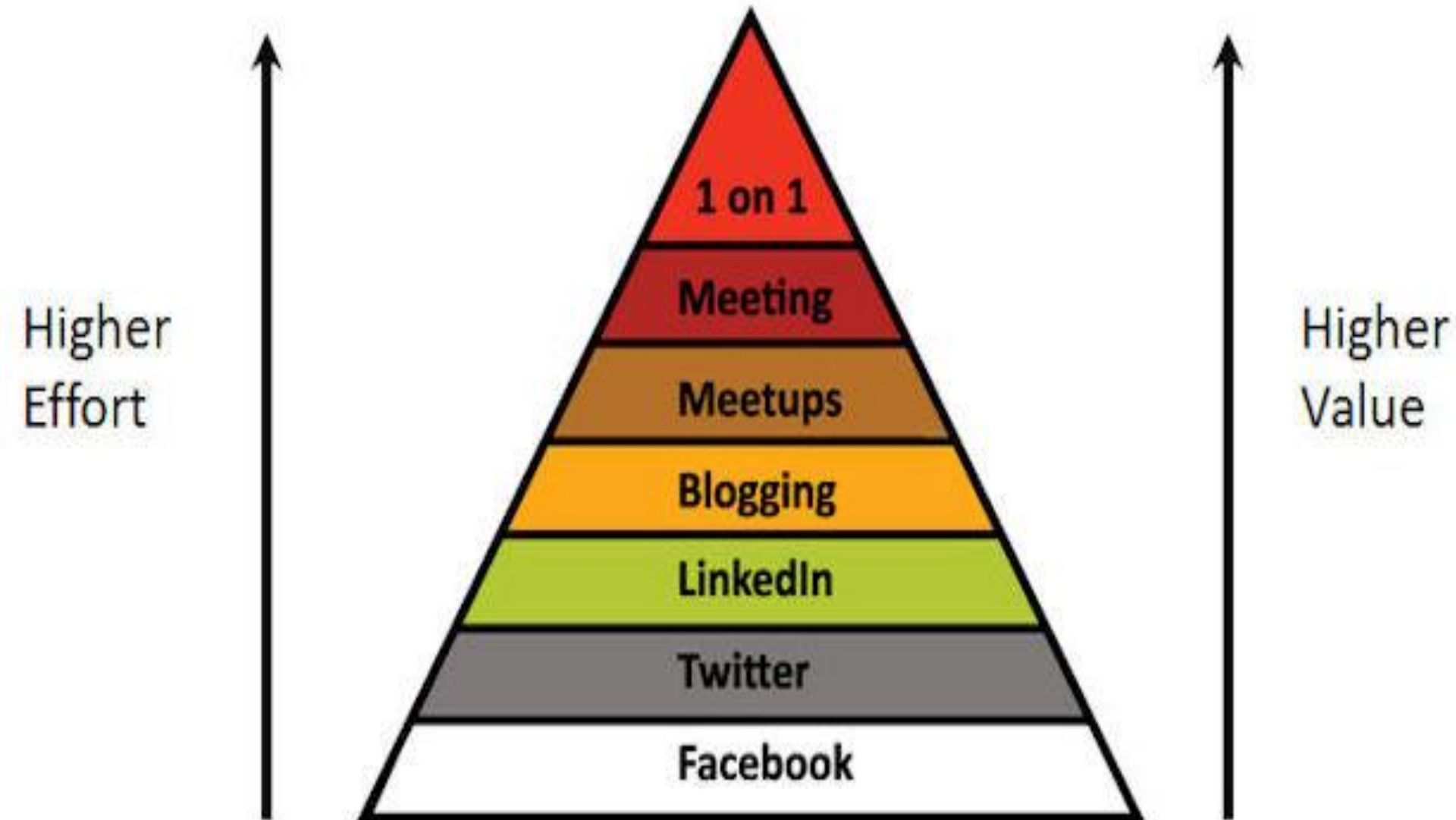
Promotional Tools' valuation card

Criteria	Advertising	Sales promotion	Publicity	Personal selling
Cost per audience member	Low	Low	Very low	Very high
Confined to target markets	Poor to good	Good	Moderate	Very good
Deliver a complicated message	Poor to good	Poor	Poor to good	Very good
Interchange with audiences	None	None	Low to moderate	Very good
Credibility	Low	Low	High	Moderate to high

Promotional Mix: Product Life Cycle, Type of Business and Product

Product Life-Cycle	Manufacturers		Wholesalers	Retailers	
	Industrial	Consumer	All Products	Durable	Nondurable
Introduction	Personal selling	Advertising Personal selling	Personal selling	Personal selling Advertising	Advertising Sales promotion
Growth	Personal selling	Advertising Personal selling Sales promotion	Personal selling	Personal selling Sales promotion Advertising	Advertising Sales promotion
Maturity	Personal selling	Sales promotion Advertising	Personal selling Sales promotion	Personal selling Sales promotion	Advertising Sales promotion
Decline	Personal selling	Sales promotion	Personal selling Sales promotion	Personal selling Sales promotion	Sales promotion

Relationship Building Pyramid



Relationship

Buyer –Seller Relationship

Industrial Markets:

- **Technical Expertise an asset** – engineers are hired by companies selling railway equipment
- **Interpersonal relationships** between buyers and sellers
- **Significant information exchange** – a pharma company will explain in detail the specs of a tableting machine
- **Stable, long term relationships** encourages **loyalty**

Products

Products

Industrial Markets:

- Can be technically complex – Axles for railway wagons
- Customised to user preference
- Service, delivery and availability very important
- Purchased for other than personal use – Ministry of Railways purchases for the Indian Railways

Consumer Markets:

- Standardised – rail travel
- Service, delivery and availability only somewhat important
- Purchased for personal use

Promotion

Promotion

Industrial Markets:

- **Emphasis on direct selling** – Sale of packaging material to companies making toiletries and allied products will involve a large amount of personal interphase

Consumer Markets:

- Emphasis on advertising – Soap like Lux may be purchased on advertising appeal of film stars

Selected Types Of Selling

- Team – experts from all functional areas of a firm, led by a salesperson, to conduct the personal selling process
- Relationship – mutually beneficial long-term associations with a customer through regular communications

Methods in Marketing-Sales Collaboration

Customer friendly request-for-proposals (RFP) process

Loyalty programs that closely monitor customer satisfaction

Responsive customer management programs that promote retention and loyalty

Integrated Communication Programs

- Advertising and sales promotion strategy that effectively blends with:
 - Personal selling
 - Advertising
 - Online media
 - Sales promotion
- Personal and nonpersonal forms of communication interact to inform key buying influentials

B2B Social Media

- Channels of the social Web where prospects and businesses communicate across diverse platforms
 - **Discussion forums:** Web site on which participants can contribute online discussions
 - **Blog:** Online journal maintained by an individual
 - **Wiki:** Collaborative Web site on which users can develop and edit informative content through their Web browser
 - **Social networks:** Web sites comprised of online profiles for individuals and groups
- **Search engine optimization (SEO):** Involves all of the tactics taken to improve the visibility of a website to searchers using Internet search engines
- Optimizing the online presence of a firm's offerings for target customers is an efficient way to increase online performance result

Enhancing Sales Effectiveness

- Effective advertising can make personal selling more productive
- Key role of business-to-business advertising is to enhance the reputation of the supplier
- Increased spending on advertising leads to greater brand awareness for industrial products
 - Translates into larger market shares and higher profits

Increases in Sales Efficiency

- Business suppliers have to send reminders to actual and potential buyers of their products or make them aware of new products or services
- Advertising interacts effectively with all communication and selling activities
 - Boosts efficiency for the marketing expenditure

III) Digital Com Tools

Digital Com Tools Mix

Using Social Media

&

Mobile Marketing

To Connect With Consumers

I) SOCIAL MEDIA



The Ultimate Marketing Machine: Is In Your Pocket!

- As the use of smartphones has grown, businesses have created a **wide variety of mobile experiences for consumers.**
- The future of mobile marketing will focus on the ability to **interact with a world of connected devices.**
- Some other new elements of this dynamic environment includes:
 - *sponsored videos on Instagram*
 - *a buy button on twitter*
 - *mobile payments with apple pay*
 - *self-destructing ads on snapchat. and*

A) Understanding Social Media

1) Defining Social Media

Social media are **online media** where users submit comments, photos, and videos – often accompanied by a feedback process to identify “popular” topics.



