

Introduction to Marketing Essentials
Prof. Zillur Rahman
Department of Management Studies
Indian Institute of Technology, Roorkee

Lecture – 31
Integrated Marketing Communications and Direct Marketing - I

Welcome to introduction to Marketing Essentials. Now, we will talk about module 31. This module 31 and 32, we will cover integrated marketing communication and direct marketing. Now, let us see what are the things what things will be covered in module 31, and we are starting with this topic integrated marketing communications and direct marketing.

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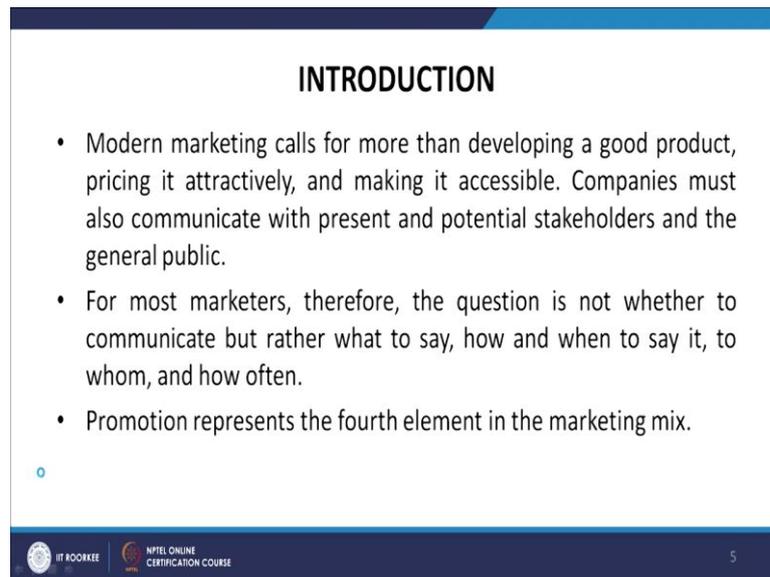
MODULE OVERVIEW

- Discussing integrated marketing communications and the communication process.
- Describing the promotional mix and the uniqueness of each component.

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So, now, we will discuss integrated marketing communications and the communication process, and then describe the promotional mix and the uniqueness of each component of that mix. So, these are the two things that will be covered in this module.

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INTRODUCTION

- Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders and the general public.
- For most marketers, therefore, the question is not whether to communicate but rather what to say, how and when to say it, to whom, and how often.
- Promotion represents the fourth element in the marketing mix.

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To introduce modern marketing calls for more than developing a good product, pricing is attractively, and making it accessible. Companies must also communicate with present and potential stakeholders and the general public. For most marketers, therefore, the question is not whether to communicate, but rather what to say, how to say, when to say, and to whom to say, and how often to say.

So, it is not about whether or not to communicate, but the other the other important things are so it is important so it goes without saying that the communication has to be done. But the important questions that need to be answered here is what to be said how it will be said, when, and to whom, and how frequently. So, promotion presents the fourth element in the marketing mix.

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INTRODUCTION

- The promotional element consists of communication tools, including advertising, personal selling, sales promotion, public relations, and direct marketing.
- The combination of one or more of these communication tools is called the promotional mix.
- All of these tools can be used to:
 - Inform prospective buyers about the benefits of the product,
 - Persuade them to try it, and
 - Remind them later about the benefits they enjoyed by using the product.

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The promotional elements consist of communication tools, including advertising, personal selling, sales promotion, public relations, and direct marketing. The combination of one or more of these communication tools is called as promotional mix. So, as we have a marketing mix, so similarly we have a promotional mix. This promotion mix is a mix of these several of the elements.

So, all of these tools can be used to inform prospective buyers about the benefits of the product, persuade them to try this product, and remind them later about the benefits they enjoyed by using this product. So, these are the important things that can be used to communicate using these tools. Informing, then persuading, and then reminding them about the benefits of using that product.

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INTRODUCTION

- In the past, marketers often viewed these communication tools as separate and independent.
- The advertising department, for example, often designed and managed its activities without consulting departments or agencies that had responsibility for sales promotion or public relations.
- The result was often an overall communication effort that was uncoordinated and, in some cases, inconsistent. *-> losses
loss of image*

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In the past, marketers often viewed these communication tools as separate and independent. So, each of these tools was separate, and did not have any connection with other tools. But the advertising department, for example, often designed and managed its activity without consulting departments or agencies that had responsibility for sales promotion or public relations. The results were often an overall communication effort that was uncoordinated and, in some cases, inconsistent and that led to several losses for the company, especially the loss of image.

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INTRODUCTION

- Today, the concept of designing marketing communications programs that coordinate all promotional activities— advertising, personal selling, sales promotion, public relations, and direct marketing—to provide a consistent message across all audiences is referred to as **integrated marketing communications (IMC)**.
- The American Marketing Association defines IMC as “a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant”.

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Today, the concept of designing marketing communication programs that coordinate all promotional activities – advertising, personal selling, sales promotion, public relations, and direct marketing – to provide a consistent message across all audiences is referred to as Integrated Marketing Communication which is in short written as IMC.

The American Marketing Association defines IMC as planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant. So, it can be a customer or the prospect is a potential customer.

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THE ROLE OF MARKETING COMMUNICATIONS

- Marketing communications are the means by which firms attempt to inform¹, persuade², and remind³ consumers – directly or indirectly – about the products and brands they sell.
- They are a means by which the firm can establish a dialogue and build relationships with consumers. By strengthening customer loyalty, they can contribute to customer equity.
- Marketing communications also work by showing consumers how and why a product is used, by whom, where, and when it is used.

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Marketing communication are the means by which firms attempts to inform, persuade, and reminder. So, these are the three important things that this marketing communication does, inform, persuade and remind customers – directly or indirectly – about the product and brands they sell.

