

Lecture Title: Marketing Communications and Distribution Channels.



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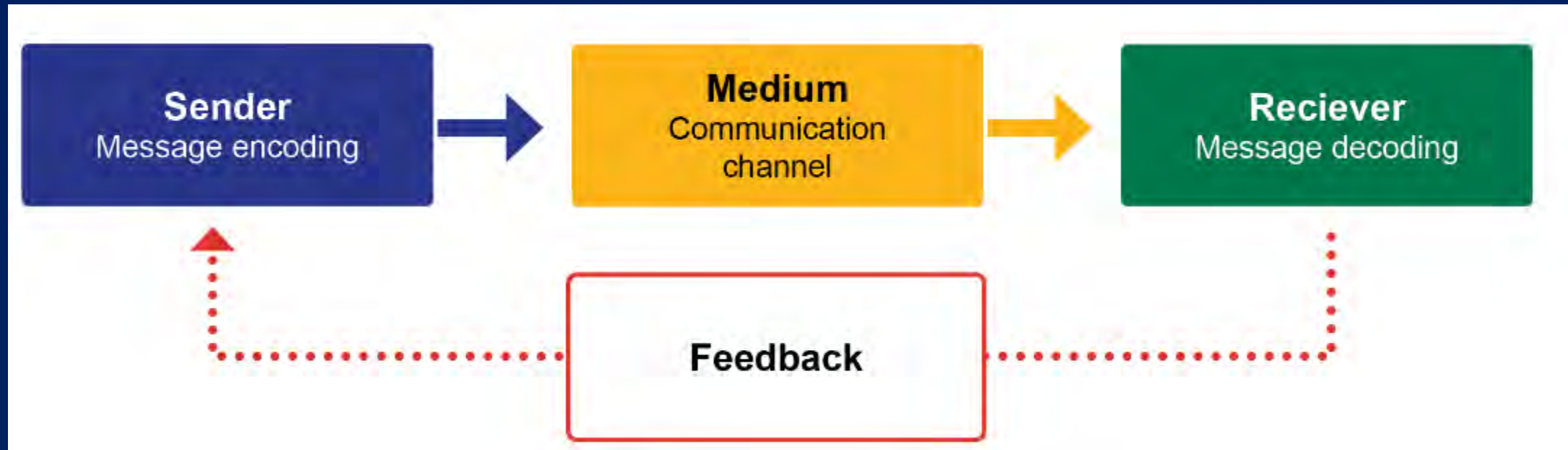
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Lecture Summary