Pros & Cons of Social Media



THE **PROS** AND **CONS** OF SOCIAL MEDIA MARKETING

Costs Less



Encourages Engagement



Fosters Strong Bonds



Easier Customer Service



Takes up Too Much Time



Too Many Negative Users



Can be Disastrous



ROI is Unclear

Pros & Cons of...

social media



- Allows networking opportunities and prompts direct business relationships
- Enables sharing of knowledge and expertise



- The B2B focus means the audience is limited
- Ads can be poorly targeted, leading to a potential overload of irrelevant content



- Easy to use, set up and control from a variety of devices
- Allows you to communicate, publicly or privately, in real-time



- Privacy issues
- Marketing campaigns can be time-consuming
- Has become very ad-focused



- Having a profile has SEO benefits (ie, will help your site's visibility in search engines)
- Easy to use and integrates with Gmail and Google Docs
- Easy to find people and discover people to follow



- Very similar to Facebook
- Promotions and contests are strictly forbidden
- Lack of market share
- Limited audience size



- Simple to use
- Fastest-growing social network in 2014
- Appeals to a wide audience



- Links don't work in captions
- Limited integration capabilities



- As users are encouraged to discover content for themselves, there's not so much emphasis on actively engaging your audience
- Images are hyperlinked to the original source
- Selective following adds appeal to audience



- You need to ensure your imagery is well chosen, optimised and that the design is sharp
- Audience demographics can be limited



- Allows you to connect more directly with your audience
- Can be used to explain complicated concepts more easily than using text
- Users don't need to follow you to discover your content
- Can be found in search engine results



- Quality and editing need to be top notch; the results can be embarrassing if done badly
- Requires greater planning and time investment than other channels



- Easy to set up and use
- 140 character limit keeps messages to the point
- Easy to search network for content using hashtags



- Volume of messages can lead to information overload/loss of message
- Not the best platform for showcasing visual content
- Short messages can be limiting