They are a means by which the firm can establish a dialogue and build relationships with consumers. So, this is about building relationships with the consumers and they start with the dialogue and then this relationship is established. By strengthening consumer loyalty, they can contribute to customer equity. So, marketing communications also work by showing consumers how and why a product is used, by whom this product will be used, where it should be used, and when it should be used.

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THE CHANGING MARKETING COMMUNICATIONS ENVIRONMENT

- Technology and other factors have profoundly changed the way consumers process communications, and even whether they choose to process them at all.
- The rapid diffusion of powerful smart phones, broadband and wireless Internet connections, and ad-skipping digital video recorders (DVRs) have eroded the effectiveness of the mass media.
 - For example: Let's suppose in 1980, a company could reach 80% of the Indian women with one 30-second commercial aired simultaneously on three TV networks. Today, the same ad would have to run on 100 channels or more to achieve this marketing feat.

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Now, let us see the changing marketing communication environment. Technology and other factors have profoundly changed the way consumer process communications, and even whether they choose to process them at all.

So, they may choose to process or they may choose not to process, and then the way that they process. So, the rapid diffusion of powerful smart phones, broadband and wireless Internet connections, and ad-skipping digital video recorders have eroded the effectiveness of the mass media.

For example, let us suppose in 1980 a company could reach 80 percent of the Indian woman with one 30-second commercial aired simultaneously on three TV networks. Today, the same ad would have to be run on 100 channels or more to achieve this marketing feat.

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THE CHANGING MARKETING COMMUNICATIONS ENVIRONMENT

- But even as some marketers flee traditional media, they still encounter challenges like commercial clutter, that is very rampant.
- Moreover, marketing communications in almost every medium and form have been on the rise, and some consumers feel they are increasingly invasive.
- Therefore, marketers must be creative in using technology but not intrude in consumers' lives. ◦

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But even as some marketers flee traditional media, they still encounter challenges like commercial clutter that is very rampant. Moreover, marketing communications in almost every medium and form have been on the rise, and some consumers feel they are increasingly invasive. Therefore, marketers must be creative in using technology but not intrude in customer's life. So, the customers should not feel that someone is intruding or getting in inside their lives.

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HOW DO MARKETING COMMUNICATIONS WORK?

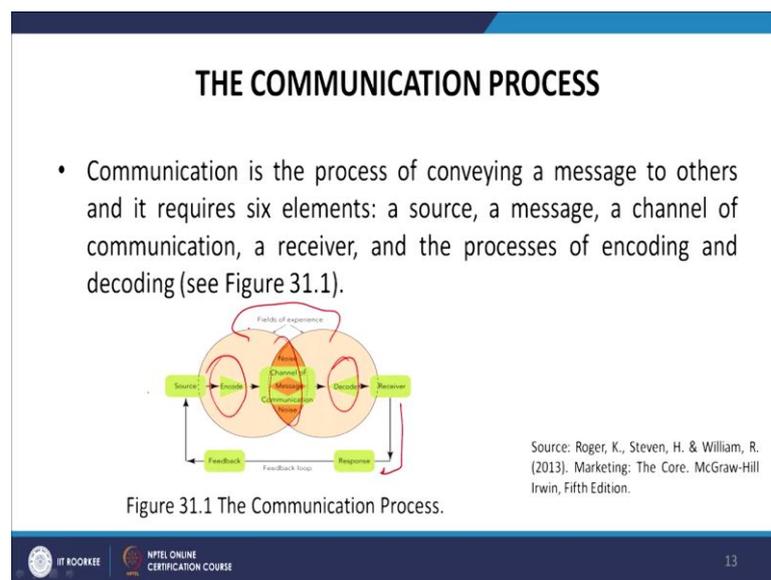
- Marketing communication activities in every medium contribute to brand equity and drive sales in many ways:
 - 1 – By creating brand awareness
 - 2 – Forging brand image in consumers' memories
 - 3 – Eliciting positive brand judgements or feelings
 - 4 – Strengthening consumer loyalty.
- To implement the right communications programs and allocate budget efficiently, marketers need to assess which experiences and impressions will have the most influence at each stage of the buying process.

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Now, let us look at how do marketing communication works. So, marketing communication activities in every medium contribute to brand equity and drive sales in many ways. So, the first way is by creating brand awareness in the minds of the consumers; the second is forging brand image in consumers' memories; the third is eliciting positive brand judgments or feelings; and the fourth is strengthening consumer loyalty. So, these are the major objective of this marketing communication.

To implement the right communication program and allocate budget efficiently, marketers need to assess which experiences and impressions will have the most influence at each stage of the buying process. So, different mediums, different tools will have different impact on the consumers. So, it is important to understand, when, what is to be done.

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This communication is the process of conveying a message to others. And it requires six elements. The first element is a source; the second element is a message; the third element is a channel of communication, followed by a receiver and the processes of encoding and decoding.

So, this figure shows this communication process. Here we have a source from which the information or communication is generated. Then this is encoded, and then sent on them on the channel of communication this message is sent, but now there are some kind of

noises here. Then this message is decoded and then it is given to the receiver. Now, receiver gives a response of this message either positive or negative or none.

So, this response is then in the form of feedback given back to the source. So, this is the communication problem. Now, you see that this, these, these two portions are the field of experience. So, depending upon the persons experience he encode it depending upon the experience of the of the recipient, he encodes and decodes this message, and that may create a problem several times.

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THE COMMUNICATION PROCESS

- The **source** may be a company or person who has information to convey.
- The information sent by a source, such as a description of a new cellular telephone, forms the **message**.
- The message is conveyed by means of a **channel** of communication such as a salesperson, advertising media, or public relations tools.
- Consumers who read, hear, or see the message are the **receivers**.

