



# ***Communication Strategies: Being Heard and Heard Effectively***

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# Communications TA Team



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# Objectives



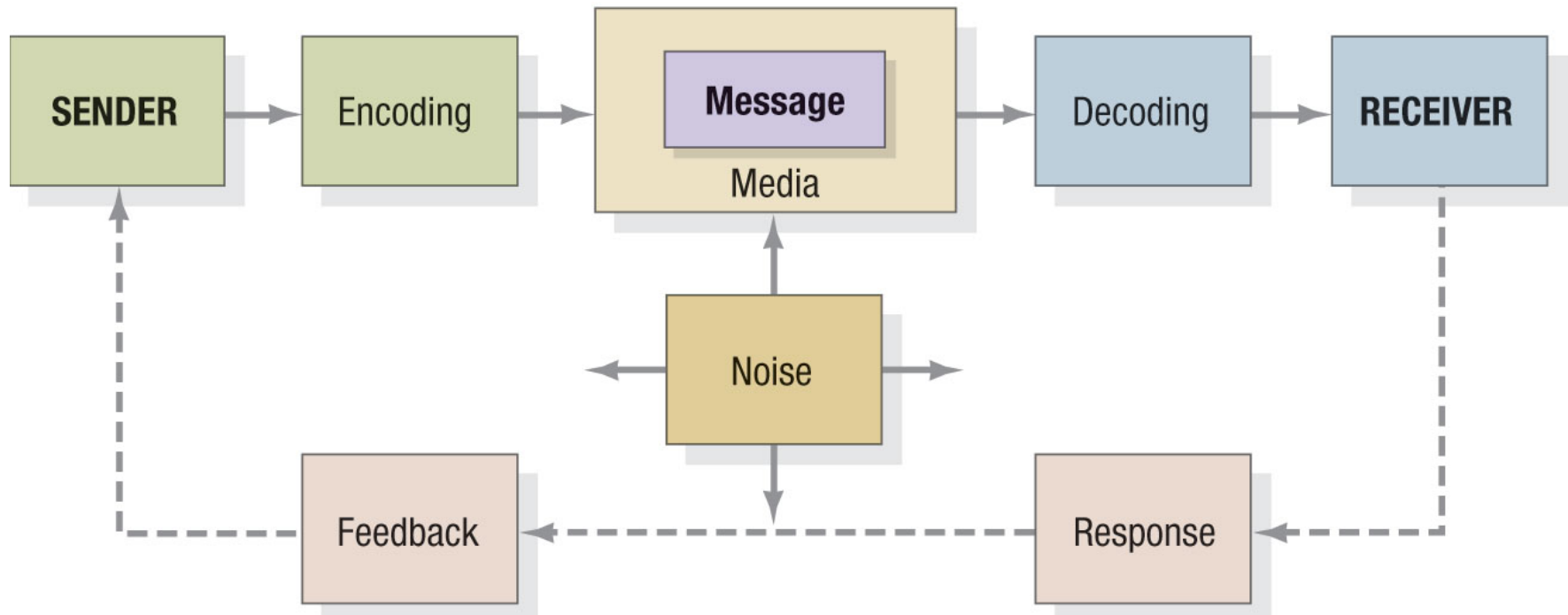
- Provide an overview of the communication process
- Provide a systematic framework to think about communication strategy
- Learn about different communication platforms
- Identify how you may use these ideas in your day-to-day work

# Marketing Communications



The means by which different “entities” attempt to inform, persuade, and remind its target audience, directly or indirectly, about their offerings.

