



MARKETING MANAGEMENT

Project:

Managing Mass Communications

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- Group: **5**
- Class Code: **MGT337.151A01**

CONTENTS

1 ADVERTISING

2 SALES PROMOTIONS

3 EVENTS AND EXPERIENCES

4 PUBLIC RELATIONS

5 DIRECT MARKETING

6 PERSONAL SELLING

7 WORD OF MOUTH MARKETING

1

ADVERTISING

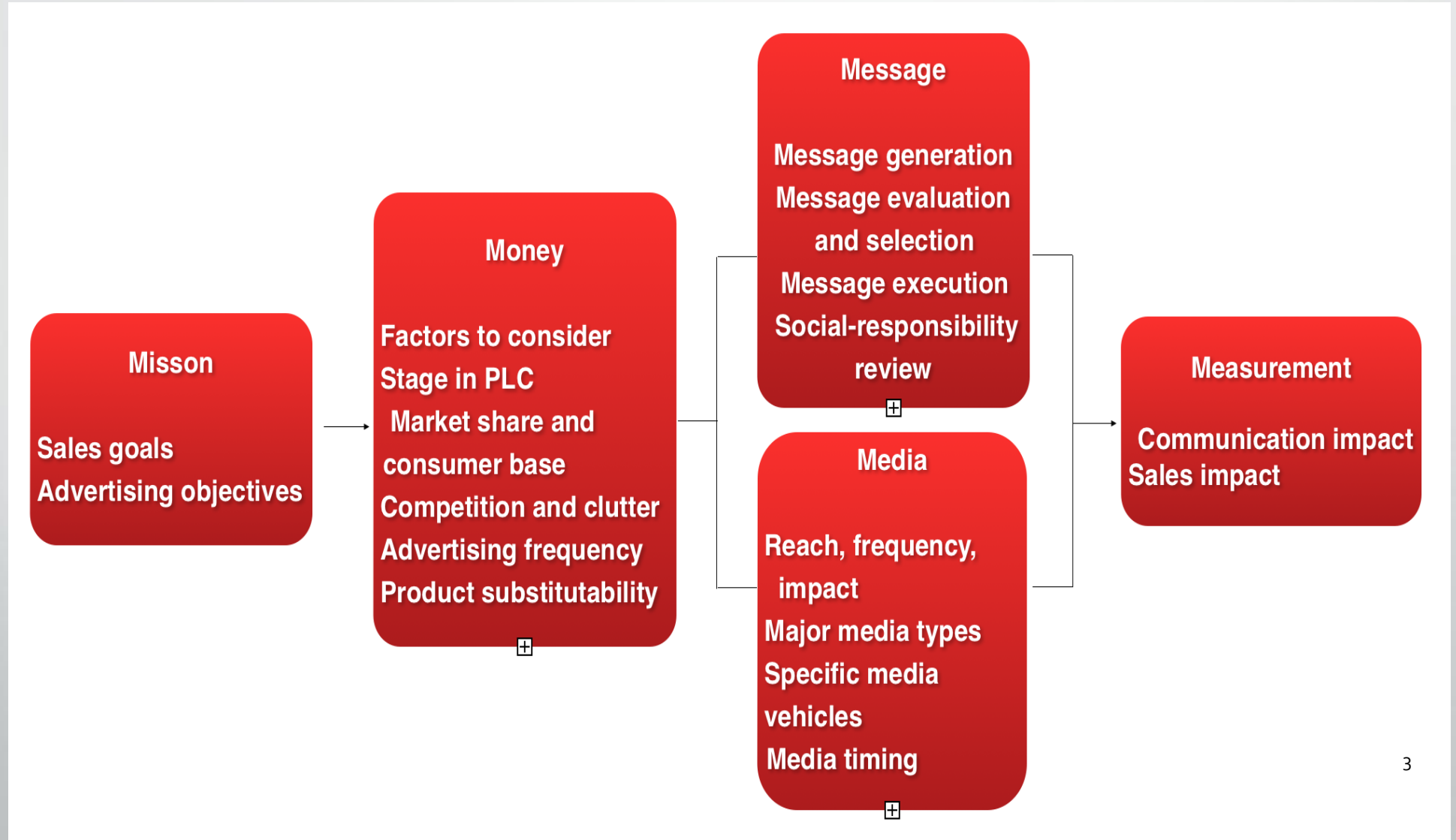


Developing and Managing an advertising program

Deciding on Media and Measuring Effectiveness



The Five M's of Advertising



1.1

Developing and Managing an advertising program

a.

- Setting the Objectives

b.

- Deciding on the Advertising Budget

c.

- Developing the Advertising Campaign

a.

• Setting the Objectives



- Informative Advertising
- Persuasive Advertise
- Reminders Advertise
- Reinforcement Advertise

b.

• Deciding on the Advertising Budget

❖ Factor affecting budget decisions

- Stage of the product life cycle
- Market shares and consumer base
- Competitive and clutter
- Advertising Frequency
- Product substitutability



❖ Consumer – Generated Advertising

Look at this!



C.

• Developing the Advertising Campaign



Message generation
and evaluation



Creative development
and execution



Legal and social
issues



1.2

Deciding on Media and Measuring Effectiveness

a.

- Deciding on Reach, Frequency, and Impact

b.

- Choosing among Major Media Type

c.

- Alternate Advertising Options

d.

- Selecting Specific Media Vehicles

e.

- Deciding on Media and Measuring Effectiveness

f.

- Evaluating Advertising Effectiveness

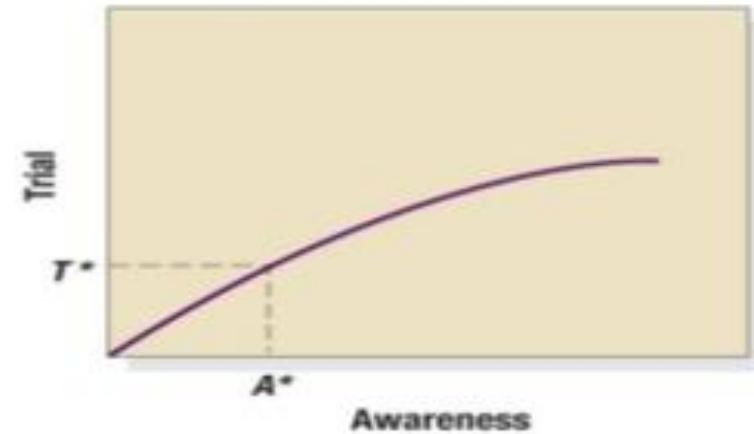
a.