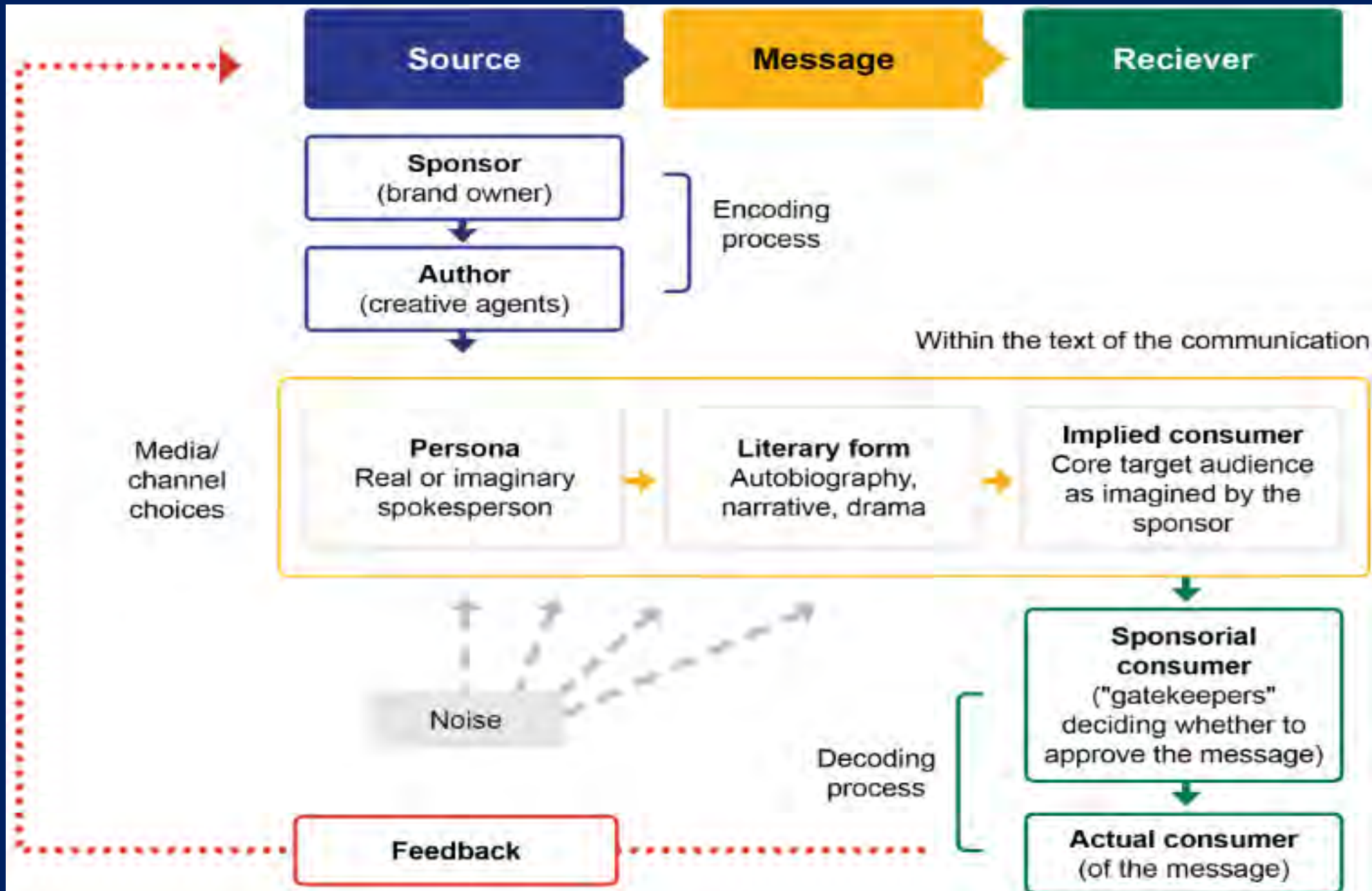
- Different Marketing Communication channels
- Marketing factors that affect to build effective strategies for global markets.
- Different marketing intermediaries and channels of distribution.
- Distribution strategy development and pricing related processes.



Marketing Communications/MarCom



The Stern Model



Integrated Marketing Communications

Process of building and reinforcing mutually profitable relationships with employees, customers, stakeholders and the general public by developing and coordinating a strategic communications program that enables them to have a constructive encounter with the company or brand through a variety of media and other contacts



The need for integrated marketing communication

- Increase in media channels
- More competition
- Higher costs

Lead to

- Inefficient or ineffective advertising
- Sophisticated consumers who are skeptical of advertising
- Gaps in promise and delivery
- A need to establish trust with consumers with advertising

Calls for

Advertisers to increase consistency in their advertising, ensuring that the strategies of agencies and departments are at all time cohesive

Marketing communication mix

Advertising

Public Relations

Direct Marketing

Sales Promotion

Personal Selling

Internet based communications



Internet based communications

Email Marketing



Internet based communications

Email Marketing

Social media



Internet based communications

Email Marketing

E-commerce and M-commerce (mobile)

Social media

Ambassadors/Influencer
s



Internet based communications

Email Marketing

E-commerce and M-commerce (mobile)

Social media

Podcasting

Ambassadors/Influencer
s



Internet based communications

Email Marketing

E-commerce and M-commerce (mobile)

Social media

Podcasting

Ambassadors/Influencers

Meet your customer where they are

tribus



Undergraduate Diploma in
Business Administration

Factors that affect to build effective global marketing strategies



Key Decision- Making Factors



Standardization versus customization



Legal forces



Economic factors



Changing exchange rates



Target customers



Cultural influences



Competition

Standardized International Marketing

Advantages

- ▶ Reduces marketing costs
- ▶ Facilitates centralized control of marketing
- ▶ Promotes efficiency in R&D
- ▶ Results in economies of scale in production
- ▶ Reflects the trend toward a single global marketplace

Disadvantages

- ▶ Ignores different conditions of product use
- ▶ Ignores local legal differences
- ▶ Ignores differences in buyer behavior patterns
- ▶ Inhibits local marketing initiatives
- ▶ Ignores other differences in individual markets