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So, the source may be a company or a person who has information to convey. The information sent by a source, such as a description of a new cellular telephone, forms this message. Now, this message is conveyed by means of a channel of communication such as a salesperson, advertising media, or public relation tools. Consumers who read, hear, or see the message are the receivers of this message.

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THE COMMUNICATION PROCESS (ENCODING AND DECODING)

- **Encoding** is the process of having the sender transform an idea into a set of symbols.
- **Decoding** is the reverse, or the process of having the receiver take a set of symbols, the message, and transform the symbols back to an idea.
- Decoding is performed by the receivers according to their own frame of reference: their attitudes, values, and beliefs.

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Encoding is the process of having the sender transform an idea into a set of symbols. Now, and what happens in in encoding is that this information is transformed into a set of symbols. Decoding is the reverse of this, or the process of having the receiver take a set of symbols, the message and transform the symbols back to an idea.

So, first in encoding this idea is transformed into a symbol, and then again, this symbol is transformed into the message. So, decoding is performed by the receiver according to their own frame of reference that is their attitudes, values, and beliefs.

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THE COMMUNICATION PROCESS (ENCODING AND DECODING)

- The process of communication is not always a successful one.
- Errors in communication can happen in several ways:
 - 1 - The source may not adequately transform the abstract idea into an effective set of symbols.
 - 2 - A properly encoded message may be sent through the wrong channel and never make it to the receiver.
 - 3 - The receiver may not properly transform the set of symbols into the correct abstract idea.
 - 4 - Finally, feedback may be so delayed or distorted that it is of no use to the sender.

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Now, this process of communication is not always a successful one. Errors can happen in several ways. And the first source of error is the source may not adequately transform the abstract idea into an effective set of symbols. The second error may be a properly encoded message may be sent through the wrong channel and never make it to the receiver. So, the receiver is not looking at that channel, but a very good message was sent through that channel, but the problem was that the receiver is not looking at those channels.

The third is the receiver may not properly transform the set of symbols in the correct abstract idea that is the decoding. So, he is not able to transform those symbols into the message, the correct message the message that the company wanted to send across to him. Finally, feedback may be so delayed or distorted that it is of no use to the sender. So, because the decoding was not proper, therefore, the feedback and the information sent by the sender to the receiver is worthless.

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**THE COMMUNICATION PROCESS
(ENCODING AND DECODING)**

- For the message to be communicated effectively, the sender and receiver must have a mutually shared field of experience—a similar understanding and knowledge they apply to the message (see Figure 31.1).
- Many misinterpretations are merely the result of bad translations.
 - For example: KFC made a mistake when its “finger-lickin’ good” slogan was translated into Mandarin Chinese as “eat your fingers off!”



The diagram illustrates the communication process. It features a central circle labeled 'Channel of Communication' with 'Message' written inside. To the left is a box labeled 'Source' and to the right is a box labeled 'Receiver'. Arrows point from Source to the Channel and from the Channel to Receiver. Below the Channel, there are two boxes: 'Encoder' on the left and 'Decoder' on the right. Arrows point from Source to Encoder, and from Decoder to Receiver. A feedback loop is shown at the bottom with arrows pointing from Receiver back to Source, labeled 'Feedback loop'.

Figure 31.1
Source: Roger, K., Steven, H. & William, R. (2013). Marketing: The Core. McGraw-Hill Irwin, Fifth Edition.

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Now, for the message to be communicated effectively, the sender and the receiver must have a mutually shared field of experience – a similar understanding and knowledge they apply to the message. So, this field of experience is what we are talking of. So, they may have they should have the sender and the receiver should have a similar field of experience. Many misinterpretations are merely the result of bad translation. Bad translation means encoding to decoding. So, for example, KFC made a mistake when its

finger -licking good slogan was translated into Mandarin Chinese as “eat your fingers off”.

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THE COMMUNICATION PROCESS (FEEDBACK)

- Figure 31.1 shows a line labeled feedback loop, which consists of a response and feedback.
- A **response** is the impact the message had on the receiver’s knowledge, attitudes, or behaviors.
- **Feedback** is the sender’s interpretation of the response and indicates whether the message was decoded and understood as intended.



Figure 31.1
Source: Roger, K., Steven, H. & William, R. (2013). Marketing: The Core. McGraw-Hill Irwin, Fifth Edition.

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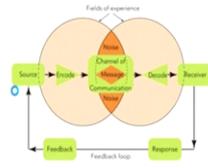
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So, this figure 31.1 shows a line labeled feedback loop, this one, which consists of a response and a feedback. A response is the impact the message had on the receiver’s knowledge, attitude, and behavior. So, what kind of impact this message had on the receiver’s knowledge, attitude, and behavior. And the feedback is the sender’s interpretation of the response and indicates whether the message was decoded and understood as intended.

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THE COMMUNICATION PROCESS (NOISE)

- **Noise** includes extraneous factors that can work against effective communication by distorting a message or the feedback received (see Figure 31.1).
- Noise can be a simple error, such as a printing mistake that affects the meaning of a newspaper advertisement or using words or pictures that fail to communicate the message clearly.
- Noise can also occur when a salesperson's message is misunderstood by a prospective buyer.



The diagram illustrates the communication process. It features a central orange circle labeled 'Channel of Communication' with 'Message' written inside. To the left is a green box labeled 'Source' with an arrow pointing to the channel. To the right is a green box labeled 'Destination' with an arrow pointing from the channel. Below the channel is a green box labeled 'Receiver' with an arrow pointing from the channel. A feedback loop is shown at the bottom with arrows labeled 'Feedback' and 'Response'.

Figure 31.1
Source: Roger, K., Steven, H. & William, R. (2013). Marketing: The Core. McGraw-Hill Irwin, Fifth Edition.