#itsheresomewhere



Side Effects of Social Media

7 SIDE EFFECTS of social media

1
Increase
communication
with clients

2
Drive traffic
to your site

3
Remind your
prospects of
your brand

4
Improve your
Online Influence

5
Reach the friends
of your clients and
prospects with
your message

6
Inform your
audience of
specials
in real time

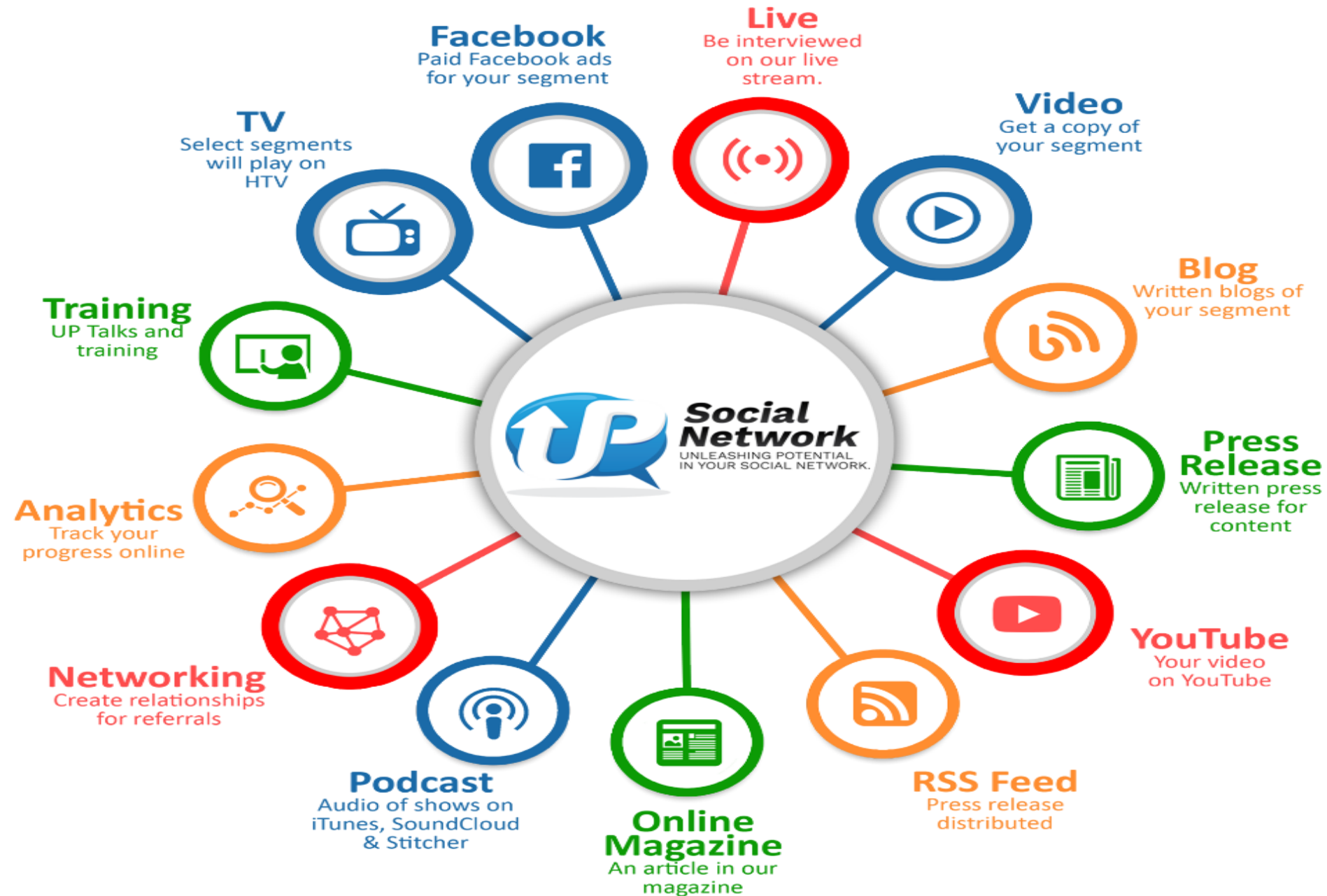
7
Increase your
SEO ranking



Social Media MKTG Process

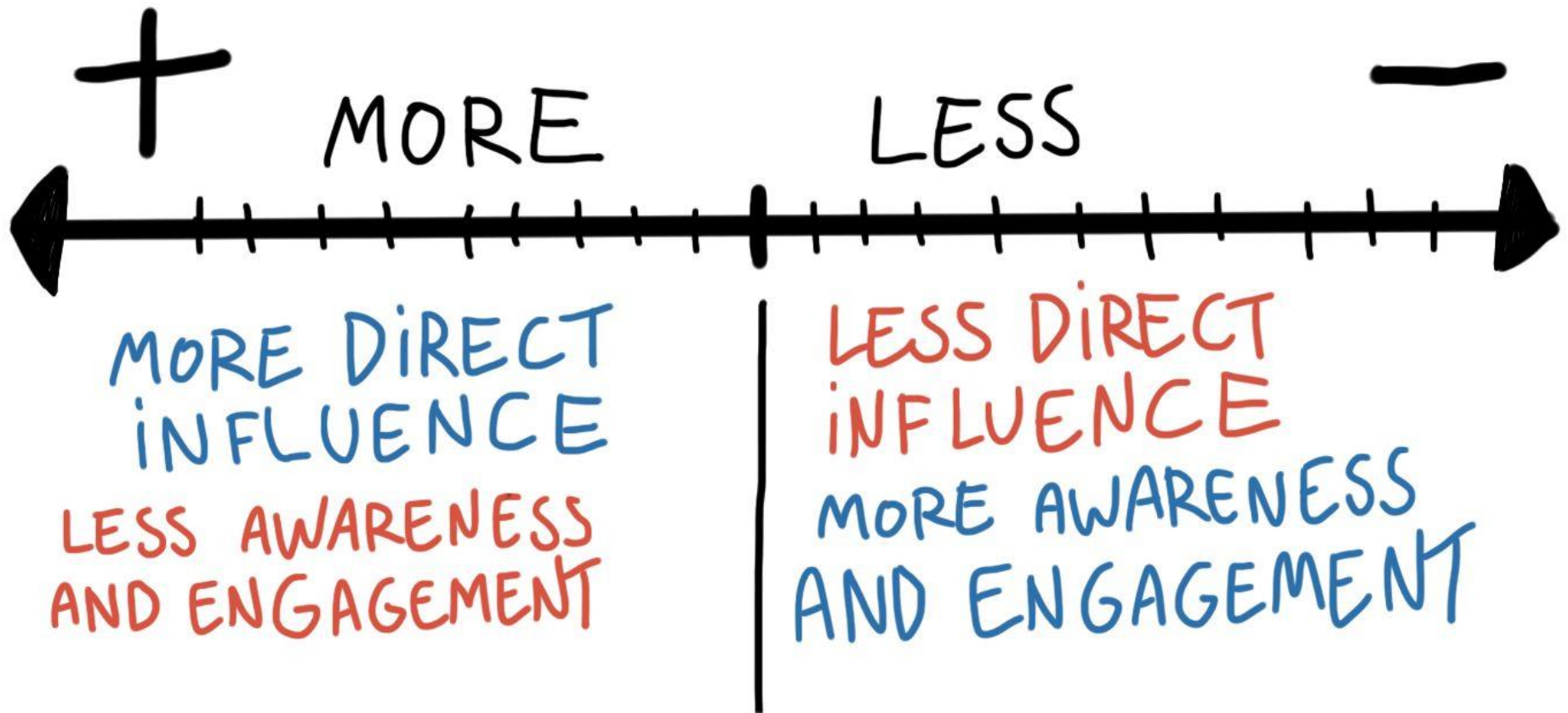


Tools of Social Media

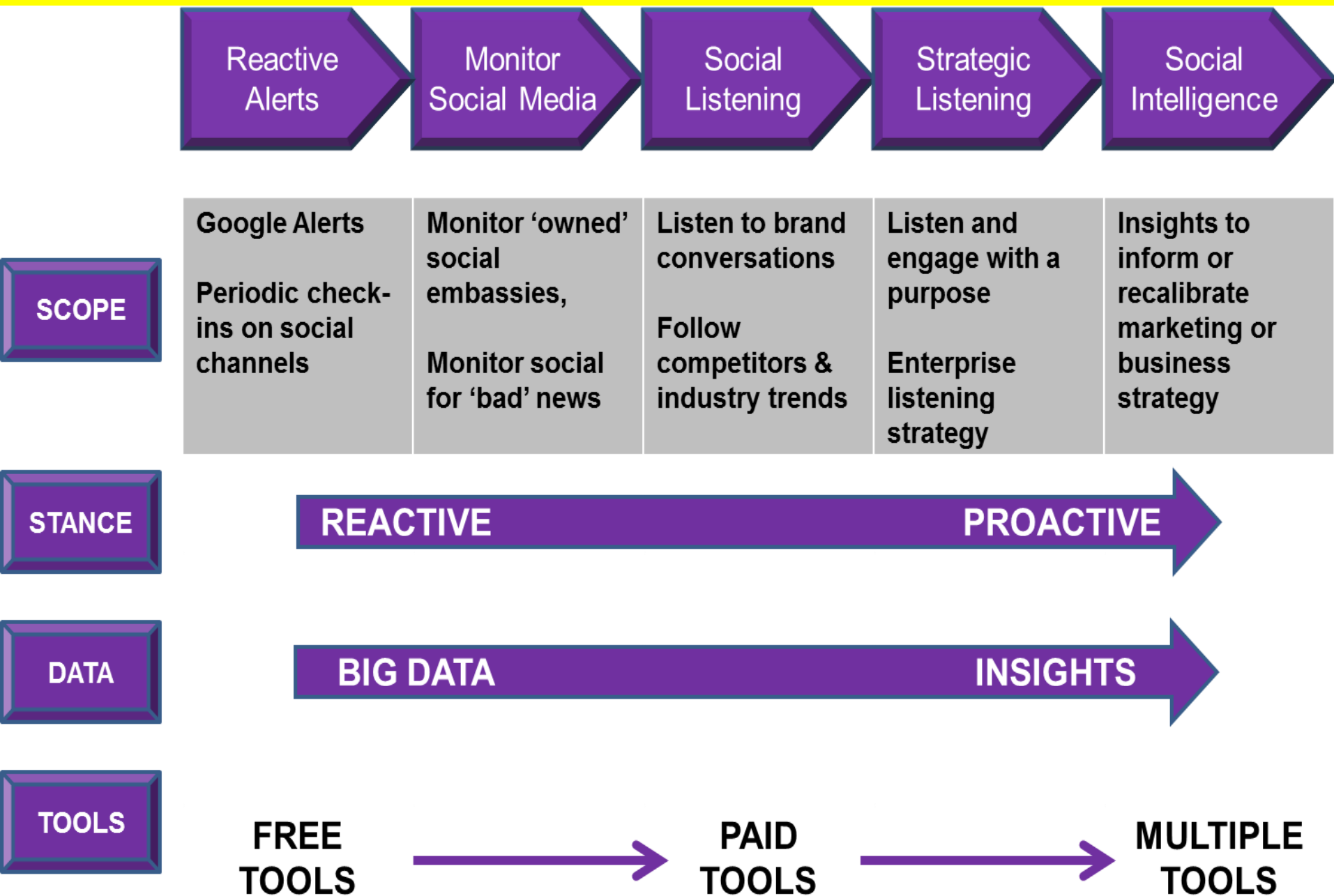


Control of Social Media

CONTROL

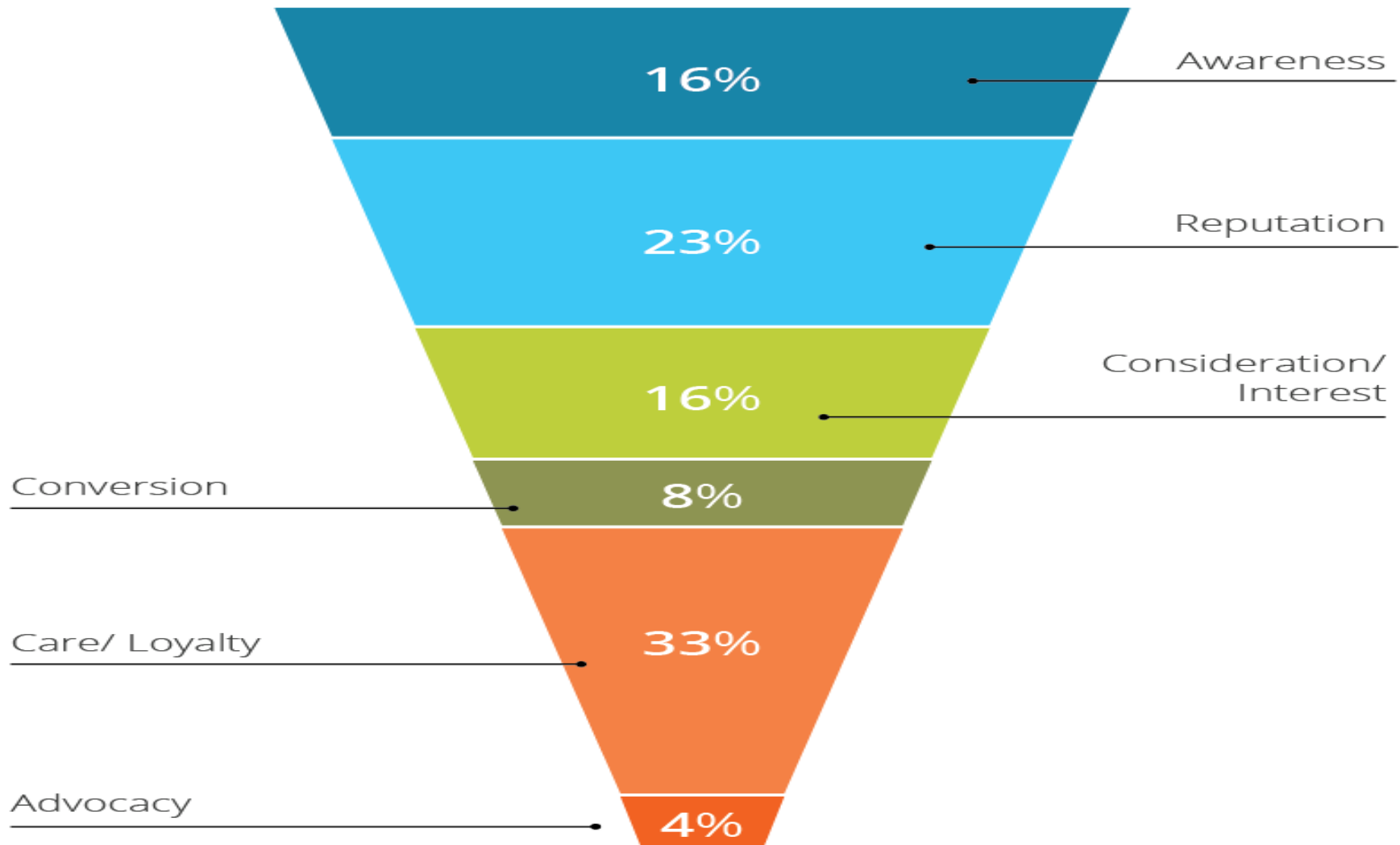


Proactive & Reactive Use of Social Media



Social Media MKTG funnel

The Social Marketing **FUNNEL**



Social Specs of Social Media

Multimedia content, such as graphics and videos, plays an integral role in engaging social media audiences—no matter the platform! With the ever-changing social media landscape, it can be difficult to keep up with the format, aspect ratio, and file size specifications across each social network. Martino Flynn has developed the following reference guide to help you create the multimedia social content your fans are looking for.