# Elements in the Communications Process



# The Communications Process



Selective attention

Selective distortion

Selective retention

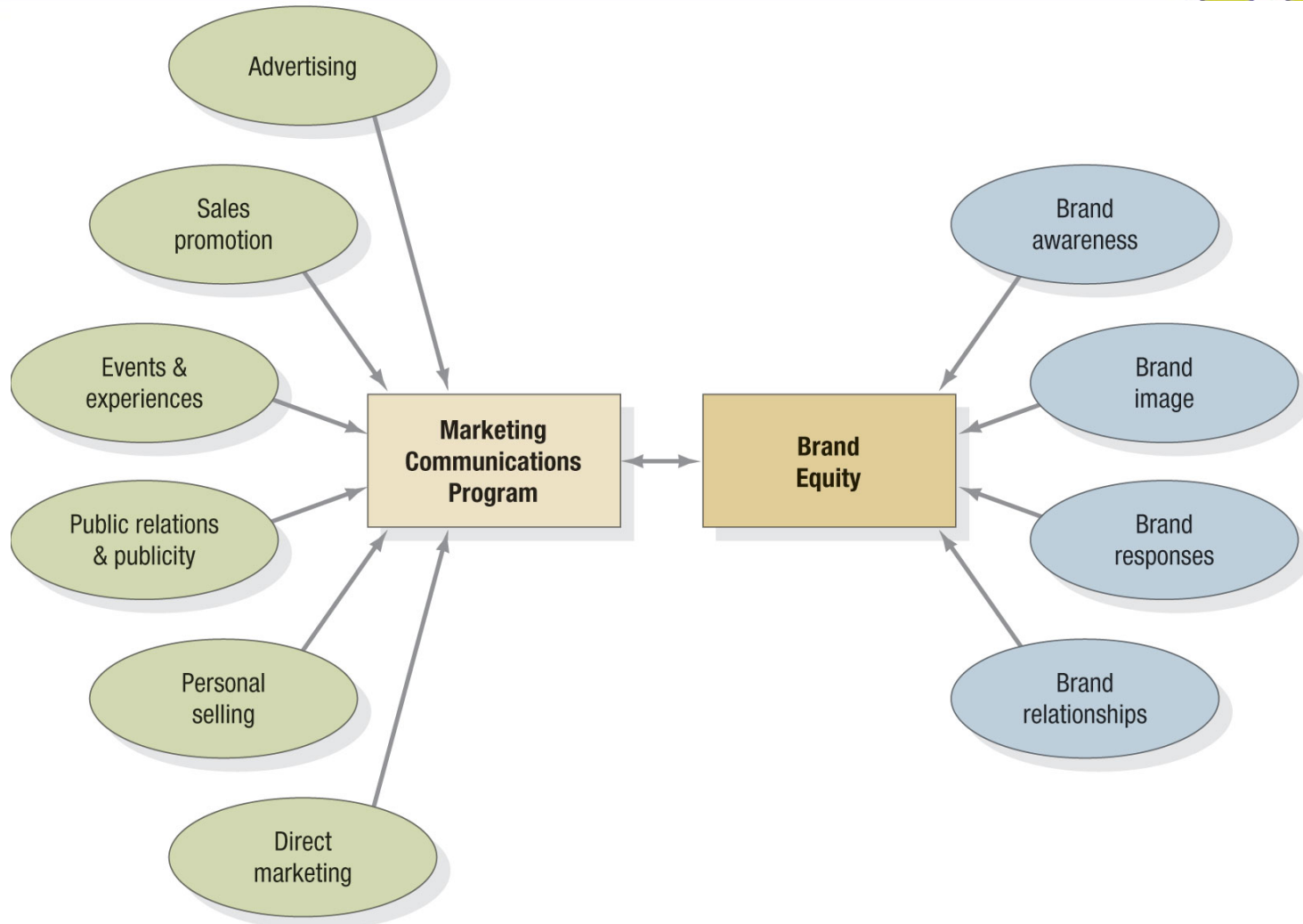
# Response Hierarchy Models



Models

Stages	AIDA Model <sup>a</sup>	Hierarchy-of-Effects Model <sup>b</sup>	Innovation-Adoption Model <sup>c</sup>	Communications Model <sup>d</sup>
<b>Cognitive Stage</b>	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
<b>Affective Stage</b>	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
<b>Behavior Stage</b>	Action ↓	Purchase ↓	Trial ↓ Adoption ↓	Behavior ↓