• Deciding on Reach, Frequency, and Impact

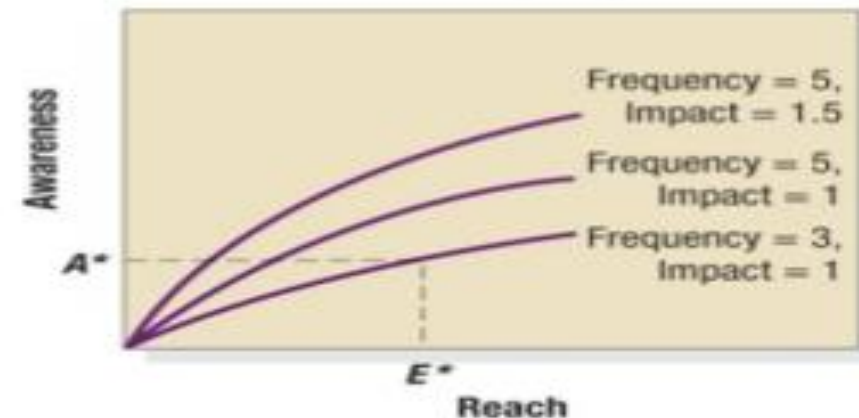
❖ Media selection

- Reach (R)
- Frequency (F)
- Impact (I)
- Total number of exposures (E)
 $E = R \times F$
- Weighted number of exposures (WE)
 $WE = R \times F \times I$

(a) Relationship between Product Trial Rate and Audience Awareness Level



(b) Relationship between Audience Awareness Level and Exposure Reach and Frequency



b.

- **Choosing among Major Media Type**

Profile of Major Media Types

Medium	Advantages	Disadvantages
Newspapers	Flexibility; timeliness; local; believability	Short life; small “pass-along”; reproduction
Television	Multiple senses; appealing; high attention; high reach	High absolute cost; clutter; fleeting exposure; less audience selectivity
Direct Mail	Audience selectivity; flexibility; personalized	Relatively high cost; “junk mail” image
Radio	Mass use; high selectivity; low cost	Single sense; passive; fleeting exposure
Telephone	Many users, personal touch	Relatively high cost
Magazines	High selectivity; high quality; credibility and prestige; long life	Long lead time; waste in circulation

C.

- **Alternate Advertising Options**



Place advertising



Public spaces



Billboards



Product placement



Point of purchase

d.

- **Selecting Specific Media Vehicles**

Specific print or electronic medium employed in an advertising campaign.

Allocating the Budget

Audience size measures:

- _Circulation
- _Audience Effective
- _Audience
- _Effective ad-exposed audience

e.

• Deciding on Media and Measuring Effectiveness

❖ Deciding on

- Media Timing macro-scheduling
- Micro-scheduling problem

❖ The advertise must choose:

- Continuity
- Concentration
- Fighting
- Pulsing

f.

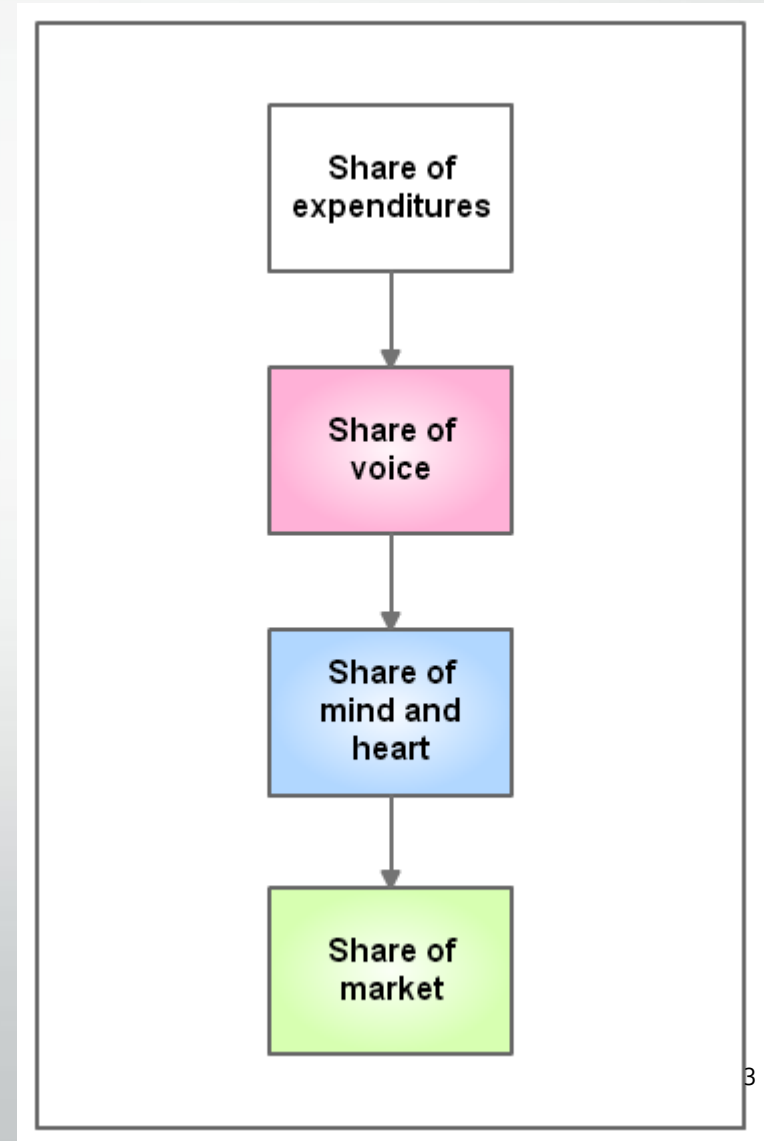
• Evaluating Advertising Effectiveness

❖ Communication – Effect Research

- Copy testing
- Consumer feedback method

❖ Sales – Effect Research

- Share of advertising expenditures
- Share of voice
- Share of consumers' minds and hearts
- Share of market
- Historical approach
- Experimental design



Sales Promotion includes tools:



