



Understanding marketing communication



**DOING BUSINESS
WITHOUT **ADVERTISING**
IS LIKE WINKING AT
A GIRL IN THE DARK.**

**YOU KNOW WHAT
YOU'RE DOING,
BUT NOBODY
ELSE DOES.**

- Stuart H. Britt

Marketing communication is a company's means of informing and persuading consumers about its brands, products and services.



ADVERTISEMENT

As a company, you advertise to sell your products and / or services. This is intended to have an impact on consumers and encourage them to consume. It is the need that remains however at the origin of the majority of the acts of purchases. Consumers who are going to buy a product or a service do not necessarily express a need for it at the base. One of the roles of advertising is to create the need. Advertising creates a sense of need through envy. Advertising promotes brands and offers the consumer the opportunity to belong to a certain social group.



Products in the food sector are placed as the main focus point. Food packshots have the most influence on consumers. In a competitive logic, they are always more appetizing than each other.



After the food field, the fashion domain follows, very present in advertising. This is the second category of advertising most broadcasted on television, radio, newspapers. Each brand aims to sell its product and will bet on the qualitative or accessible aspect.



YVES SAINT LAURENT

ROUGE PUR COUTURE
LE ROUGE DES HÉROÏNES

Finally, advertising takes advantage of a personality trait present in many people: the desire to please. By extolling the merits of this or that product, advertising arouses envy in the consumer who, driven by his desire to please, expresses the wish to buy this product.



SALES PROMOTION

Or any short-term incentive to encourage the purchase of a product or service.
The means of promotion can be classified in six broad categories:

1. The direct reduction in the selling price
2. Coupons
3. Deferred repayment upon presentation of « proof of purchase »
4. Quantity discount
5. Awards and gifts
6. Competitions, games and lotteries



SPONSORSHIP AND PATRONAGE

Sponsorship is the support given to an event, a person, a product or an organization, in order to obtain a direct benefit. The purpose of sponsorship is to increase the visibility of the company, increase its reputation, improve its image, develop proximity with consumers, communicate internally, make a product demonstration, public relations.

Patronage is the material support provided with direct consideration to a work or a person for the exercise of activities of general interest. Patronage serves to promote the image of the patron, often a company or a brand by supporting artists or targeted disciplines.



PUBLIC RELATIONS

Or any program aimed at improving the image of a company with its various stakeholders. The media is a major source of opinion for an institution or company. To interact with these demanding audiences, some traditional strategies are the best guarantees of success: accurate information, long-term relationship and prefer quality to quantity.

Event communication allows you to create experiences. A good event requires a meticulous and non-improvised preparation: define clear objectives and carefully selected audiences before giving way to the creativity of the staging or the originality of the chosen venue. In general, in an event, there are two audiences: immediate (the one who is present) and indirect (the one who will be affected by the press fallout).

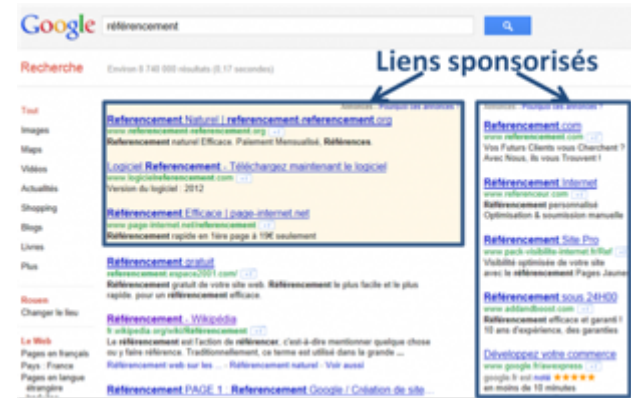
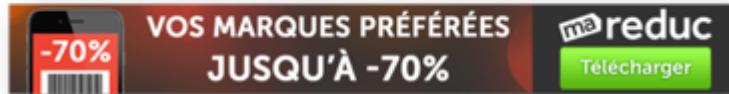


DIRECT MARKETING

Direct marketing is direct communication to consumers for a quick response and / or transaction. The channels used include mailing by mail, fax, e-mail or SMS, sending catalogs, telemarketing (telephone).

The company only addresses the intended target. She can choose the most relevant time to contact her client or prospect. In general, direct marketing receives more attention from consumers than other communication tools because of the relevance of the message to the prospect. Operations performed are less visible to competitors than other communication actions. Finally, the impact and profitability of operations can be precisely calculated.