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Now, one important thing that comes in whole of this process is the noise. Noise includes extraneous factors that can work against effective communication by distorting a message or the feedback received. So, this is the noise that we are talking of this now this happens in all this communication processes. So, noise can be a simple error, such as a printing mistake that affects the meaning of a newspaper advertisement or using words or pictures that fail to communicate the message clearly. Noise can also occur when a salesperson's message is misunderstood by a prospective buyer.

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THE PROMOTIONAL ELEMENTS

- To communicate with consumers, a company can use one or more of five promotional alternatives:
 - 1 – Advertising
 - 2 – Personal selling
 - 3 – Public relations
 - 4 – Sales promotion
 - 5 – Direct marketing (see Figure 31.2).

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Now, let us move on and look at the various promotional elements. To communicate with consumers, a company can use one or more of these promotional alternatives. So, that includes advertising, personal selling, public relations, sales promotion, and direct marketing.

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| THE PROMOTIONAL ELEMENTS | | | | |
|--------------------------|--------------------|--|--|---|
| Promotional Element | Mass or Customized | Cost | Strengths | Weaknesses |
| Advertising | Mass | Fees paid for space or time | <ul style="list-style-type: none"> Efficient means for reaching large numbers of people. | <ul style="list-style-type: none"> High absolute costs. Difficult to receive good feedback. |
| Personal selling | Customized | Fees paid to salespeople as either salaries or commissions | <ul style="list-style-type: none"> Immediate feedback. Very persuasive. Can select audience. Can give complex information. | <ul style="list-style-type: none"> Extremely expensive per exposure. Messages may differ between salespeople. |
| Public relations | Mass | No direct payment to media | <ul style="list-style-type: none"> Often most credible source in the consumer's mind. | <ul style="list-style-type: none"> Difficult to get media cooperation. |
| Sales promotion | Mass | Wide range of fees paid, depending on promotion selected | <ul style="list-style-type: none"> Effective at changing behavior in the short run. Very flexible. | <ul style="list-style-type: none"> Easily abused. Can lead to promotion wars. Easily duplicated. |
| Direct marketing | Customized | Cost of communication through mail, telephone, or computer | <ul style="list-style-type: none"> Messages can be prepared quickly. Facilitates relationship with customer. | <ul style="list-style-type: none"> Declining customer response. Database management is expensive. |

Source: Roger, K., Steven, H. & William, R. (2013). Marketing: The Core. McGraw-Hill Irwin, Fifth Edition.

Figure 31.2: The five elements of the promotional mix

Now, these are given here in this figure 31.2. So, here we have the various promotional elements. Then here we have whether it is whether it can be mass marketed or customized, the cost of that medium, the cost of that element, and the strengths and weaknesses of those elements.

So, now, let us look at advertising, so that is a mass scale process, lots of people can be given the same kind of message. The cost is the fee paid for the space or time that you are buying on a on television channel or newspaper or a magazine. The strengths of advertising are that it is efficient means for reaching large number of people. While the weakness is, they have high absolute cost, and the difficult to receive good feedback, because that is a one-way communication process.

The second promotional element is personal selling. Now, person selling can be customized according to the customer. The cost is the fee paid to salespeople as either salaries or commissions, so that cost is also high. The strength of this promotional element is that it provides immediate feedback to the salespeople. The salespeople can be very persuasive. They can select the audience can give complex information. While the

weakness is that it is extremely expensive per exposure, because the salesperson has to go to the customer and talk to him. So, it may be possible that he may he may be talking only to two people in a day, so that increases the cost.

So, message may differ between salespeople. Also, one salespeople may be saying something and another salesperson can maybe say another thing. The third promotional element is the public relations. Again, that is a mass marketing and mass media type of element.

The cost is that there is no direct payment to the media on which that public relation program is running. And the strength is often most credible source in the consumers mind, but the weakness is it is difficult to get media corporation, why would media corporate when they are not getting anything.

The fourth type of promotional element is sales promotion. Again, that is a mass the cost is wide range of fees paid depending on the promotion selected. Their strengths are that it is effective at changing behavior in the short term not in the long run. For example, when you when the companies they start giving discounts, and it is very flexible, so that the discount can be increased or decreased 1 plus 1, and 1 plus 2 etcetera. The weakness is it is easily abused can lead to promotion wars, every company start doing the same thing, and it can be easily duplicated.

The fifth of the promotional element is the direct marketing. Now, this direct marketing can be customized. So, now, you see out of these 5 tools, only 2 tools are available to the marketers to that can be customized, the rest of the promotional elements they are mass in nature. Now, the cost of this direct marketing through mail, or telephone, or computer. The strength are messages can be prepared quickly it facilitates relationship with the customer. While the weakness are declining customer responses, and database management is becoming expensive by the day.

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THE PROMOTIONAL ELEMENTS

- Figure 31.2 summarizes the distinctions among these five elements.
- Three of these elements—advertising, sales promotion, and public relations—are often said to use mass selling because they are used with groups of prospective buyers.
- In contrast, personal selling and direct marketing uses customized interaction between a seller and a prospective buyer.

| Promotional Element | Mass or Customized | Cost | Strength | Weakness |
|---------------------|--------------------|--|--|---|
| Advertising | Mass | Low cost per piece or line | • Good means for reaching large numbers of people | • High visibility cost • Difficult to measure good of people |
| Personal selling | Customized | High cost per salesperson or saleswoman | • Immediate feedback • Can select audience • Can give complete information | • Extensive expense per response • Messages may differ between salespeople |
| Public relations | Mass | No direct payment to media | • Other promotional starts in the uncontrolled hand | • Difficult to get media cooperation |
| Sales promotion | Mass | Wide range of low cost, temporary promotional devices | • Effective in changing behavior in the short run • Very flexible | • Easily abused • Can lead to promotion wars • Easily duplicated |
| Direct marketing | Customized | Cost of communication through mail, telephone, or computer | • Messages can be prepared quickly • Facilitates relationship with customer | • Seeking customer response • Database management a expense |

Figure 31.2
Source: Roger, K., Steven, H. & William, R. (2013). Marketing: The Core. McGraw-Hill Irwin, Fifth Edition.