OBJECTIVES



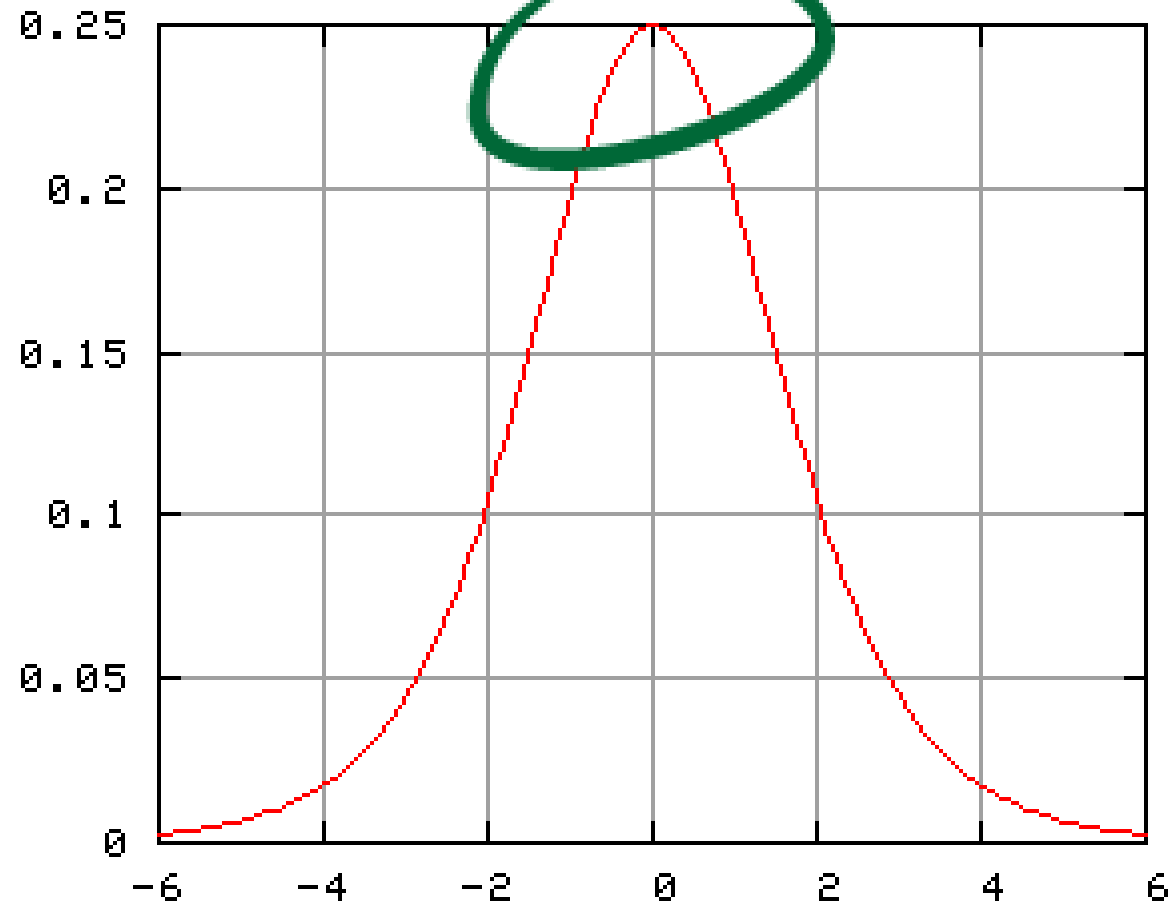
Consumer trial



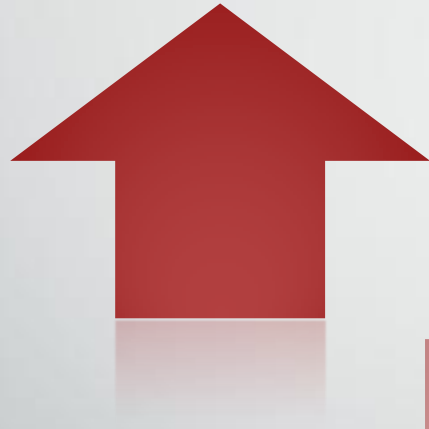
Relationship with a retailer

Sellers use incentive-type promotion to:

- + Attract new triers
- + Reward loyal customers
- + Increase the repurchase rates of occasional users



Advertising versus Promotion



Advertising



Promotion

Advertising

- Advertising positions a product or service against that of competitors to convey a brand message to consumers and to enhance its value in the consumer's eyes.

Promotion

- Sales promotions include a variety of strategies designed to offer purchasers an extra incentive to buy, usually in the short-term.