COVER PHOTO: 851 x 315
PROFILE PHOTO: 180 x 180
NEWS FEED IMAGE: 1200 x 1200
TIMELINE PHOTO: 740 x 740
SHARED LINK RECTANGLE: 1200 x 627
SHARED LINK SQUARE: 600 x 600
NATIVE VIDEO: 1280 x 720
YOUTUBE VIDEO: 158 x 158



NATIVE VIDEO: less than 30 sec, 512 MB max
HEADER PHOTO: 1500 x 1500
PROFILE PHOTO: 400 x 400
TIMELINE PHOTO: 1024 x 512



PROFILE PICTURE: 110 x 110
PHOTO: 1080 x 1080
PHOTO THUMBNAILS: 161 x 161
SHARED VIDEO: 1080 x 1080
VIDEO POST: 15 sec max, 15 MB max
STORIES: viewable up to 24 hrs



BANNER IMAGE: 1500 x 1500
PROFILE PHOTO: 500 x 500
COVER IMAGE: 646 x 220
SHARED IMAGE: 360 wide
SHARED LINK: 180 x 110
BLOG POST IMAGE: 698 x 400



IMAGE: 1 – 10 sec
VIDEO: less than 10 sec
STORIES: viewable up to 24 hrs

Social Specs of Social Media



6 ELEMENTS OF SOCIAL MEDIA



Social Specs of Social Media

The Social Enterprise of the Future



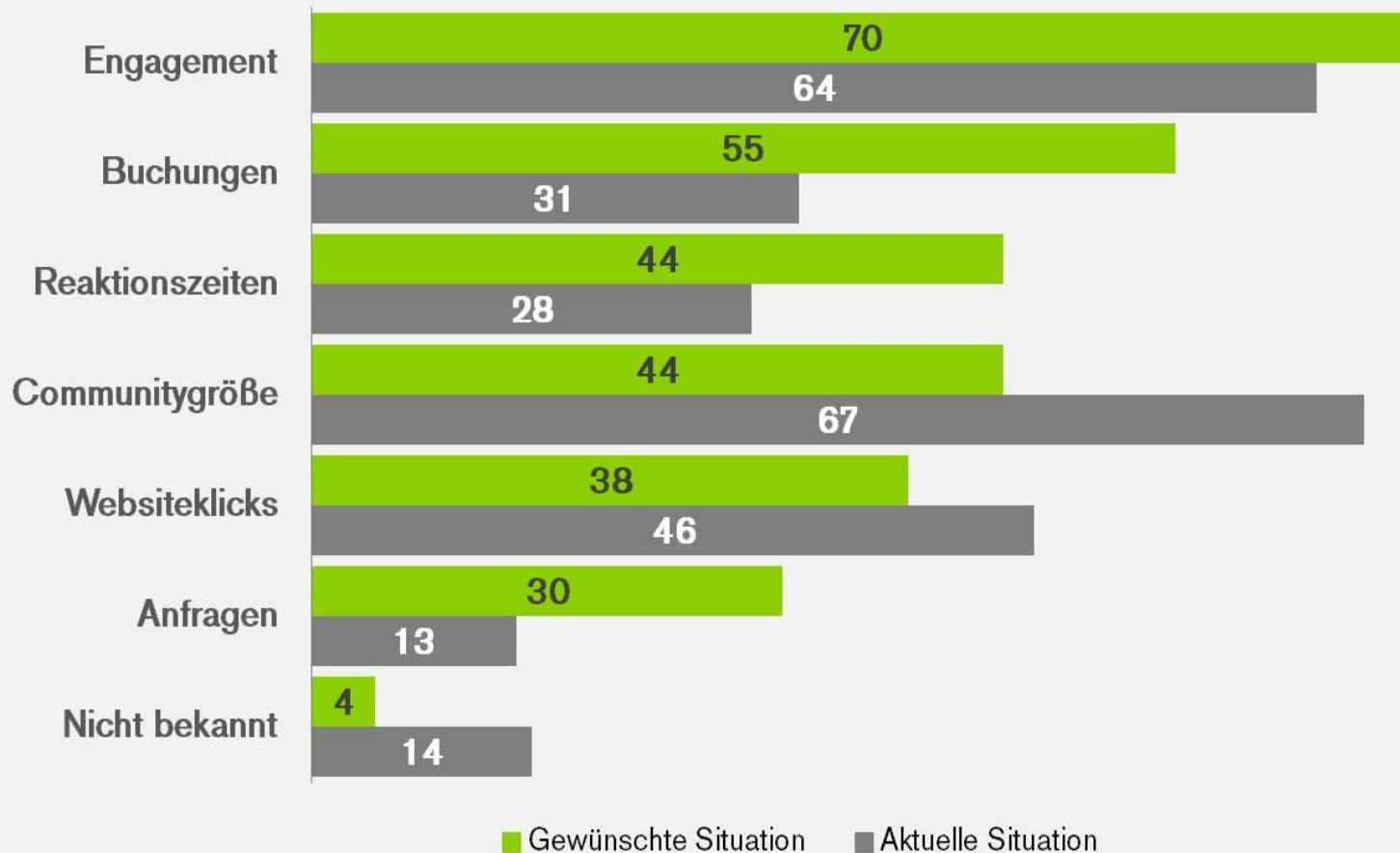
2) Examples – Statistics of Social Media