# Integrated Communication



# Advertising and Sales Promotion\*



## Advertising

- Print, online, broadcast
- Packaging inserts
- Motion pictures
- Brochures and booklets
- Posters
- Billboards
- POP displays
- Logos
- Videotapes

## Sales Promotion

- Contests, games, sweepstakes
- Premiums
- Sampling
- Trade shows, exhibits
- Coupons
- Rebates
- Entertainment
- Continuity programs

# Events and PR



## **Events/ Experiences**

- Sports
- Entertainment
- Festivals
- Arts
- Causes
- Factory tours
- Company museums
- Street activities

## **Public Relations**

- Press kits
- Speeches
- Seminars
- Annual reports
- Charitable donations
- Publications
- Community relations
- Lobbying

# Personal Selling and DM\*



## **Personal Selling**

- Sales presentations
- Sales meetings
- Incentive programs
- Samples
- Fairs and trade shows

## **Direct Marketing**

- Catalogs
- Mailings
- Telemarketing
- Electronic shopping
- TV shopping
- Fax mail
- E-mail
- Voice mail

# Communication is strategic



Organizational/program goals and objectives

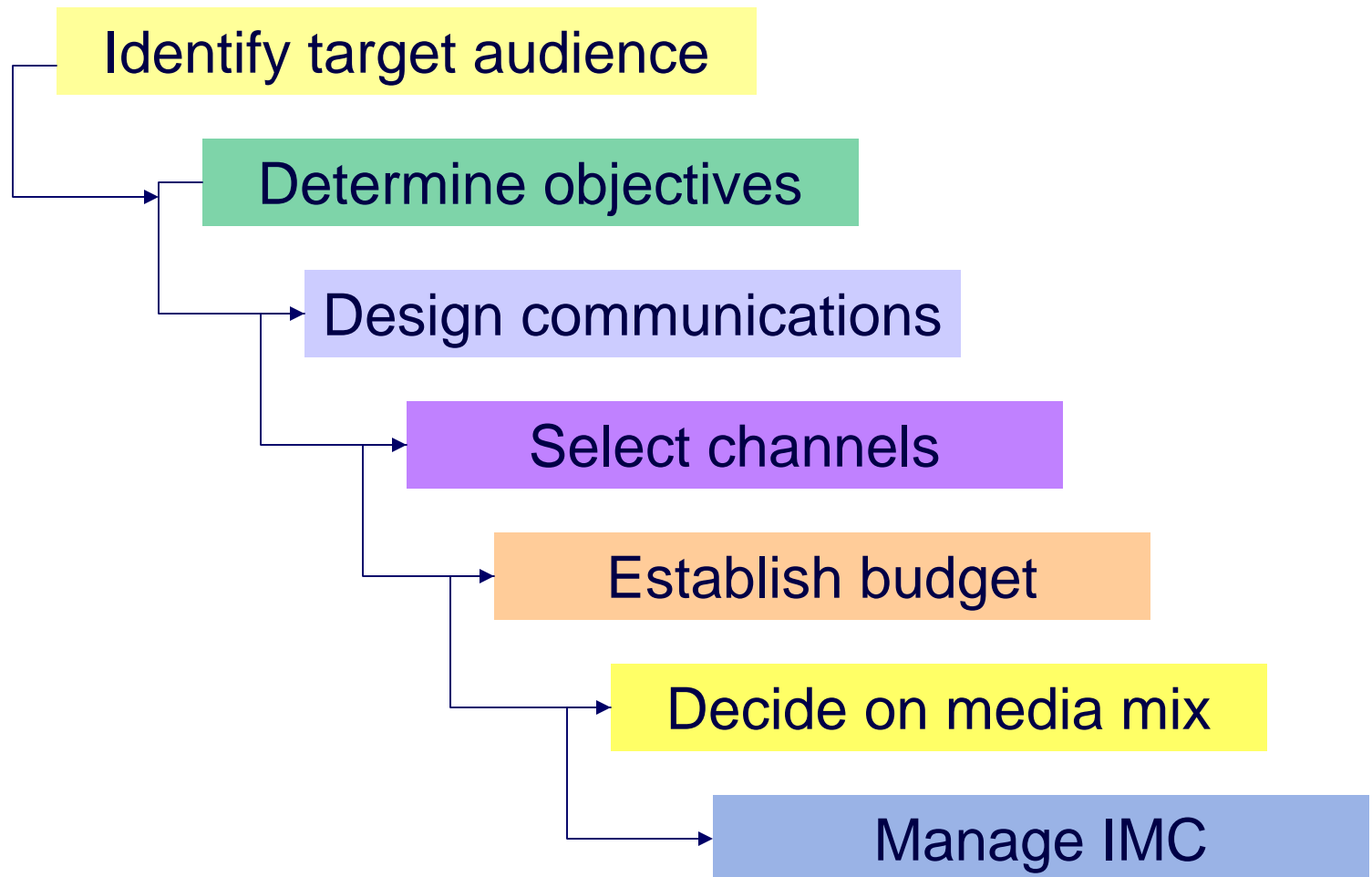


“Marketing” objectives and strategy



“Communication strategy, planning, and execution

# Steps in Developing Effective Communication Strategy



# Identify Target Audience



- “*Everyone in the population*” is not a good definition of target audience
- Target audience should be well-defined, identifiable, and reachable
- How to identify target audience?
  - How do you do it currently?
- Your target audience may be split into 2-3 different “target segments”

# Communication Objectives



- Be clear about what you want to achieve at the end of the communication activity
  - Create awareness / inform people
  - Remind people
  - Generate interest
  - Persuade and/or trigger desire
  - Provide the needed “stimulus” so that people “act”

# Designing the Communications

- Message strategy