Major Decisions

Establishing Objectives

Selecting Business and Sales Force
Promotion Tools

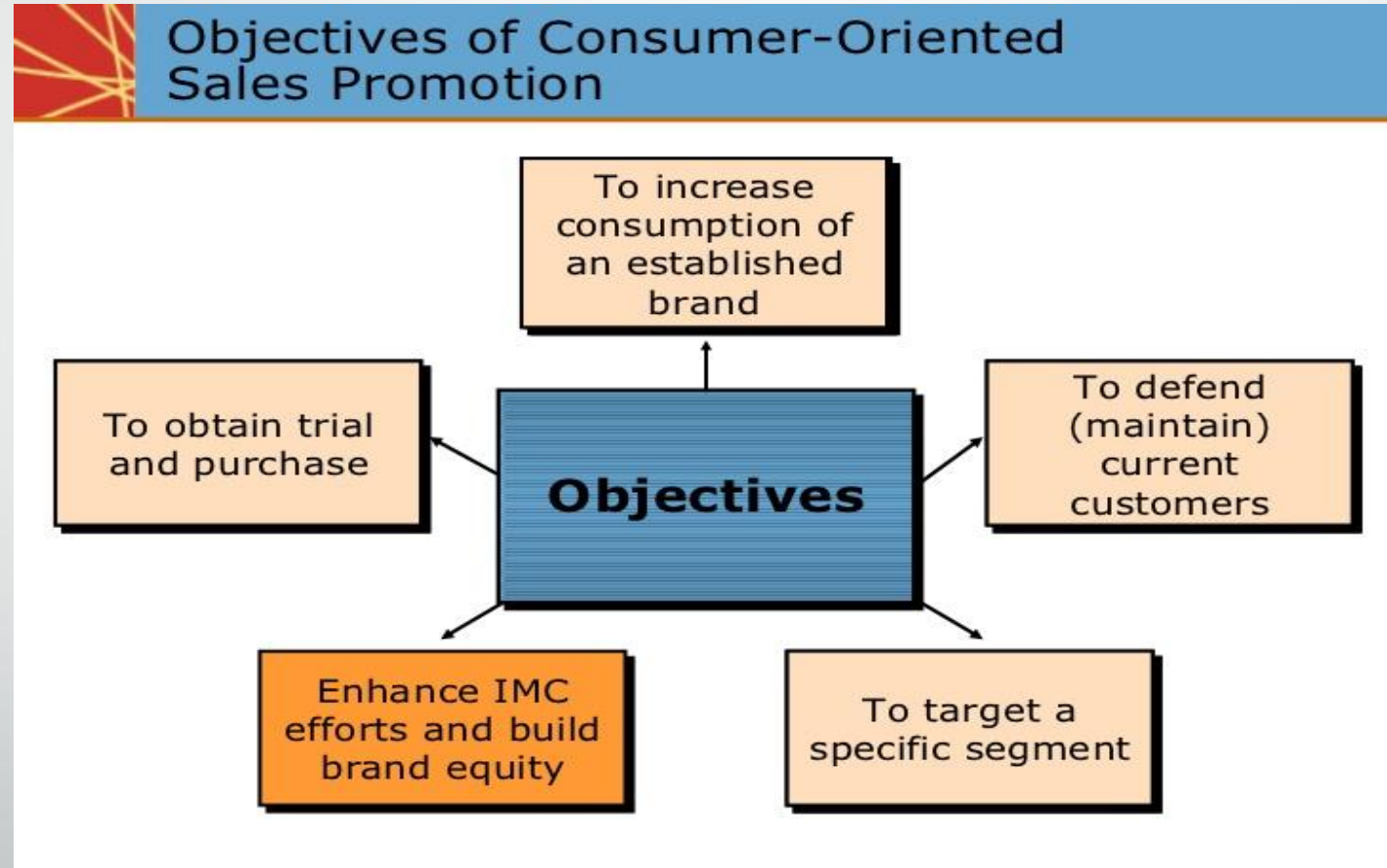
Selecting Consumer Promotion Tools

Developing The Program

Selecting Trade Promotion Tools

Implementing And Evaluating The Program

❖ Establishing Objectives

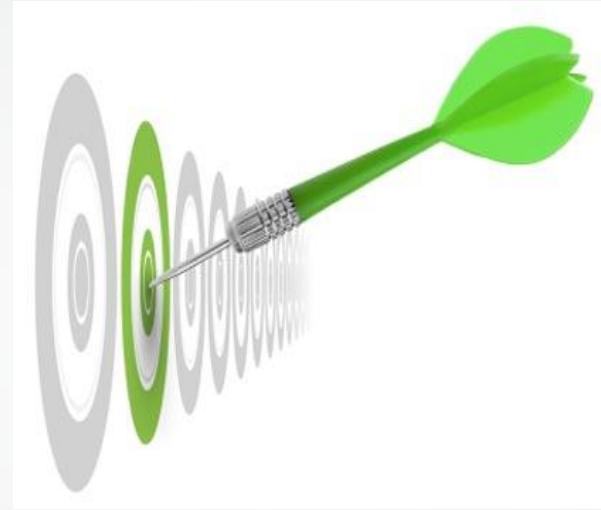




❖ Selecting Consumer Promotion Tools



Market



Sale promotion objectives



Competitive conditions



Cost-effectiveness

- Consumer Franchise Building



Free Samples



Coupons



Gift

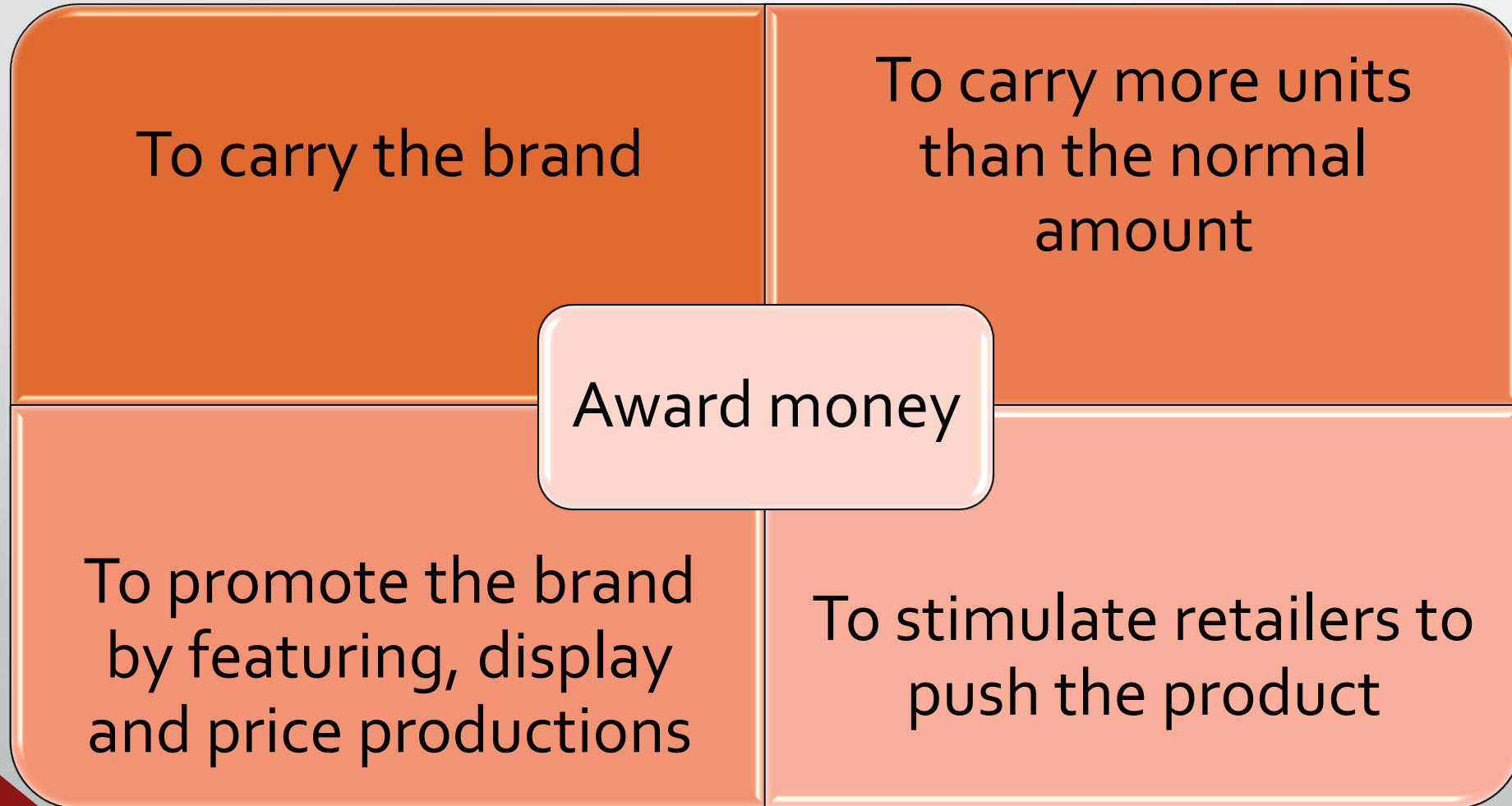
Consumer not Franchise-building



+



❖ Selecting Trade Promotion Tools



- Challenges in managing trade promotions

- To find it difficult to police retailer
- Some retailers are doing *forward buying*
- Some retailers are *diverting*

