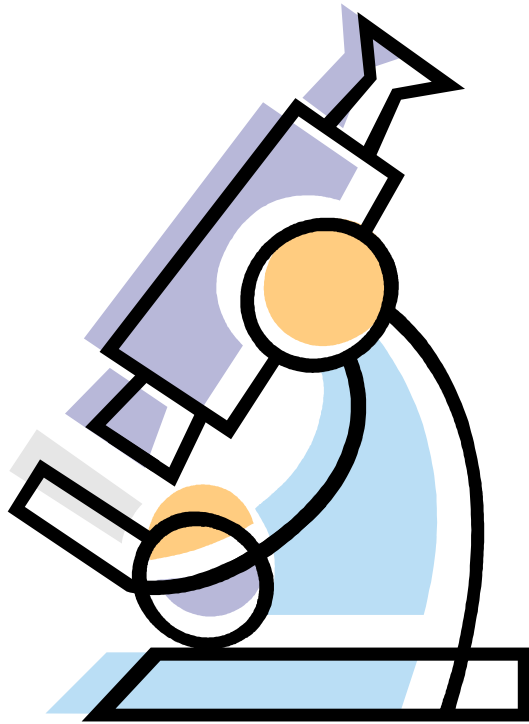


# Marketing Communications Is Part Science and Part Art

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# Marketing Challenge

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“The customer rarely buys  
what the business thinks it sells him.”

Peter F. Drucker

# Communication Challenge

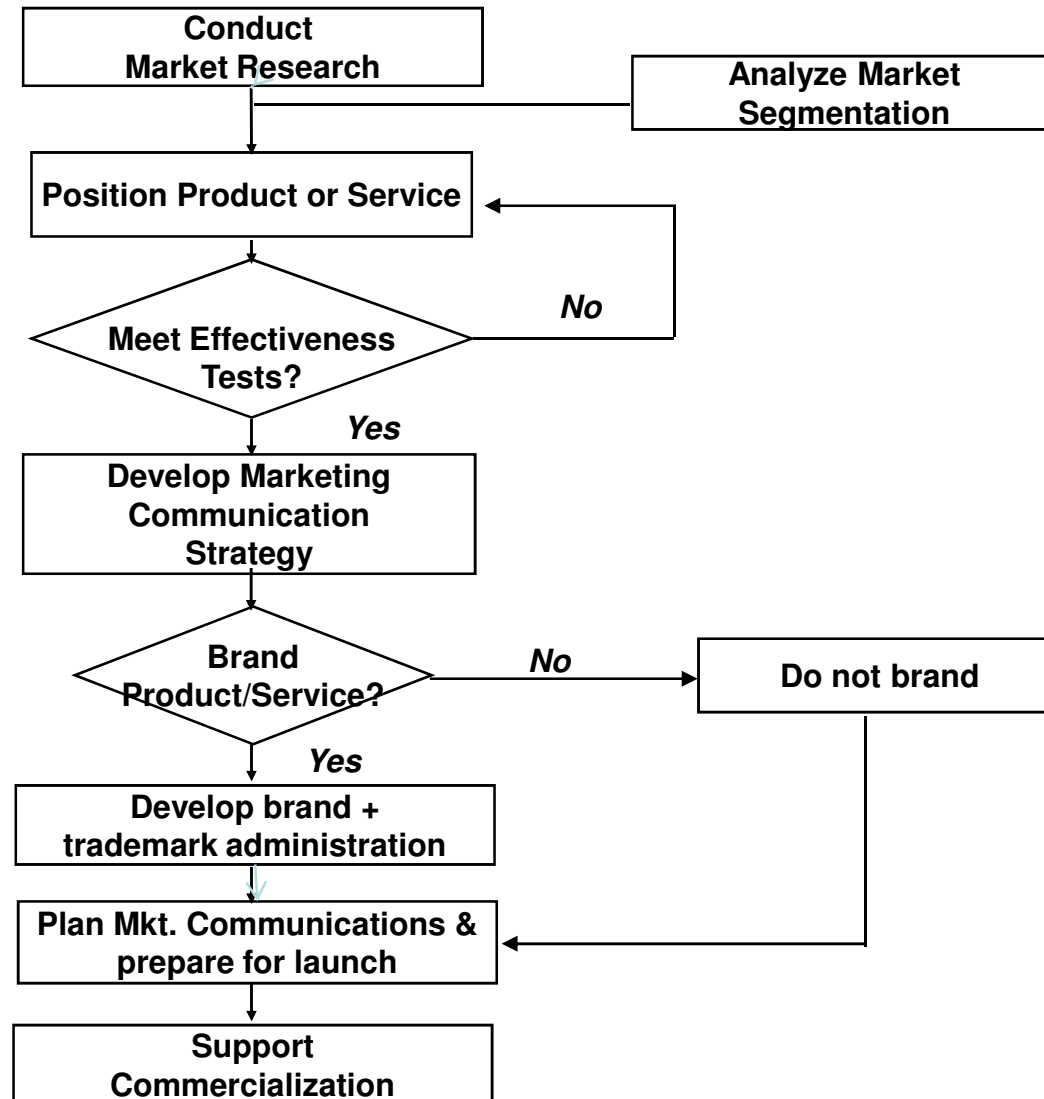
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**“The greatest challenge with communication  
is the illusion that it has been accomplished.”**