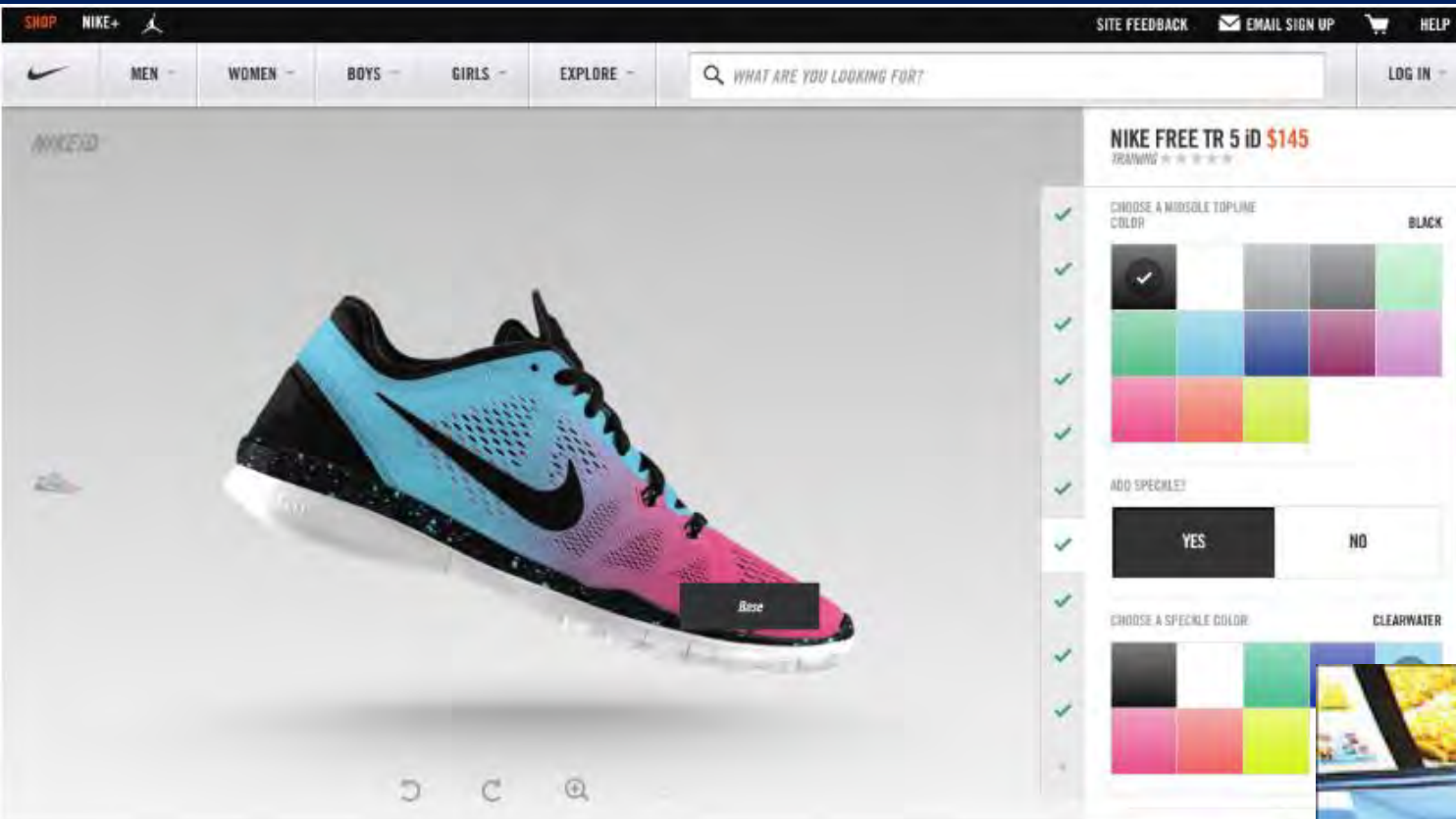
Customized International Marketing

Advantages

- ▶ Reflects different conditions of use
- ▶ Acknowledges local legal differences/ differences in buyer behavior
- ▶ Accounts for other differences in individual markets

Disadvantages

- ▶ Increases costs/ inefficiencies
- ▶ Inhibits centralized control of marketing
- ▶ Reduces economies of scale in production
- ▶ Ignores the trend toward a single global marketplace