Major Trade Promotion Tools

Price off: A straight discount off the list price on each case purchase during a stated time period

Allowance: An amount offered in return for the retailer's agreeing to feature the manufacturer's product in some way. An ***advertising allowance*** compensates retailers for advertising the manufacturer's product. A ***display allowance*** compensates them for carrying a special product display

Free Goods: Offers of extra cases of merchandise to intermediaries who buy a certain quantity or who feature a certain flavor or size

❖ Selecting Business and Sales Force Promotion Tools

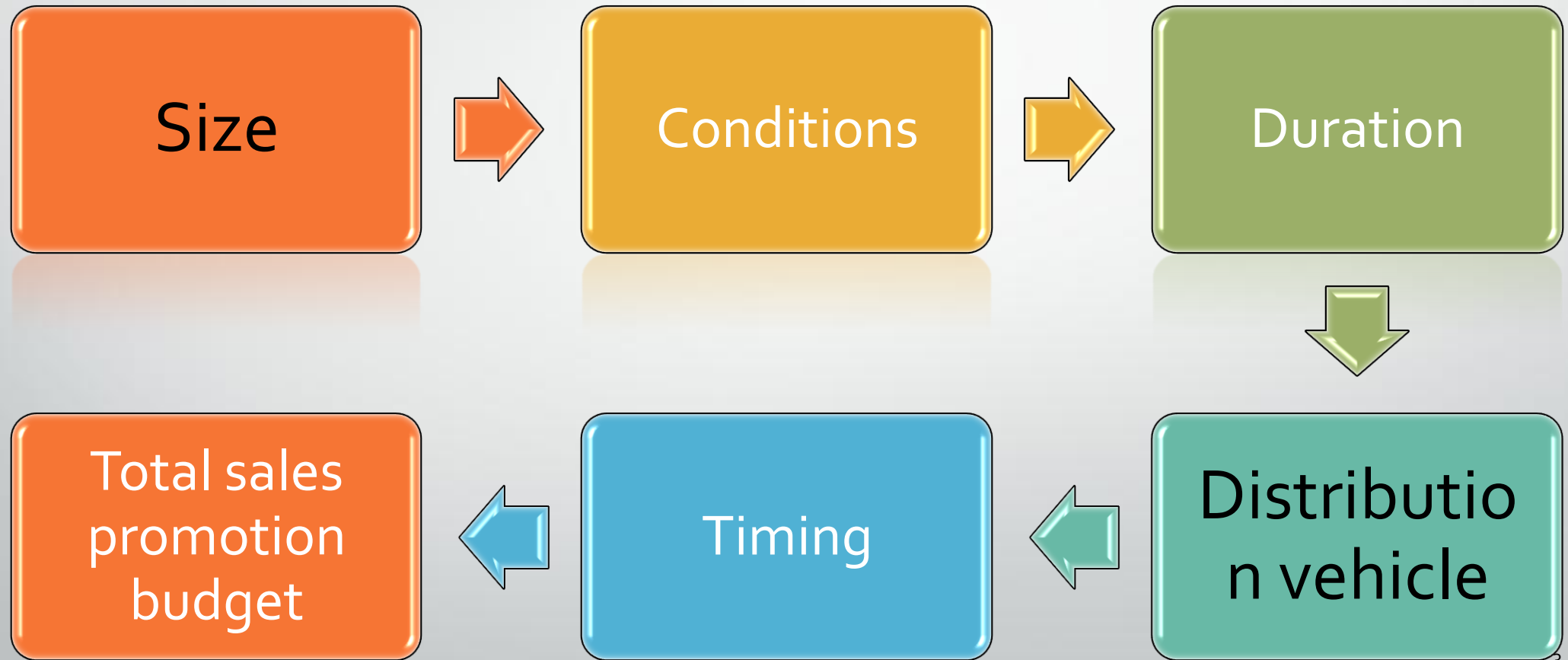
Major Business and Sales Force Promotion Tools

Trade Shows and Conventions: Trade shows are an **\$11.5 billion** business and business marketers may spend as much as **35%** of their annual promotion budget on trade show. Trade shows attendance can range from a few **1000-70000** people. Benefits including generating new sales leads, maintaining customer contacts, introducing new products, meeting new customers, selling more to present customers and educating customers with publications...

Sales Contest: A sales contest aim at including the sales force or dealers to increase their sales results over a stated period, with prizes (money, trips, gifts...) going to those succeed

Specialty Advertising: Consists of useful, low-cost item bearing the company's name and address, and sometimes an advertising messages that salespeople give to prospects and customers. Common items are: pens, calendars, key chains...

❖ Developing The Program



❖ Implementing and Evaluating The Program

Lead time

- The time necessary to prepare the program period to launching it

Sell-in time

- Begins with the promotional launch and ends approximately 95% of the deal merchandise is in the hand of consumers



Sales data

Consumer surveys



Experiment



a.

- Events Objectives

b.

- Major Sponsorship Decisions

c.

- Creating Experience

a.

• Events Objectives



❖ To identify with a particular target market or lifestyle



❖ To increase salience of company or product name



❖ To create or reinforce perceptions of key brand image associations



❖ To enhance corporate image



❖ To create experiences and evoke feelings



❖ To express commitment to the community or on social issues



❖ To entertain key clients or reward key employees



> Tin tức

Thông cáo báo chí

Tin VPBank

Tin thị trường doanh nghiệp vừa và nhỏ

Thông tin đấu thầu

VPBank qua ảnh

> Khuyến mãi

Cá nhân

Doanh nghiệp vừa và nhỏ

Doanh nghiệp lớn

Lưu ý đối danh sách chủ thẻ



Danh sách KH trúng thưởng CTKM “Miễn phí thả ga – Rinh xe về nhà” và “Easy Saving – Ước mơ trong tầm tay”

❖ To permit merchandising or promotional opportunities



b.