N.B: do not abuse direct marketing.



INTERACTIVE MARKETING

Interactive marketing is a recent and online form of direct marketing.

Interactive marketing has several specific advantages: low cost; ability to address individual consumers individually; ability to reach individuals with little exposure to other media, including television; precise choice of sites where banners are inserted; Ability to appear on the screen when the consumer has typed a relevant word into a search engine. Indeed, the communication on the Internet makes it possible to make a banner appear according to the search for information that the customer is carrying out: the targeting is thus not only according to the profile identity of the consumer, but of his interest of the moment.

Interactive marketing comes from a variety of tools: internet sites, microsites, sponsored links, banner ads and videos on the Internet.



VIRAL MARKETING

Companies can use a variety of techniques such as organizing exceptional events that will make the talk or the stimulation of electronic word of mouth.

A/ Buzz and viral marketing

The buzz has the advantage of being inexpensive for it relies on free media coverage.

B/ Opinion leaders

We need to contact three categories of people: "experts" who know all kinds of things, "connectors" who communicate with a large number of people, and "sellers" who have a natural power of persuasion.

C/ Blogs

Blogs have become an important part of word-of-mouth.



The strength of your
social media
is determined by
the strength of your
CONTENT

CREATING CONTENT FOR SOCIAL MEDIA

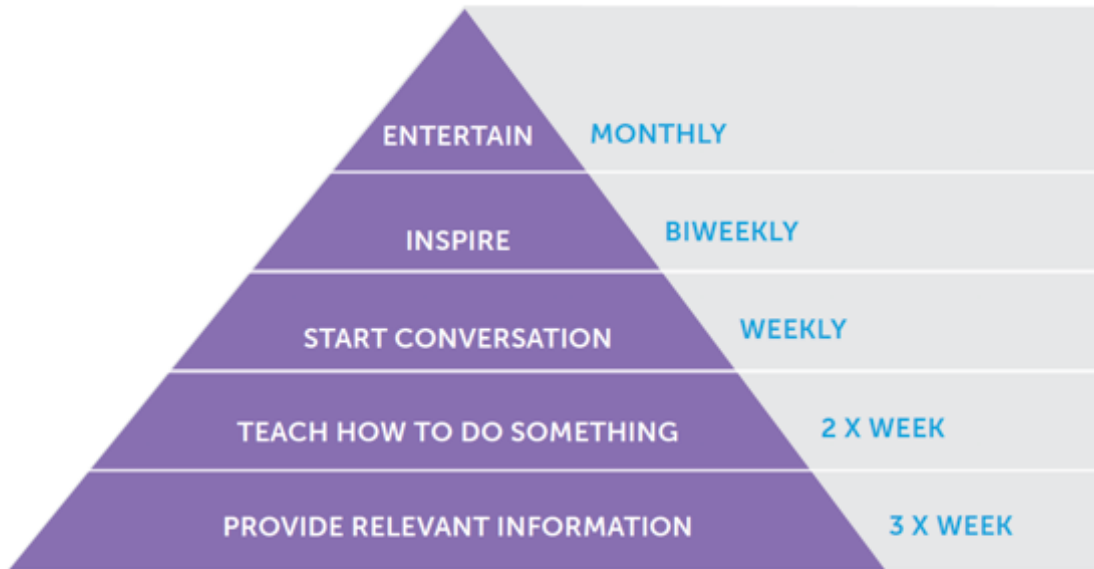
Your buyers expect your brand to behave like any other person on the platform. So, in order to be successful, your content needs to not only offer value but meet their expectations. With the proliferation of marketing messages, one of the only ways to break through to your audience is with content that offers relevant, useful, and valuable information.



CREATE A VARIETY OF CONTENT

To keep your audience engaged, content is a great way to show your expertise and your personality. Your content can take many forms, and your mix may look different depending on which platforms you choose to engage with, your business type, and your audience, but you will want to make sure you have the following mixed into your content strategy:

- Big rock content pieces (like ebooks and lookbooks)
 - Tip sheets/checklists
 - Blog posts
 - Infographics
 - Photos and videos



Content Marketing Institute's diagram explains content purposes and how often each type should be shared on your social channels.

DEFINE YOUR CONTENT MIX

It lets you engage in conversations with your audience and build awareness, credibility, and trust and keep in touch with your followers—without coming across as pushy or sales-y.