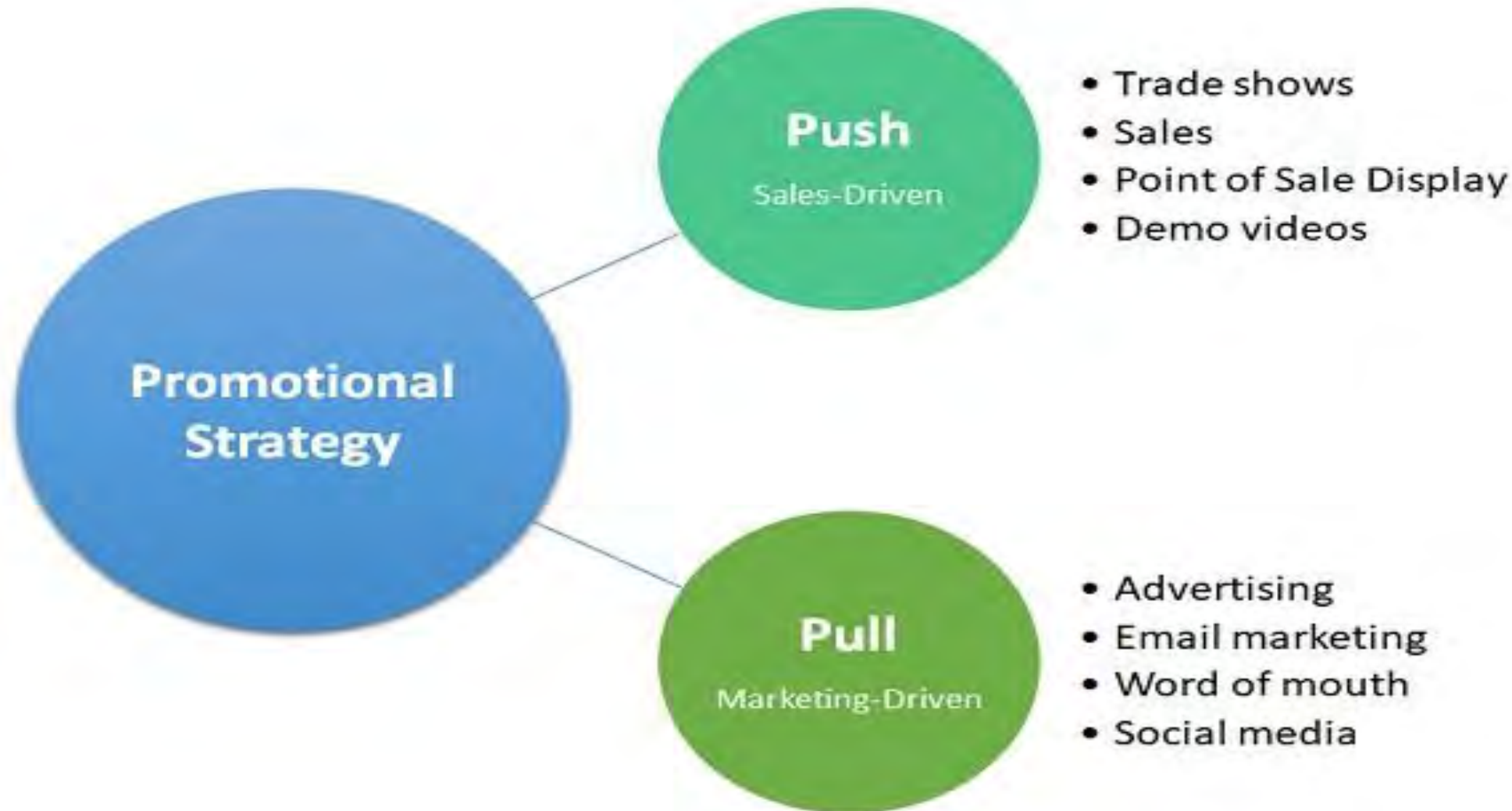


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Personalization is always the gold standard for marketing.



Different advertising and promotion strategies for international markets



Group Task

➤ You will work together to develop a marketing communications plan for a fictional product or service of your choice. Your plan should focus on various aspects of marketing communications, including advertising, public relations, social media, and how distribution channels play a vital role in reaching the target audience.