• Major Sponsorship Decisions



Choosing events



Designing sponsorship program



Measuring sponsorship activities

C.

• Creating Experience



4

PUBLIC RELATIONS

❖ Marketing Public Relations

- Launching new products
- Repositioning a mature product
- Building interest in a product category
- Influencing specific target groups
- Defending products that have encountered public problems
- Building the corporate image in a way that reflects favorably on its products



❖ Major tools in MPR

Publications

Speeches

Event

Public service activities

Sponsorships

Identity Media

News



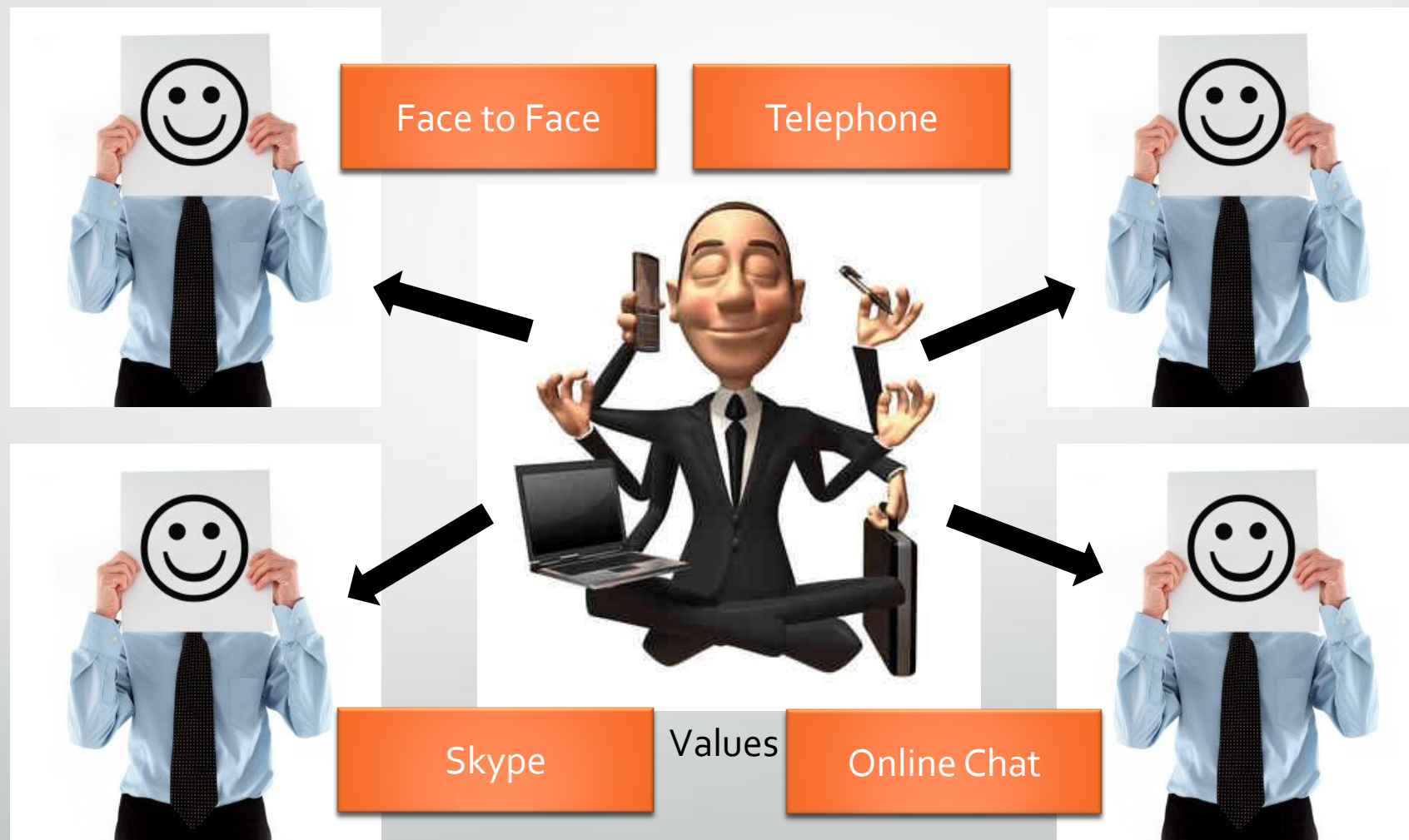
Direct marketing is the use of phones to transfer of information to each customer without using market middlemen