Examples / Analytics - Social Media

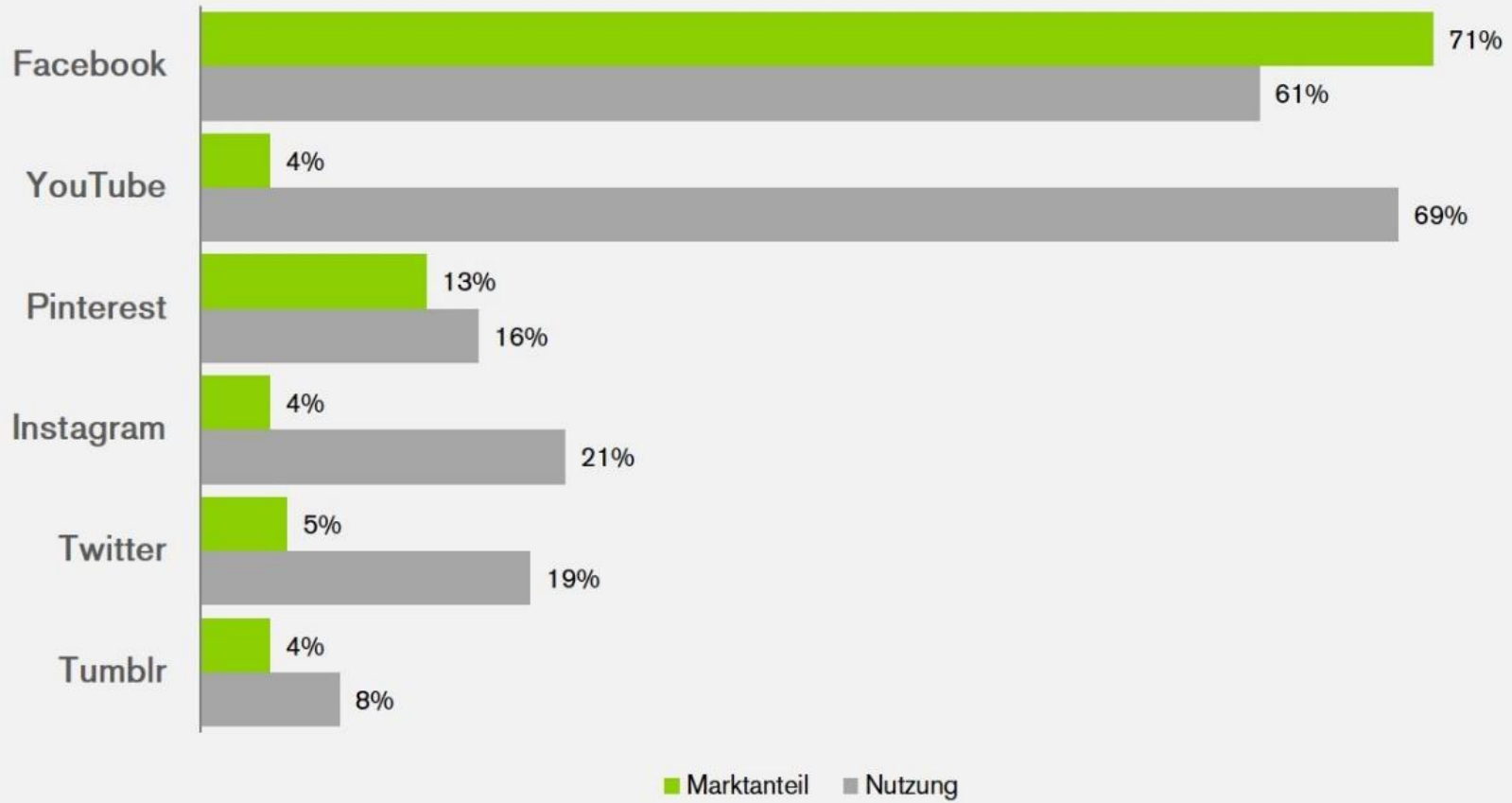
AIRLINES: TOP SOCIAL MEDIA METRICS

Die wichtigsten Social Media KPIs



Examples / Analytics - Social Media

Nutzung und Marktanteil von Social Media Plattformen in 2017



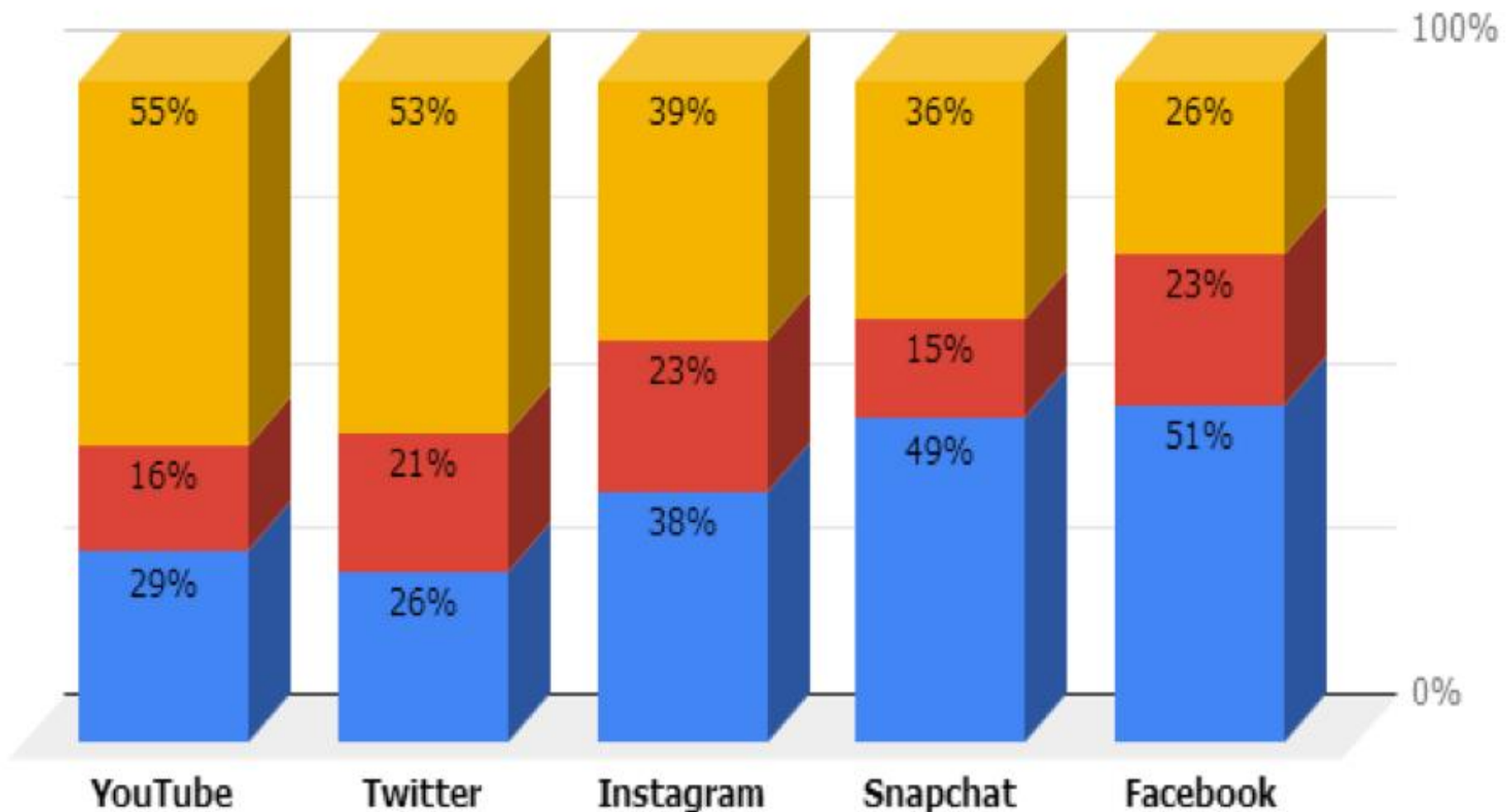
Quelle: Statista, 2017; StatCounter, 2017

Examples / Analytics - Social Media

US Adult Social Media Users by Frequency

Data source: Pew Research Center

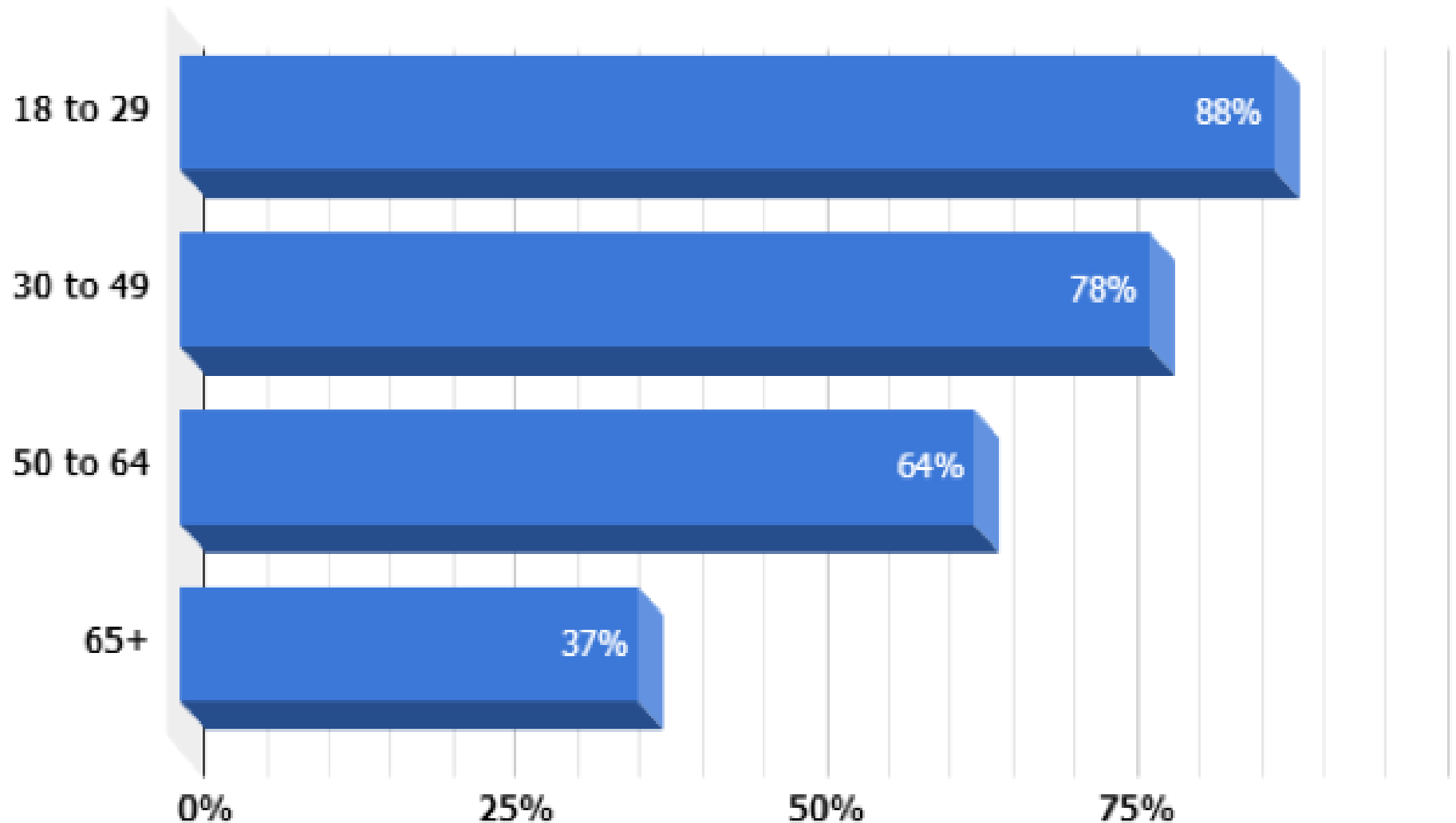
Less than once per day Once per day Several times per day



Examples / Analytics - Social Media

Percentage of US Adults Using Social Media by Age Range

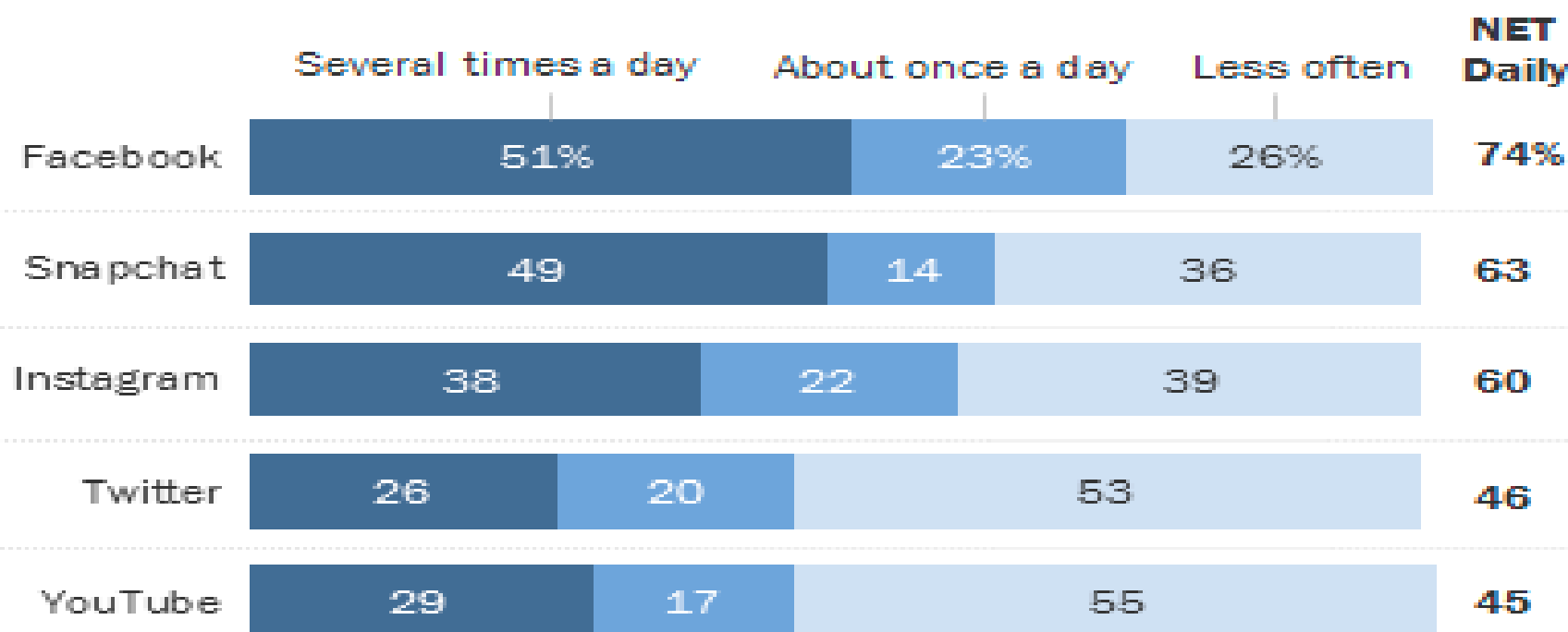
Data source: Pew Research Center



Examples / Analytics - Social Media

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ___, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

3) Classifying Social Media

- a) Media Richness
- b) Self-disclosure

Classifying social media: by (a) media richness and (b) self-disclosure?