- Creative strategy
- Message source
- Personal communication channels
- Non-personal communication channels
- Integration

The advertisement is framed with a blue border and a yellow dotted background. On the left, a yellow navigation menu lists: Ideas, Heritage, Work, Culture, Media Center, and Presence. To its right, a stack of documents is labeled 'Tools', 'Services', 'Any Wed.', and 'Philosophy'. The main headline reads 'Enemies of the Ordinary' in a serif font. Below it, a tagline states: 'Get inside our heads, and you'll understand our mission to do things differently and find a better way.' Four yellow arrows point from the tagline towards a large, stylized, dotted face of a person's eye. At the bottom, the DDB logo is followed by 'Better Ideas Better Results'. Below that, it says 'Adweek & Gunn Report Global Network of the Year'. The footer contains navigation links: 'Any Wednesday • Press • Work With Us • Work For Us • Site Map • Home' and a 'NEWS FLASH' icon.

Ideas  
Heritage  
Work  
Culture  
Media Center  
Presence

Tools  
Services  
Any Wed.  
Philosophy

## Enemies of the Ordinary®

Get inside our heads, and you'll understand our mission to do things differently and find a better way.

- Be Unforgettable
- Be Simple
- Be Provocative
- Be Surprising

**DDB** Better Ideas Better Results®

Adweek & Gunn Report Global Network of the Year

Any Wednesday • Press • Work With Us • Work For Us • Site Map • Home

NEWS FLASH

# Creative Strategy



- Informational and transformational appeals
- Positive and negative appeals
  - Fear, guilt, shame, humor, love, pride, and joy
  - They trigger certain emotions in people's minds
- If using a public figure to promote, make sure that he/she is a credible and a relatable source

# The Importance of Taglines



## Brand Theme

Our hamburgers are bigger.

Our tissue is softer.

No hard sell, just a good car.