5

PERSONAL SELLING





**Who
do the
selling
include**

Sales people

Sales representatives

District Managers

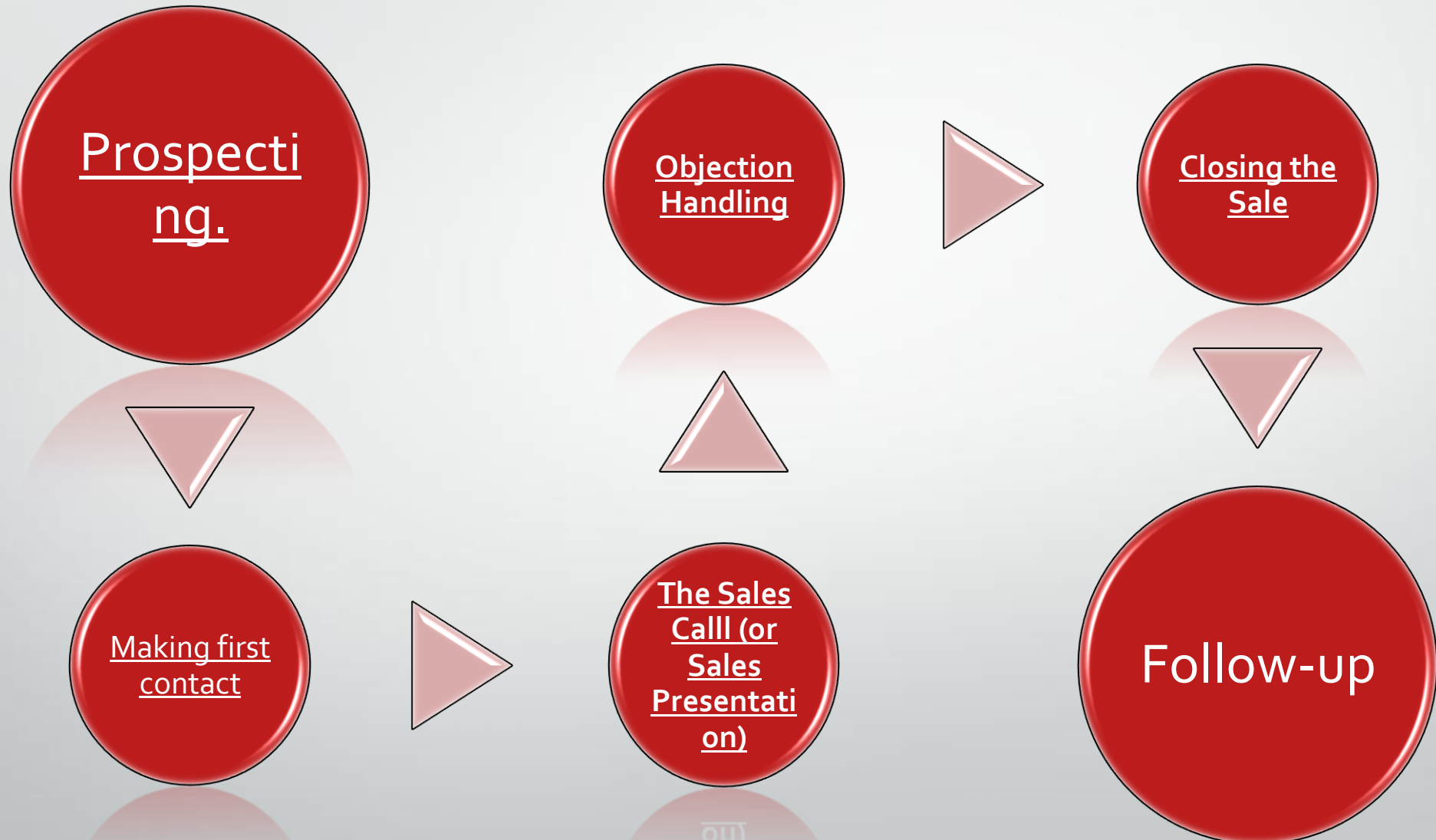
Account Executives

Sales engineers

Agent

Account development reps

❖ The Personal Selling Process



❖ Prospecting

Identifying good customers and screening out poor ones by looking at:

- Financial ability
- Volume of business
- Needs
- Location
- Growth potential

In order to qualify your prospects, one needs to:

- Plan a sales approach focused upon the needs of the customer.
- Determine which products or services best meet their needs.
- In order to save time, rank the prospects and leave out those that are least likely to buy.

❖ Making first contact

Make sure that you are on time.

Before meeting with the client, set some objectives for the sales call. What is the purpose of the call? What outcome is desirable before you leave?

Make sure that you've done some homework before meeting your prospect. This will show that you are committed in the eyes of your customer.

To save time, send some information before you visit. This will wet the prospect's appetite.

Keep a set of samples at hand, and make sure that they are in very good condition.

Within the first minute or two, state the purpose of your call so that time with the client is maximised, and also to demonstrate to the client that you are not wasting his or her time.

Try to be sincere and friendly.

❖ The Sales call (Sales presentation)



The process where the salesperson meets and greets the buyer and gets the relationship off to a good start

Remember:

It is best to be enthusiastic about your product or service. If you are not excited about it, don't expect your prospect to be excited.

❖ Objection Handling

The process where sales people resolve problems that are logical, psychological, or unspoken



❖ Closing the sales

The process where salespeople should recognize signals from the buyer, including physical actions, comments, and questions to close the sale



❖ Follow-up

- ▶ Follow up is necessary if the salesperson wants to ensure customer satisfaction and repeat business



6

WORD OF MOUTH MARKETING

Word-of-Mouth Marketing(WOMM) is the most powerful form of marketing.

Really?

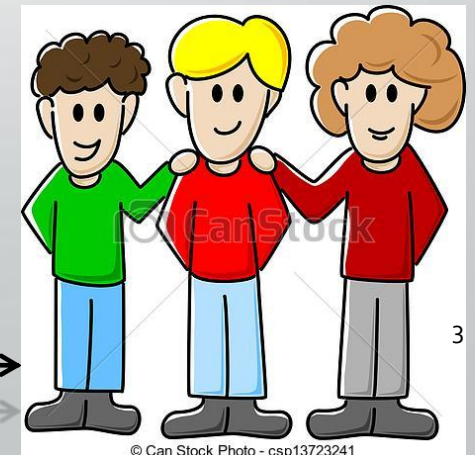




No idea who they are!