So, this figure 31.2 summarizes the distinction among the five elements. Now, three of these elements that is advertising, sales promotion, and public relations – are often said to use mass selling; because they are used with groups of prospective customers. In contrast, personal selling and direct marketing uses customized interaction between the seller and a prospective buyer.

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THE PROMOTIONAL ELEMENTS (ADVERTISING)

- Advertising** is any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor.
- The nonpersonal component of advertising is important.
- Advertising involves mass media (such as TV, radio, and magazines), which are nonpersonal and do not have an immediate feedback loop as does personal selling.
- So before the message is sent, marketing research plays a valuable role; for example, it determines that the target market will actually see the medium chosen and that the message will be understood.

Now, let us look at each of these elements in detail. So, what is this advertising? Advertising is any paid form of non-personal communication about an organization,

product, service, or idea by an identified sponsor. The nonpersonal component of advertising is important. Advertising involves mass media such as televisions, radio, and magazines which are nonpersonal and do not have an immediate feedback loop as does personal selling. So, before the message is sent, marketing research plays a valuable role; for example, it determines that the target market will actually see the medium chosen and that the message will be understood.

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**THE PROMOTIONAL ELEMENTS
(ADVERTISING)**

- There are several advantages to a firm using advertising in its promotional mix:
 - A company can control what it wants to say and, to some extent, to whom the message is sent.
 - Advertising also allows the company to decide when to send its message (which includes how often).
 - Once the message is created, the same message is sent to all receivers in a market segment.
 - If the pictorial, text, and brand elements of an advertisement are properly pretested, an advertiser can ensure the ad's ability to capture consumers' attention and trust.

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There are several advantages of a firm using advertising in its promotional mix. A company can control what it wants to say and, to some extent, to whom the message is sent. Advertising also allows the company to decide when to send its message which includes how often. Once the message is created, the message is sent to all the receivers in a market segment. If the pictorial, text, and brand elements of an advertisement are properly pretested, an advertiser can ensure the ad's ability to capture consumer's attention and trust.

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THE PROMOTIONAL ELEMENTS
(ADVERTISING)

- There are several disadvantages to a firm using advertising in its promotional mix:
 - The costs to produce and place a message are significant.
 - The lack of direct feedback makes it difficult to know how well the message has been received.

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And there are several disadvantages of a firm using advertising in its promotional mix. So, the first disadvantage is the cost to produce and place a message is significant. The second is the lack of a direct feedback makes it difficult to know how well the message has been received.

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THE PROMOTIONAL ELEMENTS
(PERSONAL SELLING)

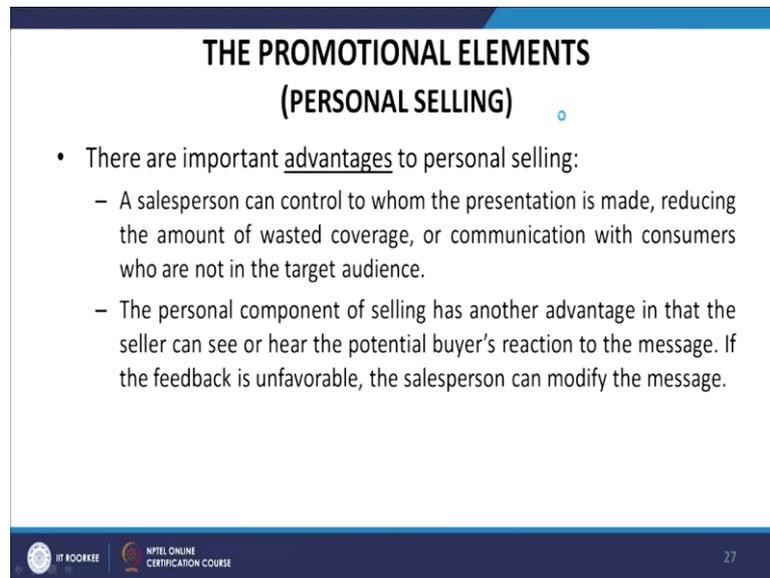
- The second major promotional alternative is **personal selling**, which is the two-way flow of communication between a buyer and seller designed to influence a person's or group's purchase decision.
- Unlike advertising, personal selling is usually face-to-face communication between the sender and the receiver.

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Another of the promotional element is personal selling. So, the second major promotional alternative is personal selling, which is a two-way flow of communication between a buyer and a seller designed to influence a consumer's, a person's or a group's

purchasing behavior. Unlike advertising, personal selling is usually face-to-face communication between the sender and the receiver. So, a person is going there and selling this product.

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**THE PROMOTIONAL ELEMENTS
(PERSONAL SELLING)**

- There are important advantages to personal selling:
 - A salesperson can control to whom the presentation is made, reducing the amount of wasted coverage, or communication with consumers who are not in the target audience.
 - The personal component of selling has another advantage in that the seller can see or hear the potential buyer's reaction to the message. If the feedback is unfavorable, the salesperson can modify the message.

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And there are several important advantages to personal selling. The first advantage is the sales people can control to whom the presentation is made, not everyone, so he can choose whether to make a presentation or not, reducing the amount of wasted coverage, or communication with consumers who are not in the target audience. The personal component of selling has another advantage in that the seller can see or hear the potential buyer's reactions to the message. If the feedback is unfavorable, the salesperson can modify the message.

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THE PROMOTIONAL ELEMENTS
(PERSONAL SELLING)

- Some of the disadvantages of personal selling are:
- The flexibility of personal selling can also be a disadvantage.
 - Different salespeople can change the message so that no consistent communication is given to all customers.
- The high cost of personal selling is probably its major disadvantage.
 - On a cost-per contact basis, it is generally the most expensive of the five promotional elements.