George Bernard Shaw

# Marketing Communication Process

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# Marketing Communications & Public Relations

## Communication Strategies

- **Company goal translation**
- **Target market research**
- **Positioning company**
- **Branding**

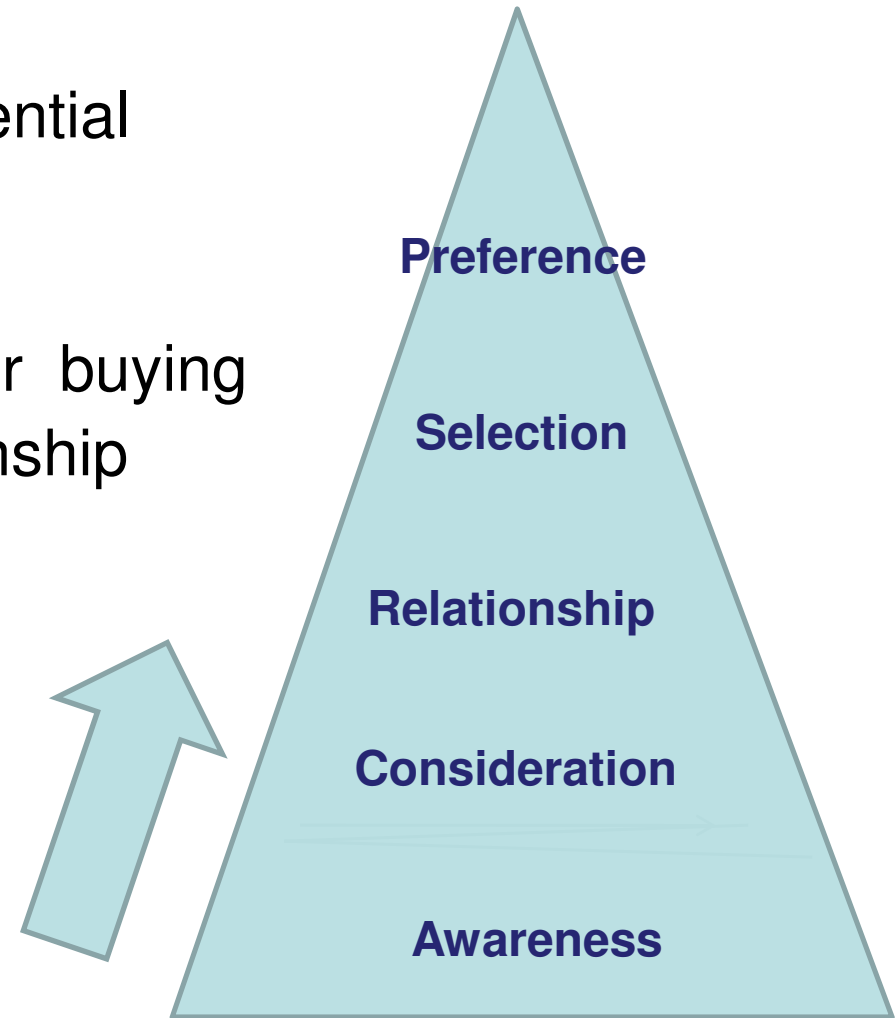


## Communication Tools

- Customer presentations**
- Web site**
- Sales literature**
- Direct mails**
- News media**
- Social media**
- Events**
- Advertising**

# Marketing Communications to Encourage Sales

- Promote customer and potential customer awareness
- Encourage them to consider buying and moving up the relationship pyramid



# Effective Roles of Public Relations

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- Create visibility and “demand pull”
- Introduce new strategies or products/services
- Revitalize old brands
- Support sales claims
- Dramatize product/service news

## Why Is Selection of Communication Tools Important?

- **The medium is part of the message** – choosing the right communication strategies and tool(s) can significantly increase success
- Various audiences are easier to reach and more receptive to some media than others
- Different media have different costs
- **Often the best strategy is to choose a mix of tools to deploy as an integrated campaign**

# **Memorable Communications**

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**To distinguish your brand difference in an intriguing way**

- **Communicate with customers and potential customers and make it:**
  - Personal**
  - Relevant**
- **Repeat messages**
  - Ensure consistency**
  - Repeat, repeat, repeat -- but creatively with different media and supporting stories**