- a. **By media richness** we are referring to the degree of acoustic, visual, and personal contact between the two communication partners. The higher the richness, the greater the social influence.
- b. **Self-disclosure** refers to the degree of self-disclosure about a person's thoughts, feelings, likes, and dislikes. The greater the self-disclosure, the greater the social influence.

Self-Disclosure

High
(Very Personal)

Medium
(Personal)

Low
(Impersonal)

BLOGS

WordPress
Blogger
Tumblr
LiveJournal
Huffington Post

SOCIAL NETWORKING SITES

Twitter Facebook
 LinkedIn
Vine
Google+ Instagram
Pinterest
Flickr

VIRTUAL SOCIAL WORLDS

The Sims
Call of Duty

 Wikipedia

COLLABORATIVE PROJECTS

Low
(Words)

YouTube
Vimeo
StumbleUpon

CONTENT COMMUNITIES

Medium
(Words, Photos, and Videos)

Xbox Live

World of Warcraft 

VIRTUAL GAME WORLDS

High
(Animation)

Media Richness

D) Old Tools vs New Tools

- Countless new tools and social networks available on smartphones and computer screens.
- How do brand or marketing managers choose the best ones to reach their target markets?
- How brand managers can use four social media in developing their marketing strategies
- When they use Social media and when traditional media tools

Comparing Social and Traditional Media

- Ability to reach both large and niche audiences
- Expense and access
- Training and number of people involved
- Time to delivery
- Permanence
- Credibility and social authority

Compare traditional media and social media in terms of time to delivery of the communication.

Traditional media can involve longer time and effort to deliver communication. In the contrary, in social media message can be posted instantaneously.

II) SOCIAL NETWORKS

network	planning phase	during the event	after the event
	☐ create fanpage, Facebook event and places with Facebook Places ☐ publish all information about the event	☐ plan due date publications ☐ publish pictures and all relevant information of the event	☐ evaluate your results with the page statistics and adapt your social media strategy ☐ publish pictures, videos, press commentaries and animate attendees to tag themselves on the event pictures. ☐ publish a thank you note for your attendees
	☐ create a Twitter account and a hashtag for the event ☐ Broadcast hashtag over all communication channels ☐ introduce the event on TweetMyEvents	☐ create a Twitter wall ☐ Twitter themes: Presentations, topics, schedule changes, general information, impressions	☐ publication of pictures and videos ☐ Twittergrader
	☐ create event and post in appropriate groups ☐ XING AdCreator	☐ network during the event	☐ connect XING profiles after event and network via XING
	☐ create a Google+ Business account ☐ implement +1 button on homepage ☐ Video conferences Google+ „Hangouts“	☐ create collections and upload videos	☐ measure the success of your event
	☐ create a Pinterest account and create boards ☐ review own homepage for adequate picture and video quality	☐ publish significant pictures and videos ☐ link pictures with keywords	☐ publish significant pictures and videos ☐ link pictures with keywords
	☐ create an event on foursquare and link it with your Facebook and Twitter accounts	☐ hang up posters and stand-up-display to let people know about check in possibility	☐ delete event
	☐ create a YouTube channel	☐ stream live videos from the event	☐ upload highlights in revised video

A) FOUR IMPORTANT SOCIAL NETWORKS

BASIS OF COMPARISON	FACEBOOK	TWITTER	LINKEDIN	YOUTUBE
Male-Female Breakdown	42% male, 58% female	50% male, 50% female	56% male, 44% female	58% male, 42% female
Brand Expo-sure	Powerful for gaining brand exposure through convenient user posting of links, photos, and videos.	Consistent placement of brand messages is easy with applications like HootSuite and TweetCastor. Sponsored tweets promote brands.	Free opportunities exist, like Business Pages and LinkedIn Influencer posts. Paid Sponsored Updates provide added reach.	Powerful in gaining attention and explaining a complex product, and branding. Channels unite users on content and heighten viewership.
Customer Communication	Great for people who like your brand and want to share their opinions. Leads all social networks for this.	Twitter is powerful for gaining online customer support. Engaging one-on-one is simple and easy to track.	Half of those using social media for customer service use a LinkedIn Company Page while 40% do so with LinkedIn Groups.	YouTube gains user's ready attention in attracting customer support. Easy to allow responses to user comments and ratings.
Traffic to Website	Is the traffic leader through rewording engaging content with better news feed placement. But its share of referred visits is falling.	Referral traffic from Twitter is growing faster than any other social network. Photos and videos make tweets even more clickable.	LinkedIn generates referrals—though less than many other social networks—but can be valuable for B2B and business development.	YouTube is an important source of traffic. Get traffic back to user's site by adding a hyperlink in the video description.

Facebook

- An Overview
 - Has over 1.4 billion active users.
 - Processes 350 million photos, 4.5 billion likes, and 10 billion messages each day.
 - Has 82 percent of its users living outside of the United States
 - Generates revenue from more than 2 million advertisers.
- Brand Manager's Strategy
 - Be creative in using links, photos, and videos.
 - Make it familiar, but with a twist.
 - Keep it fresh.
 - Learn users' passions and let them guide content.

How is user-generated content presented by someone using **Facebook**?

Facebook users create personal profile, add friends, exchange comments, photos, videos and 'likes'. They also update on what they are thinking, doing, feeling, as well as chat with friends and create interest groups.

What are some ways brand managers use **Facebook** to converse with a brand's fans? How does Facebook facilitate mobile marketing activities??

- i. Make it familiar, but with a twist,
- ii. Leverage your assets,
- iii. Keep it fresh,
- iv. Let users get engaged and guide content

Facebook makes information public and cataloged by search engines so brand managers can identify influencers within their customer base.

Facebook advertising platform offer paid ads and sponsored stories so the content can migrate into Facebook conversations among friends.

Stated simply,
how can an advertiser on Facebook expect to generate sales?

By placing targeted ad on facebook and linking it to its website where customers can go and make purchases, advertisers can generate sales.

Twitter

- An Overview
 - Introduced in 2006
 - Enables users to send and receive messages up to 140 characters long
 - It is based on the principle of “followers.” So when you choose to follow another Twitter user, that user’s tweets appear in reverse chronological order on your Twitter page.
- Brand Manager’s Strategy
 - Generate brand buzz by developing an official Twitter profile, recruiting followers, and showing photos of their products.
 - Follow the Twitter profiles that mention their product and monitor what is being said, responding to user criticisms to develop happier customers.
 - Tweet on topics that provide information of value to their consumers.

LinkedIn

- An Overview
 - 350 million users in over 200 countries, including over 7 million Canadian users.
 - Over 3 million companies have LinkedIn Company Pages to post news and job openings
- Brand Manager's Strategy (mainly B2B)
 - Image building and networking with industry-related groups. Using linkedin,
 - Demonstrate the organization's expertise and create and moderate discussion groups.
 - Identify sales leads and locate vendors

Performance Measure	Costs to Advertisers	Who Provides It	Who Uses It	An Assessment	
				Advantages	Disadvantages
Cost per thousand (CPM)	"I will pay \$0.50 for every 1,000 times this ad loads, up to \$100 per month."	Small websites that sell ads directly (may be using a third-party service)	Advertisers who simply want to build "awareness"	Simple to use	Impressions don't always lead to sales
Cost per click (CPC)	"I will pay \$1.00 for every visitor who clicks on this ad and goes from your website to mine."	Most websites use this method—executed by a third party like Google/AdWords	Advertisers who want to pay for success, but may not be able to track sales from advertisement to purchase	Only pay for a visitor who has expressed an interest in my ad	Ads may not display if they are a poor fit for the viewing audience
Cost per action (CPA)	"I will pay \$5 for every purchase that originated from an ad on your site."	Usually executed through third parties; Google AdSense recently added this feature	Sophisticated advertisers who want to pay for success	Only pay for what works	Similar to CPC but harder to track and more expensive per action

YouTube

- An Overview
 - Video-sharing website in which users can upload, view, and comment on videos.
 - Uses streaming video technology to display user-generated video content that includes movie and TV clips, music videos, and original videos developed by amateurs.
 - Many companies offer material on the site through a YouTube channel.
- Brand Manager's Strategy
 - Offers opportunity to show a video that explains the benefits of a complex product.
 - Launching a new channel on YouTube is free.