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Then there are some disadvantages of personal selling as well. The flexibility of personal selling can also be the disadvantage. The difference is sales people can change the message, so that no consistent communication is given to all customers. The high cost of personal selling is probably its major disadvantage. On a cost-per contract basis, it is generally the most expensive of the five promotional elements.

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THE PROMOTIONAL ELEMENTS
(PUBLIC RELATIONS)

- **Public relations** is a form of communication management that seeks to influence the feelings, opinions, or beliefs held by customers, prospective customers, stockholders, suppliers, employees, and other publics about a company and its products or services.
- Many tools such as special events, lobbying efforts, annual reports, press conferences, social media (including Facebook and Twitter), and image management may be used by a public relations department, although publicity often plays the most important role.

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Another of the promotional element is public relations. So, public relation is a form of communication management that seeks to influence the feelings, opinions, and beliefs

held by customers, prospective customers, stockholders, suppliers, employees and other publics about a company and its products or services. Many tools such as special events, lobbying efforts, annual reports, press conferences, social media including Facebook and Twitter, and image management may be used by a public relation department although publicity often plays the most important role.

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**THE PROMOTIONAL ELEMENTS
(PUBLIC RELATIONS)**

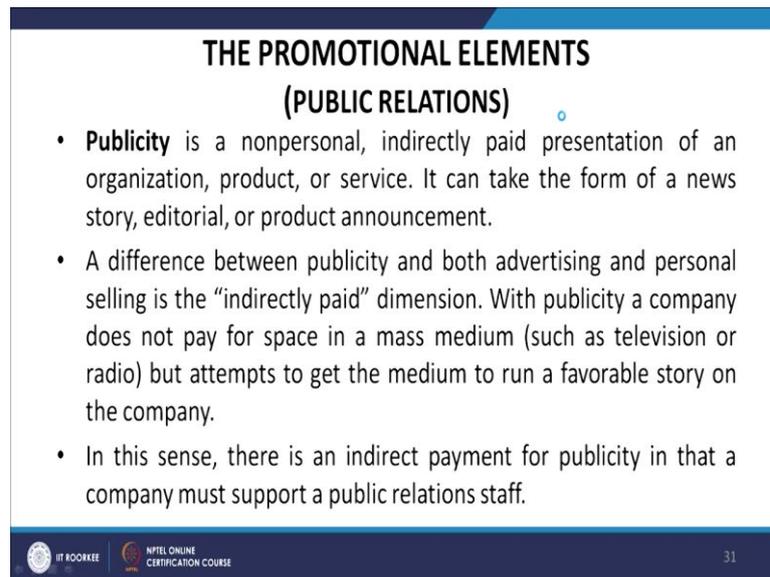
- Public relations include the following five functions:
 - **Press relations:** Presenting news and information about the organization in the most positive light.
 - **Product publicity:** Sponsoring efforts to publicize specific products.
 - **Corporate communications:** Promoting understanding of the organization through internal and external communications.
 - **Lobbying:** Dealing with legislators and government officials to promote or defeat legislation and regulation.
 - **Counseling:** Advising management about public issues as well as company positions and image during good times and bad.

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So, public relations include the following five functions the first is press relations presenting news and information about the organization in the most positive light. The second is product publicity is sponsoring efforts to publicize specific products. Then comes corporate communication promoting understanding of the organization through internal and external communication.

Lobbying is dealing with legislators and government officials to promote or defeat legislations and regulations. Counseling is advising management about public issues as well as company's position and image during good times and bad.

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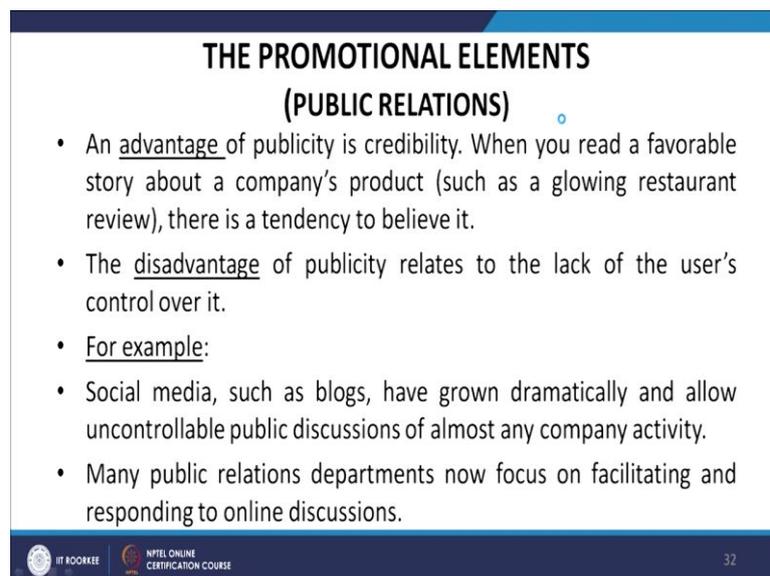
THE PROMOTIONAL ELEMENTS
(PUBLIC RELATIONS)

- **Publicity** is a nonpersonal, indirectly paid presentation of an organization, product, or service. It can take the form of a news story, editorial, or product announcement.
- A difference between publicity and both advertising and personal selling is the “indirectly paid” dimension. With publicity a company does not pay for space in a mass medium (such as television or radio) but attempts to get the medium to run a favorable story on the company.
- In this sense, there is an indirect payment for publicity in that a company must support a public relations staff.

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Now, publicity is a nonpersonal indirectly paid presentation of an organization, product, or service. It can take the form of a news story, editorial, or product announcements. A difference between publicity and both advertising and personal selling is the indirectly paid dimension. With publicity a company does not pay for space in the mass medium such as television or radio but attempts to get the medium to run a favorable story on the company. In this sense, there is an indirect payment for publicity in that a company may support a public relations staff.

