

Communication Methods

Select Communications channel: Marketing communications should be made when people 1) pay attention and 2) are more likely to initiate/close a purchase (e.g. in-store ads)

Examples of communication channels

- Want to control message content/manner/timing → marketing through supply chain and distribution channel
- Getting input / building customer loyalty → personal communication channels (word of mouth)
- Non-personal marketing mix
 - Website
 - Advertising
 - Publications: newspapers, magazines
 - Fewer people read nowadays
 - Internet: YELP, google maps, digital ads (e.g. google ads), search engine marketing, video game advertising
 - Place advertisements where target audience are likely (complementary product websites)
 - Provide a next step to your ad --> direct them to buy
 - Mobile apps (e.g. games)
 - Broadcasting media: radio, TV
 - Digital media: podcasts, webcasts, video
 - Transport: cars, trucks, subway/metro, bus
 - Great for companies transporting own goods
 - Some pay people to put your advertisement on their own cars
 - billboards (2D, 3D, digital)
 - Location very important for costs/response
 - In-store digital signs
 - Anonymous video analytics (AVA)
 - Face detection of age and sex --> transforms digital signs to smart ads targeted to age and sex --> more relevant; more effective
 - purpose: engages audience --> physiological response part of message
 - Packaging = the FINAL BUY ME signal;
 - Heavily influences retail purchases for undecided customers - especially for products with low brand recognition
 - People do not avoid packaging like they try to avoid advertising
 - retail experience also influences retail purchases
 - You must get many good spots in large retail stores
 - can control what happens inside your own store (e.g. apple store)
 - Social media accounts: YouTube, Facebook, Blogs, Twitter (for communicating timely info), Pinterest
 - JMC likes this: "effective tool"
 - Link all social media accounts to your website and action center (e.g. point of sales) - -> lower bounce rate
 - Integrate messages in all social media
 - Build a network and engage your audience regularly
 - Use tracking tools
 - Don't do unless prepared to invest in and maintain dialogue with visitors

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- Needs time, care, attention, dedicated team
- If you mess up, people will quickly react
- Respond to complaint tweets; respond to social media pressure
- Direct marketing = direct communication with purchaser
 - e.g. in person, in specific physical locations (e.g. malls)
 - e.g. telemarketing, direct mail, email, text messaging, instant messaging
 - Getting easier and less time-consuming
 - database marketing
 - Make a database of customers
 - Advertise/see to people on the database
 - Sell contacts as a source of revenue
 - Guard database at all costs
- Events / tradeshow = online/offline, own event/sponsor
- Personal selling = personal presentations
- Public announcement (Promote image/products)