How can brand managers use **YouTube** to converse with customers? What is a new form of mobile marketing using online video

Youtube is a video-sharing website that allows brand managers to produce and show video that explains a complex product. It also incorporates search engine, so users can easily find what they are interested in.

Video bloggers or vloggers, are becoming the online versions of traditional celebrities.

III) SOCIAL MEDIA & MKTG

A) INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES

- ▶ Social Media and the Strategic Marketing Process
- ▶ Selecting the Social Media
 - ▶ The characteristics of the website's visitors
 - ▶ The number of users or unique visitors to the website

Measuring the Results of Social Media Programs

- ▶ Performance Measures Linked to Inputs or Costs
- ▶ Performance Measures Linked to Outputs or Revenues
 - ▶ Users/members
 - ▶ Fans
 - ▶ Share of voice
 - ▶ Page views
 - ▶ Visitors
 - ▶ Unique visitors
 - ▶ Average Page views per visitor
 - ▶ Interaction rate
 - ▶ Click-through rate (CTR)

Social Media & Global Marketing

1. Pick the right social media platforms.
2. Organize them in a hub-and-spoke fashion. Align the main hub with the largest and most active market and-spoke fashion.
3. Develop the right content that meets your customers' needs.
4. Establish ground rules for using social media
5. Measure the performance of the social media campaign using key metrics

What is an example of the reach of social media in (a) global marketing and (b) international affairs?

Companies such as Dell uses social media in global marketing. Dell's twitter feeds are hared in English, Spanish, Japanese and Chinese. For example national laws may not allow a particular social media (example Twitter in China) or there could be other social media that are more popular in a particular country or region than the ones in North America.

IV) MOBILE MKTG

A) Smartphones & Mobile Apps

EXOTIC APPS Mobile Marketing Tightening Links to Marketing Actions

- Price-comparison searches
- Location-based promotions
- Loyalty programs
- A Consumer Purchase Where Sensors Have Some Control
- A Consumer Purchase Where the Buyer Controls All
- On Privacy: How Much “Convergence” Is Too Much?

What are apps and why are they important?

- Apps are small, downloadable software programs that run on smartphones and tablet devices.
- They allow markets and customers more dynamic interaction.

Mobile Apps Life Cycle Development

MOBILE APPLICATION STAGE 1:

Identification of important elements, people, processes, technology and business requirements.
Specification of different app require-

MOBILE APPLICATION STAGE 2:

Development or acquisition of the app keeping in mind the environment, synchronization, quality control and testing.



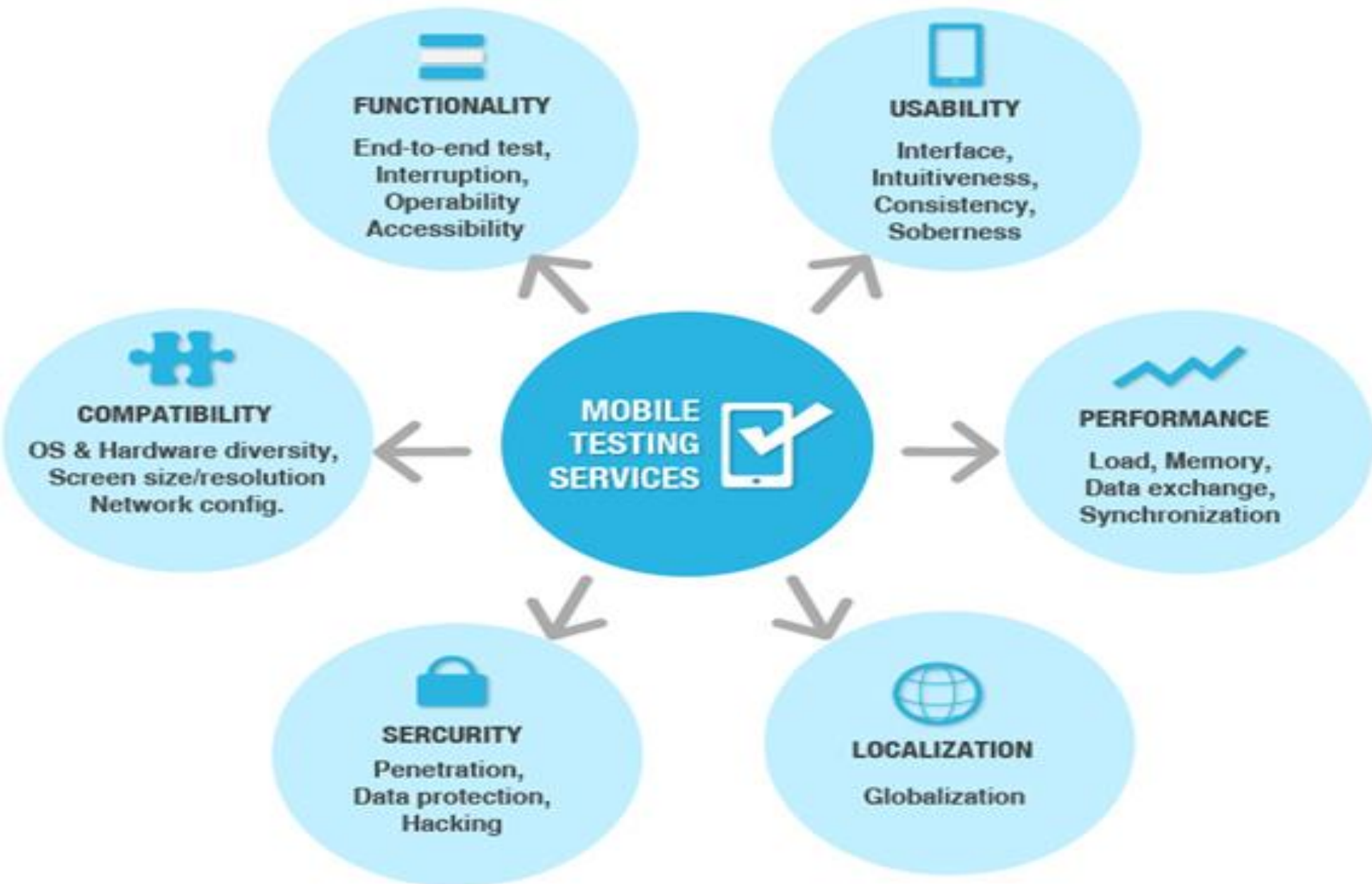
MOBILE APPLICATION STAGE 3:

Preparing for smooth and best deployment of the app.
Managing app usage and enforcing nec-

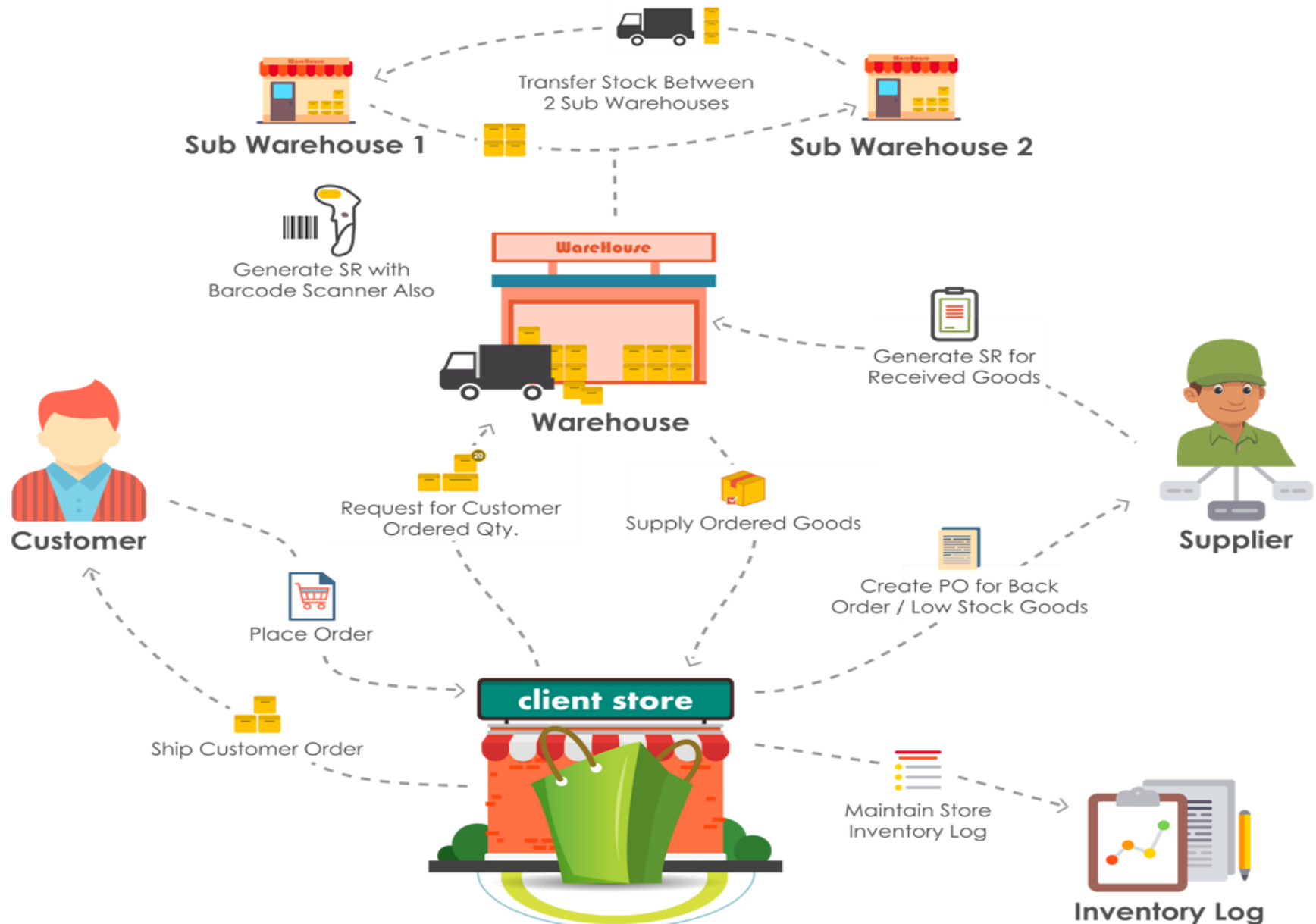
MOBILE APPLICATION STAGE 4:

