

## PROMOTION

Marketing Communication (or Marcom) consists of the messages and related media used to communicate with a market.

Those who practice

- Advertising,
  - Branding,
  - Direct Marketing,
  - Graphic Design,
  - Marketing,
  - Packaging,
  - Promotion,
  - Publicity,
  - Public Relations,
  - Sales Promotion
- and Online Marketing are termed Marketing communicators, Marketing communication managers, or more briefly as Marcom managers.

Traditionally, Marketing Communication practitioners focus on the

- Creation
- and Execution of Printed Marketing Collateral.

Promotion is one of the four aspects of Marketing.

The other three parts of the marketing mix are product management, pricing, and distribution. Promotion involves disseminating information about a product, product line, brand, or company.

Promotion comprises four subcategories:

- Advertising
- Personal selling
- Sales promotion
- Publicity and public relations

The specification of these four variables creates a promotional mix or promotional plan. A promotional mix specifies how much attention to pay to each of the four subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

However, academic and professional research developed the practice to use strategic elements of branding and marketing in order to ensure consistency of message delivery throughout an

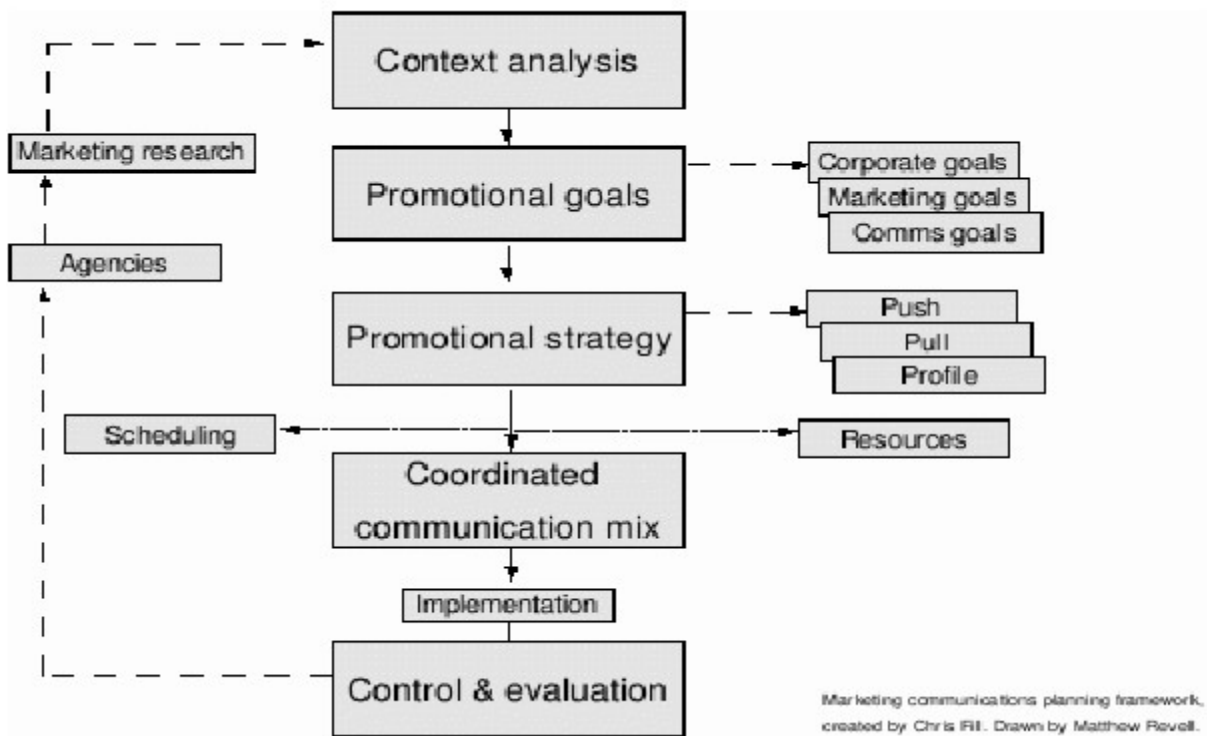
organization.

Many trends in business can be attributed to marketing communication; for example: the transition from customer service to customer relations, and the transition from human resources to human solutions.

Integrated Marketing Communication is accepted as a goal of a marketing communication strategy

**Marketing Communications Planning Framework**

The Marketing Communications Planning Framework (MCPF) is a model for the creation of an integrated marketing communications plan. Created by Chris Fill, senior examiner for the Chartered Institute of Marketing, the MCPF is intended to solve the inadequacies of other frameworks.



**Integrated Marketing Communications**

**Definition:**

A management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation.

**A Model for Integrated Marketing**

Integrated Marketing Communication is more than the coordination of a company's outgoing

message between different media and the consistency of the message throughout. It is an aggressive marketing plan that captures and uses an extensive amount of customer information in setting and tracking marketing strategy. Steps in an Integrated Marketing system are:

**1. Customer Database**

An essential element to implementing Integrated Marketing that helps to segment and analyze customer buying habits.

**2. Strategies**

Insight from analysis of customer data is used to shape marketing, sales, and communications strategies.

**3. Tactics**

Once the basic strategy is determined the appropriate marketing tactics can be specified which best targets the specific markets.

**4. Evaluate Results**

Customer responses and new information about buying habits are collected and analyzed to determine the effectiveness of the strategy and tactics.

**5. Complete the loop; start again at #1.**