Teacher

Parents



6

WORD OF MOUTH MARKETING

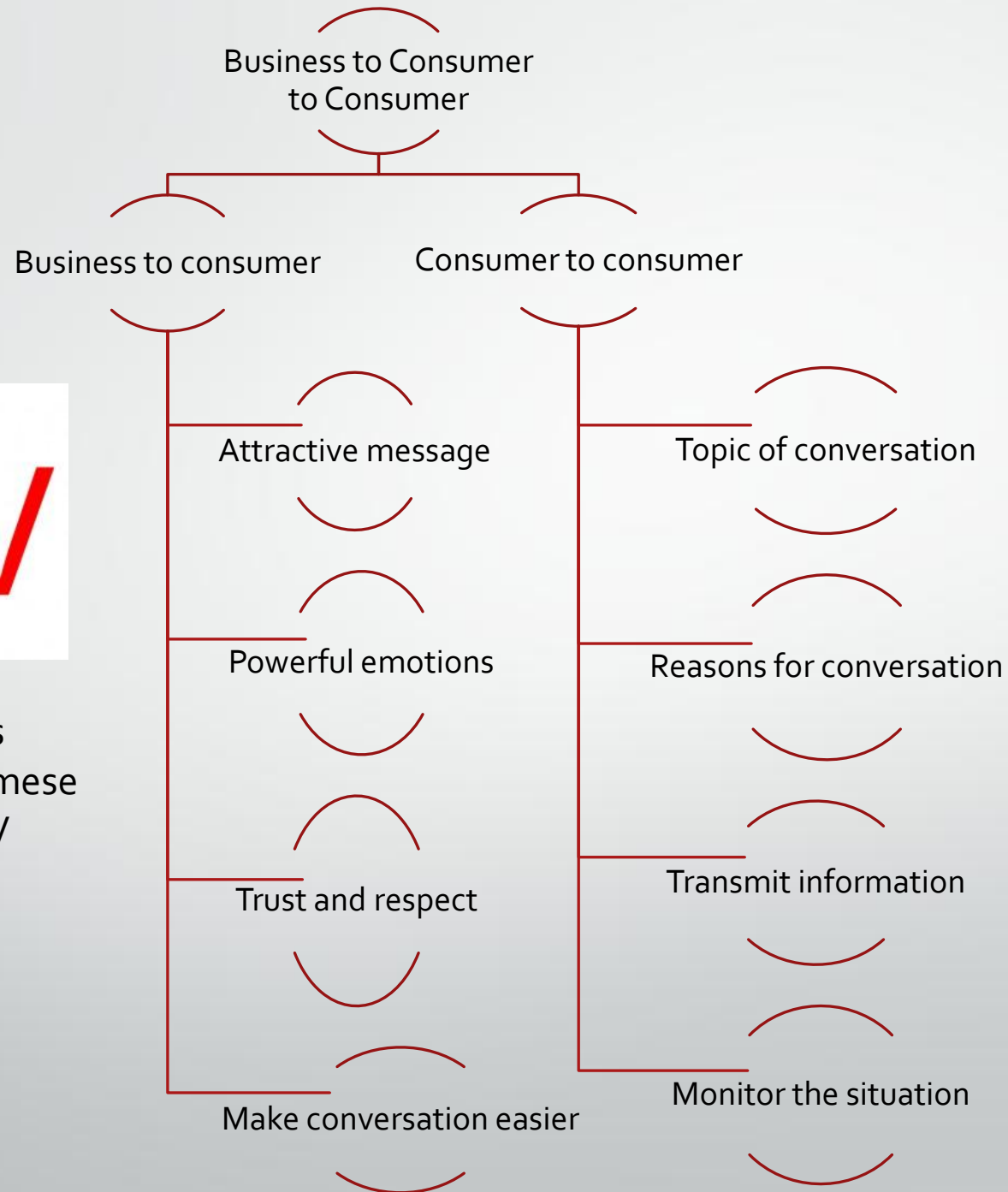
92% Consumers believe recommendations from friends and family

64% Marketing executives believe word of mouth is the most effective form of marketing

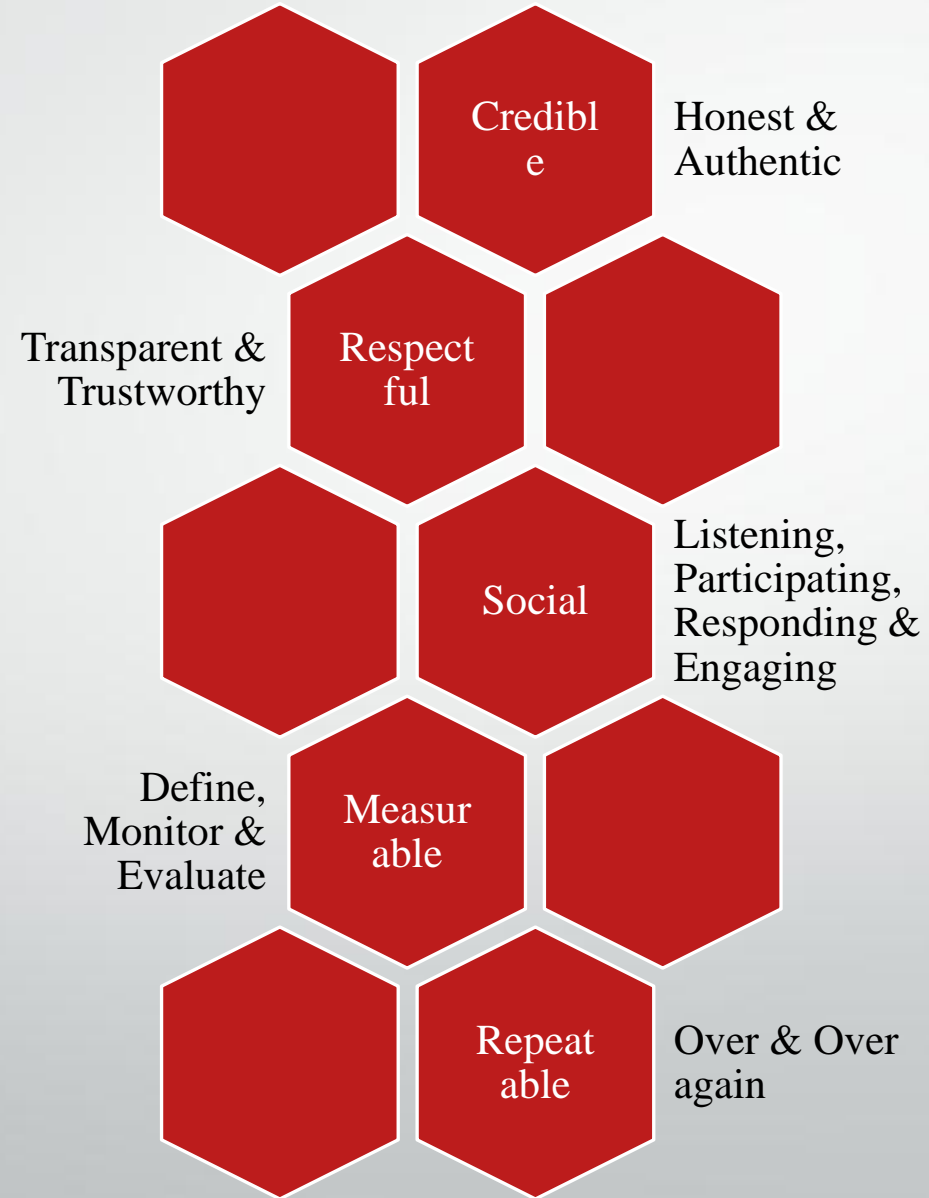
6% say they have mastered it



Every 15 minutes
there is a Vietnamese
infected with HIV



❖ 5 Principles of Word of Mouth Marketing



6

WORD OF MOUTH MARKETING

Make your company: a **Talkable** company

References

- Principles of Marketing
- Marketing Management
- Wikipedia.org
- Knowthis.com (Knowledge source for marketing since 1998)
- Pm.com.vn



GAME



EVENTS AND EXPERIENCES

ADVERTISING

PUBLIC RELATIONS

SALES PROMOTIONS

PERSONAL SELLING

WORD OF MOUTH MARKETING



THANK YOU