Identifying applications that are no longer in use and destroying them.

Characteristics of Mobile Apps



Process of Mobile Apps



Applications of Mobile Apps



USERS

GROUPS

APPLICATIONS

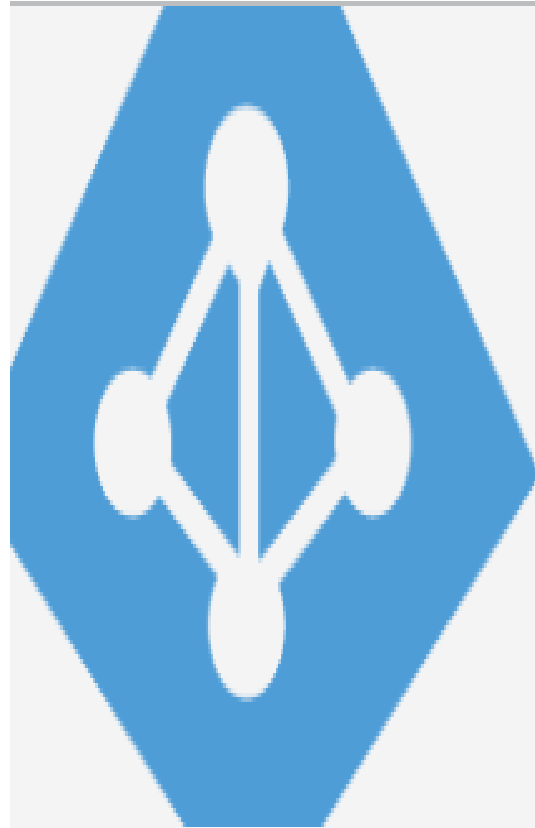
DOMAINS

DIRECTORY INTEGRATION

CONFIGURE

REPORTS

LICENSES



Your directory is ready to use.

Here are a few options to get started.



Skip Quick Start the next time I visit

I WANT TO

Set Up Directory

Manage Access

Develop Applications

Mobile Apps vs Mobile Web Apps



Characteristics of Mobile Web Apps

- Entirely written using web technologies
 - HTML, CSS and JavaScript
- Code is executed by the browser, not by the OS
- Various launch mechanisms
 - Typing URL, clicking hyperlink, scanning QR Code or clicking home-screen shortcut
- Installation is optional
- Combine cross-platform HTML5 and device-specific features optimize apps
 - Touch-optimized look & feel
 - No address bar
 - Suggestion to pin to home screen
 - Offline availability

Characteristics of Mobile Web Apps



Characteristics of Mobile Web Apps



Traditional Apps vs Mobile Web Apps

	APPS	MOBILE WEB
Platform Independent	No — A separate application is required for each platform.	Yes — The mobile web is accessible on each platform.
Rich Experience	Yes — Apps can take total advantage of native features.	Yes/No — With work, some native features can be used.
Brand Extensible	Yes — Apps are a great extension of your brand.	Yes — Mobile sites are a great extension of your brand.
Easily Publishable	No — Apps require a lengthy approval process for release.	Yes — Updating a mobile site takes mere minutes.

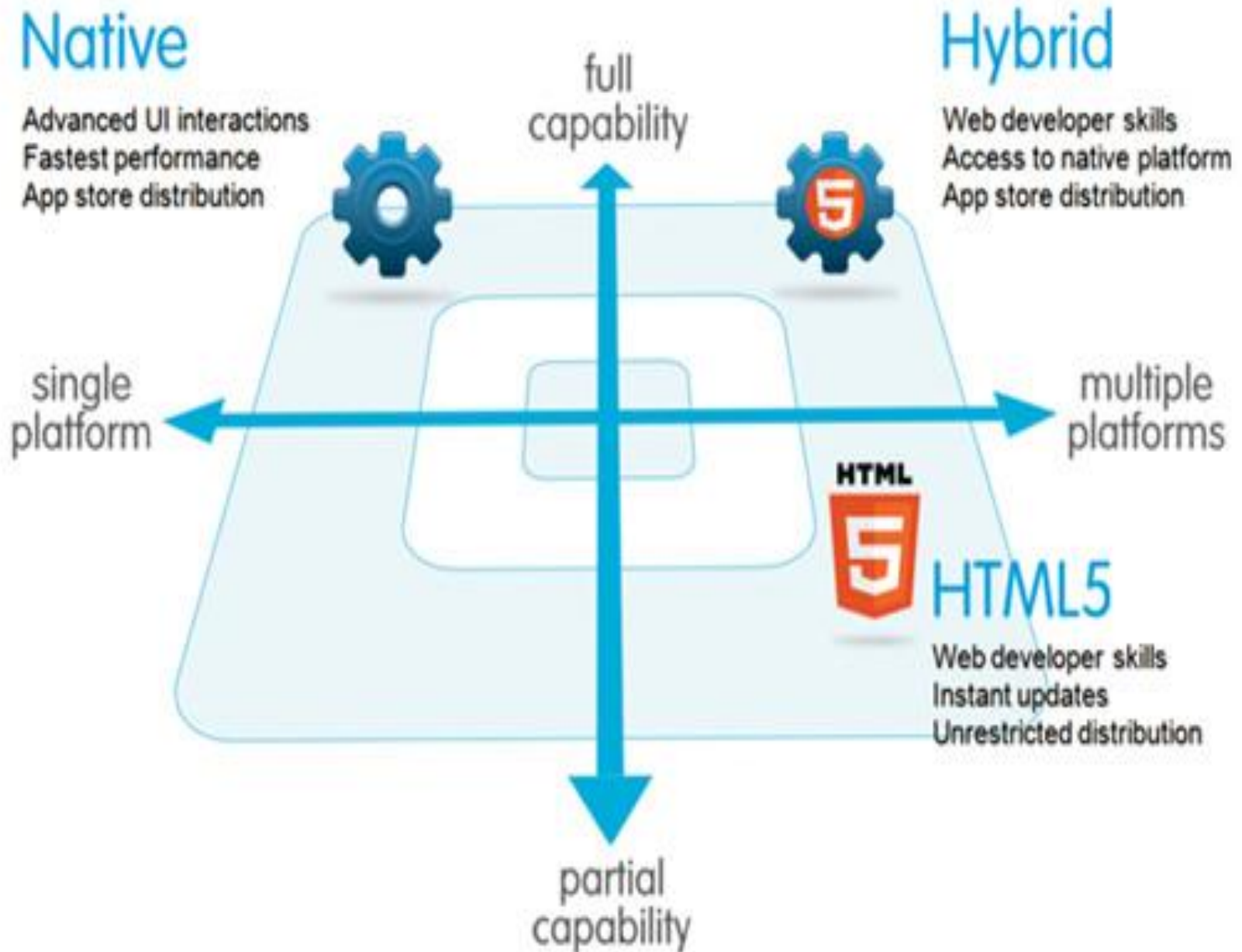
Use these tools to **build brand preference, drive transactions, and increase customer loyalty.**

Characteristics of Mobile Apps



Which mobile app development to use?

Characteristics of Mobile Apps



E) Some Questions/Issues



SOCIAL MEDIA In Business



What is the difference between (and marketing significance of) a “passive receiver” for conventional media and an “active receiver” for social media?

The key difference between the two is that in the conventional media the consumer is a ‘passive receiver’ or the message ends with her. On the contrary in the social media, the customer becomes ‘active receiver’ or ‘influencer’ who will advocate and communicate to friends and others and back to the advertiser.

What is an example of how the real (physical) and digital (virtual) worlds are converging?

Placing online orders and creating a Facebook profile are two examples of the convergence of the two. These actions involve converting real-world decision or personality into digital form.