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THE PROMOTIONAL ELEMENTS
(PUBLIC RELATIONS)

- An advantage of publicity is credibility. When you read a favorable story about a company’s product (such as a glowing restaurant review), there is a tendency to believe it.
- The disadvantage of publicity relates to the lack of the user’s control over it.
- For example:
- Social media, such as blogs, have grown dramatically and allow uncontrollable public discussions of almost any company activity.
- Many public relations departments now focus on facilitating and responding to online discussions.

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And advantage of publicity is its credibility. When you read a favorable story about a company's product such as a glowing restaurant review, there is a tendency to believe it. The disadvantage of publicity relates to the lack of the users control over it. For example, social media, such as blogs, have grown dramatically and allow uncontrollable public discussions of almost any company activity. Many public relation departments now focus on facilitating and responding to online discussions.

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**THE PROMOTIONAL ELEMENTS
(SALES PROMOTION)**

- A fourth promotional element is **sales promotion**, a short-term inducement of value offered to arouse interest in buying a product or service.
- Used in conjunction with advertising or personal selling, sales promotions are offered to intermediaries as well as to ultimate consumers.
- Coupons, rebates, samples, contests, and sweepstakes are just a few examples of sales promotions

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Another element of this promotional mix is the sales promotion. So, the fourth promotional element is sales promotion a short-term inducement of value offered to arouse interest in buying a product or a service. It is used in conjunction with advertising or personal selling, sales promotions are offered to intermediaries as well as to the ultimate consumers. Coupons, rebates, samples, contest, and sweepstakes are just a few examples of sales promotion.

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**THE PROMOTIONAL ELEMENTS
(SALES PROMOTION)**

- The advantage of sales promotion is that the short-term nature of these programs (such as a coupon or sweepstakes with an expiration date) often stimulates sales for their duration.
- Offering value to the consumer in terms of a discount coupon or rebate may increase store traffic from consumers who are not store-loyal.
- However, sales promotions cannot be the sole basis for a campaign because gains are often temporary and sales drop off when the deal ends.

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The advantage of sales promotion is that the short-term nature of these programs, such as a coupon or sweepstake with an expiration date, often stimulate sales for their duration. Offering value to the consumers in term of a discount coupon or rebates may increase store traffic from consumers who are not store-loyal. However, sales promotion cannot be the sole basis for a campaign because gains are often temporary and sales drop off when the deal ends.

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**THE PROMOTIONAL ELEMENTS
(SALES PROMOTION)**

- Advertising support is needed to convert the customer who tried the product because of a sales promotion into a long term buyer.
- Some of the disadvantages of sales promotion include:
 - If sales promotions are conducted continuously, they lose their effectiveness.
 - Customers begin to delay purchase until a coupon is offered, or they question the product's value.

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Advertising support is needed to convert the customers who tried the product because of the sales promotion into a long-term buyer. Some of the disadvantages of sales promotion include if sales promotions are conducted continuously, they lose their effectiveness. And the second is customers begin to delay purchase until a coupon is offered, so they question the products value.

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**THE PROMOTIONAL ELEMENTS
(DIRECT MARKETING)**

- Another promotional alternative, **direct marketing**, uses direct communication with consumers to generate a response in the form of an order, a request for further information, or a visit to a retail outlet.
- The communication can take many forms, including face to- face selling, direct mail, catalogs, telephone solicitations, direct response advertising (on television and radio and in print), and online marketing.

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The last element of this marketing, this promotional mix is the direct marketing. So, another promotional alternative that is direct marketing uses direct communication with consumers to generate a response in the form of an order, a request for further information, or a visit to a retail outlet. So, the communication can take many forms including face-to-face selling, direct mails, catalogs, telephone solicitations, direct response advertising on television, and radio, and in print, and online marketing.

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**THE PROMOTIONAL ELEMENTS
(DIRECT MARKETING)**

- Three noteworthy characteristics of direct marketing are:
 - **Personal** : Personal facts, opinions, and experiences can be stored in massive databases and incorporated into personal messages.
 - **Proactive**: A direct marketing piece can create attention, inform consumers, and include a call to action.
 - **Complementary**: Product information can be provided that helps other marketing communications, especially in terms of e-commerce. A good catalog might spur online shopping.

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There are three noteworthy characteristics of direct marketing. The first is that it is personal. Personal facts, opinion, and experiences can be stored in massive databases and incorporated into personal messages. The second is that it is proactive; a direct marketing piece can create attention, inform consumers, and include a call to action. The third is complementary; products information can be provided that helps other marketing communication especially in terms of e-commerce. A good catalogue might spur online shopping.

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**THE PROMOTIONAL ELEMENTS
(DIRECT MARKETING)**

- The benefits of direct marketing are:
 - Market demassification has resulted in an ever-increasing number of market niches.
 - Consumers short of time and tired of traffic and parking headaches appreciate toll-free phone numbers, always-open Web sites, next-day delivery, and direct marketers' commitment to customer service.
 - In addition, many chain stores have dropped slower-moving specialty items, creating an opportunity for direct marketers to promote these to interested buyers instead.

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The benefits of this direct marketing are that the market demassification has resulted in an ever-increasing number of market niches. Consumers shortened time and tired of traffic and parking headaches appreciate toll free phones phone numbers, always-open web sites, next-day delivery, and direct marketer's commitment to customer service. In addition, many chain stores have dropped slower-moving specialty items, creating an opportunity for direct marketers to promote these to interested buyers instead.

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**THE PROMOTIONAL ELEMENTS
(DIRECT MARKETING)**

- The benefits of direct marketing are:
 - Sellers benefit from demassification as well. Direct marketers can buy a list containing the names of almost any group: left-handed people, overweight people, or millionaires.
 - They can customize and personalize messages and build a continuous relationship with each customer.
 - For example, new parents will receive periodic mailings describing new clothes, toys, and other goods as their child grows.