1 - Choose a product or service as the subject of your marketing communications plan. It could be a new or existing product or service.

2 - Target Audience: Identify and describe your target audience in detail.

3 - Determine which marketing communication channels you will use (e.g., print advertising, digital marketing, social media, public relations, etc.). Explain why these channels are suitable for reaching your target audience.

4- Provide Marketing Mix analysis by using 4Ps.



Different marketing intermediaries and channels of distribution

There are four main types of intermediaries
including:

- Agents and brokers
- Wholesalers
- Distributors
- Retailers.
- E-commerce



The advantages of intermediaries include the following:

- Better accessibility of products and services
- Physical distribution of goods
- Storage of supplies
- Better market coverage
- Improve buyer-seller relations
- Before-and-after sales services.

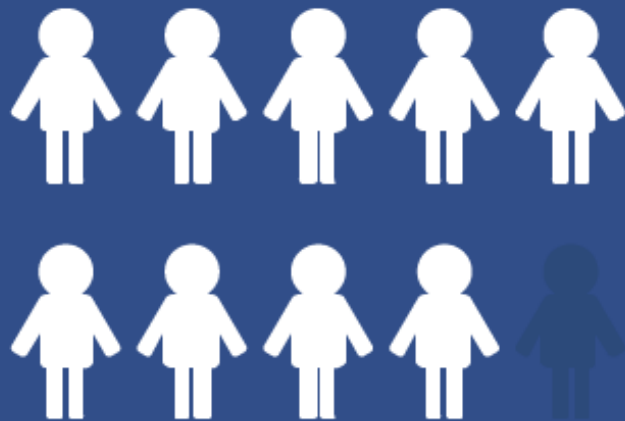


The disadvantages of intermediaries include:

- The manufacturer loses some decision-making power.
- The manufacturers' profit is reduced due to the money they have to pay the intermediaries.
- Intermediaries may be misinformed about the product, thereby misinforming the customer.
- Intermediaries may favour a competitor's product if they offer a better fee, and as a result, the manufacturer may lose their target market or



89% Indonesian Facebook users actively access their account. Averagely, most of them access Facebook up to **1-6 times/day** and **3-10 minutes/time**.



Pricing related processes

Marketing plays a significant role in price adaptation because pricing strategy is one of the four main components in determining product positioning, which is how a company chooses to present products to consumers and generate interest.

The more adaptability a business has, the better chance it has of appealing to more consumers.





Pricing Strategy

There are three important steps to consider when setting up a product pricing distribution strategy:

- Set a Manufacturer's Suggested Retail Price (MSRP)
- Anticipate hidden costs
- Divide margins along the distribution chain



Geographic Pricing and Marketing

Geographic pricing relates to how a business chooses to price its products within different regions.

This can mean different parts of a particular state, country or even around the globe. In selecting its product prices for different regions, a business also adapts its marketing strategies to fit those pricing models



Offering Product Discounts

Adapting pricing models to include product discounts is a marketing strategy used to attract bargain hunting consumers and to fend off new competitors attempting to enter target market areas.

Product discounts allow marketing management to create short advertising campaigns to stimulate excitement over a company's brands and individual product offerings.



Managing Cost and Demand

- Usually, goods with low production costs have the largest price flexibility because the organization can accept discounted retail prices and still turn a profit.
- Higher production costs leave less room for a business to adjust its retail price and still recoup costs



Developing Marketing Campaign

Here are 5 key marketing techniques :

- Capture attention fast
- Engage your audience
- Appeal to emotions
- Keep the message simple
- Set objectives



Developing Marketing Campaign

The first step of a marketing campaign is to clearly define your goals.

This identifies the “**why**” behind your campaign and what you hope to achieve.

Your goals could focus on sales, customer satisfaction, the product itself, or something else.



Six Essential Steps to Develop a Winning Marketing Campaign

Step 1. Determine Your Objective and Budget

Step 2. Identify Your Target Audience

Step 3. Create Your Message

Step 4. Develop Your Media Strategy

Step 5. Implement Your Marketing Campaign

Step 6. Measure & Analyze Your Results



Developing Digital Marketing Campaign

When looking to create your digital marketing campaign, make it a goal to create truly meaningful, relatable content.

Speak to your audience's emotions and strive for lasting imprints in their memory.



Any Questions?