We don't rent as many cars, so we have to do more for our customers.

## Ad Tagline

Where's the Beef?

Please Don't Squeeze the Charmin.

Drivers Wanted

We Try Harder

# Personal Communications Channels



Advocate channels

Expert channels

Social channels

# Stimulating Personal Influence Channels



- Identify influential individuals and devote extra attention to them
- Create opinion leaders
- Use community influentials in testimonial advertising
- Develop advertising with high “conversation value”
- Develop WOM referral channels
- Establish an electronic forum
- Use viral marketing

# Non-personal Communication Channels



Media

Sales Promotion

Events and Experiences

Public Relations

# Establish the Budget



Affordable

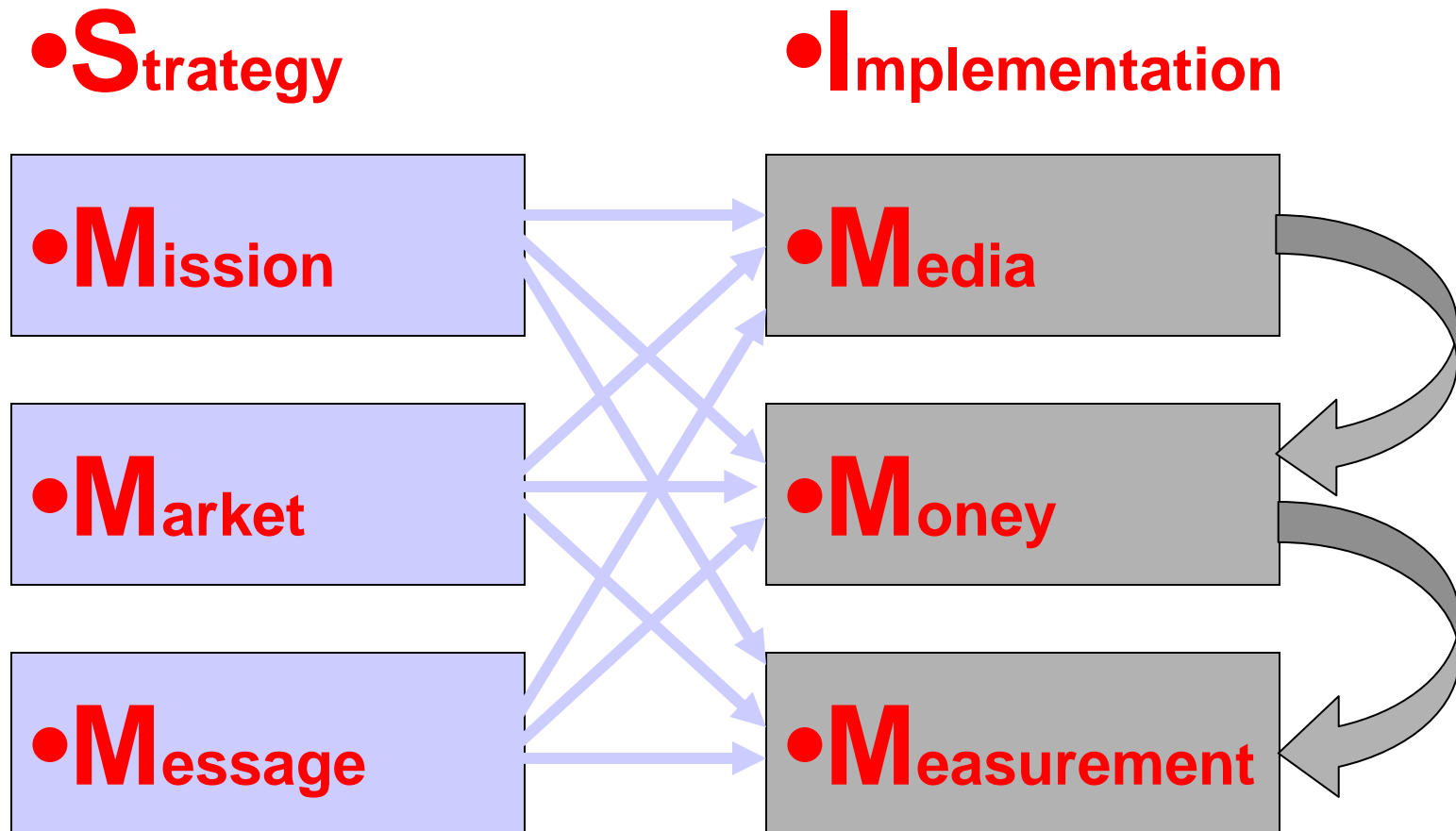
Percentage-of-Sales

Competitive Parity

Objective-and-Task



# The Six Ms of Promotion





# Communication Platforms

# 1. Advertising



Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

# Advertising Objectives



**Informative  
advertising**

**Persuasive  
advertising**

**Reminder  
advertising**

**Reinforcement  
advertising**

# Television Advertising



## Advantages

- Reaches broad spectrum of consumers
- Low cost per exposure
- Ability to demonstrate product use
- Ability to portray image and brand personality

## Disadvantages

- Brief
- Clutter
- High cost of production
- High cost of placement
- Lack of attention by viewers

# Print Advertising: Evaluation



- Is the message clear at a glance?
- Is the benefit in the headline?
- Does the illustration support the headline?
- Does the first line of the copy support or explain the headline and illustration?
- Is the ad easy to read and follow?
- Is the product easily identified?
- Is the brand or sponsor clearly identified?

# 2. Events and Experiences



## IDEAL EVENTS

Audience closely matches target market

Event generates media attention