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The benefits of direct marketing are that the sellers benefit from demassification as well. The direct marketers can buy a list containing the names of almost any group, left-handed people, overweight people, or millionaires. They can customize and personalize messages and build a continuous relationship with each customer. For example, new parents will receive periodic mailing describing new clothes, toys, and other goods as their child grows.

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The slide features a blue header with the title "THE PROMOTIONAL ELEMENTS (DIRECT MARKETING)" in white. The main content is a bulleted list of benefits of direct marketing. At the bottom, there is a dark blue footer with logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and the slide number 40.

THE PROMOTIONAL ELEMENTS (DIRECT MARKETING)

- The benefits of direct marketing are:
 - Direct marketing can reach prospects at the moment they want a solicitation and therefore be noticed by more highly interested prospects.
 - It lets marketers test alternate media and messages to find the most cost-effective approach.
 - Direct marketing also makes the company's offer and strategy less visible to competitors.
 - Finally, direct marketers can measure responses to their campaigns to decide which have been the most profitable.

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So, direct marketing can reach prospects at the moment they want a solicitation, and therefore, be noticed by more highly interested prospects. It lets marketers test alternative media and messages to find the most cost-effective approach. Direct marketing also makes the company's offer and strategy less visible to competitors. Finally, direct marketers can measure responses to their campaigns to decide which have been the most profitable.

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The slide features a blue header with the title "THE PROMOTIONAL ELEMENTS (DIRECT MARKETING)" in white. The main content is a bulleted list of public and ethical issues in direct marketing. At the bottom, there is a dark blue footer with logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and the slide number 41.

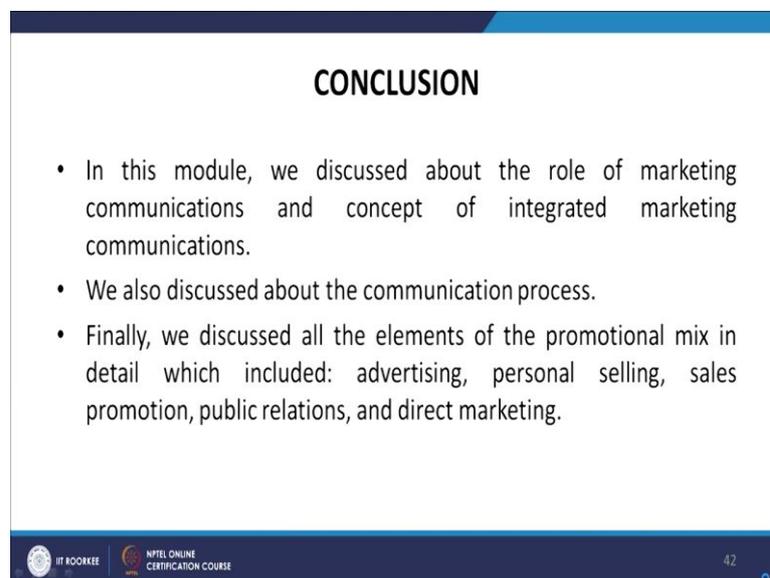
THE PROMOTIONAL ELEMENTS (DIRECT MARKETING)

- Public and ethical issues in direct marketing are:
 - *Irritation*: Many people don't like hard-sell direct marketing solicitations.
 - *Unfairness*: Some direct marketers take advantage of impulsive or less sophisticated buyers or prey on the vulnerable, especially the elderly.
 - *Deception & Fraud*: some direct marketers design mailers and write copy intended to mislead or exaggerate product size, performance claims, or the "retail price".
 - *Invasion of Privacy*: It seems that almost every time consumers order products by mail/telephone, or take out a magazine subscription, their names, addresses and purchasing behavior may be added to several company databases.

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Now, there are some public and ethical issues in direct marketing. First is the irritation many people do not like hard-sell direct marketing solicitations. Then it is unfairness; many direct marketers take advantage of impulsive or less sophisticated buyers or prey on the vulnerable, especially the elderly. The third is deception and fraud, some direct marketers design mailers and write copy intended to mislead or exaggerate product size, performance claims, or the retail price. And then comes the invasion of privacy; it seems that almost every time consumers order product by mail or telephone, or take out a magazine subscription, their names, addresses and purchase behavior may be added to several company databases.

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CONCLUSION

- In this module, we discussed about the role of marketing communications and concept of integrated marketing communications.
- We also discussed about the communication process.
- Finally, we discussed all the elements of the promotional mix in detail which included: advertising, personal selling, sales promotion, public relations, and direct marketing.

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So, to conclude, in this module, we have discussed about the role of marketing communication and the concept of integrated marketing communication. We have also discussed about the communication process. And finally, we discussed all the elements of promotional mix in detail, which included advertising, personal selling, sales promotion, public relations, and direct marketing.

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The slide is titled "REFERENCES" in bold black text. It lists three references in a bulleted format. The first reference is by Roger, K., Steven, H., and William, R. (2013), titled "Marketing: The Core", published by McGraw-Hill Irwin, Fifth Edition. The second reference is by Kotler, P., and Keller, K. L. (2016), titled "Marketing Management", published by Pearson, Fifteenth Global Edition. The third reference is by Kurtz, D. L., and Boone, L. E. (2012), titled "Principles of Contemporary Marketing", published by South-Western, Fifteenth Edition. At the bottom of the slide, there are logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, along with the page number 43.

REFERENCES

- Roger, K., Steven, H. & William, R. (2013). *Marketing: The Core*. McGraw-Hill Irwin, Fifth Edition.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. England: Pearson, Fifteenth Global Edition.
- Kurtz, D. L., & Boone, L. E. (2012). *Principles of Contemporary Marketing*. South-Western, Fifteenth Edition.

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These are the three books from which the material for this module was taken.

Thank you.