Event is unique with few sponsors

Event lends itself to ancillary activities

Event enhances brand image of sponsor

# 3. Public Relations Functions



- Press relations
- Product publicity
- Corporate communications
- Lobbying
- Counseling

# 4. Online Marketing: Web Sites




Neiman Marcus ASSISTANCE | YOUR ONLINE ACCOUNT | SHOPPING BAG

THE CHRISTMAS BOOK has arrived! Shop now

SEARCH  GO

DESIGNER INDEX APPAREL FOR HER SHOES & HANDBAGS **JEWELRY & ACCESSORIES** BEAUTY & FRAGRANCE MEN'S & CHILDREN'S HOME & ENTERTAINING GIFTS & ELECTRONICS SALE & VALUES

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Leather Gloves		Need Help?
<p>The essential finish to this season's ladylike looks—leather gloves with a luxe silk lining.</p> <ul style="list-style-type: none"><li>• Choose (shown left to right) hot pink, chill (bright blue), bright violet, shawl green, or (not shown) black.</li><li>• Silk lining.</li><li>• Made in Italy.</li></ul>		<ul style="list-style-type: none"><li>• Call 1.888.888.4757</li><li>• <a href="#">E-mail Us</a></li><li>• <a href="#">Online Chat</a></li><li>• <a href="#">Shipping Information</a></li><li>• <a href="#">Return Policy</a></li><li>• <a href="#">Size Guides</a></li></ul>
Item	Quantity	Available Sizes/Colors
Neiman Marcus Leather Gloves Price \$85.00 NMOF5_D2474	<input type="text" value="1"/>	First, Select Size Then, Select Color

Q VIEWS: [Larger](#)

May we suggest		
Item	Quantity	Available Sizes/Colors

- Context
- Content
- Community
- Customization
- Communication
  - Connection
  - Commerce



# Ease of Use and Attractiveness



- Ease of Use
  - Downloads quickly
  - First page is easy to understand
  - Easy to navigate
- Attractiveness
  - Clean looking
  - Not overly crammed with content
  - Readable fonts
  - Good use of color and sound



# Small Group Discussions

What does this mean for you?

How can you use these ideas in your day-to-day work?