

**BLOCK III:
INTEGRATED MARKETING
COMMUNICATION**

- Unit 1 : Importance of Integrated Marketing Communication, Developing Effective Communication
- Unit 2 : Managing Mass Communication: Advertising, Sales Promotion
- Unit 3 : Managing Mass Communication: Events and Public Relation, Personal Selling

Unit-1

Importance of Integrated Marketing Communication, Developing Effective Communication

Unit Structure:

- 1.1 Introduction
- 1.2 Objectives
- 1.3 Definition of Marketing Communication
- 1.4 Tools of Marketing Communication:
- 1.5 Concept of Integrated Marketing Communication:
- 1.6 Tools of Integrated Marketing Communication
- 1.7 Other Action related Marketing Communications:
- 1.8 Designing an integrated marketing Communications Plan
- 1.9 Some final integrated marketing Communications Advice
- 1.10 Summing Up
- 1.11 Model Questions
- 1.12 References and Suggested Readings

1.1 Introduction

Within the context of marketing, we see that marketing communication plays an important role in the dissemination of information. Marketing communication is a term used in a broader sense for promotional strategy. So, it is more of a planned promotional communication.

1.2 Objectives

After going through this unit you will be able to:

- understand the meaning and concept of Marketing Communication,
- understand the relevance of Integrated Marketing Communication and its broad concept,
- interpret the relation of Integrated Marketing Communication with advertising,
- Identify the important tools of Integrated Marketing Communication,

- Analyse the steps in the designing of effective marketing communication.

1.3 Definition of Marketing Communication

A standard definition of communication is the transmission of a message from a sender to a receiver.

Marketing communications, then, are those messages that deal with buyer-seller relationships.

Marketing communication is a broader term than promotional strategy, for it includes words of mouth and other forms of unsystematic communication. A planned promotional strategy, however, is certainly the most important part of marketing communication.

In the 1970s, marketing became a key ingredient in marketing strategy. The product communicates a distinct image such as respectability, conservation, or youthfulness. The brand name suggests various physical and psychological attributes of the product. The package may carry the message that the manufacturer of the product cares about the consumer or that he or she is saying – Take it or leave it.

The price is taken by consumers as a significant index of quality. Even retail stores may be said to communicate noticeable brand images and personalities. Thus, all the vital elements of the marketing mix can help or hinder communication and eventually the sales effort.

Stop to Consider

Marketing expert Philip Kotler wrote in “Marketing Management” (2014) as follows: “Modern marketing must not only find a way to develop a better product, a more attractive price but also communicate most effectively to target customers. The company must know how to integrate communications tools to present to existing and potential customers because individual communication is unlikely to lead to success.”

1.4 Tools of Marketing Communication:

Within this, we have the following tools-

- *Advertising*: Which is any paid form of non-personal communication of ideas, products, and services by an identified sponsor.
- *Sales Promotion*: Short-term direct inducement to encourage sales of products and services.
- *Publicity*: Non-personal stimulation of demand for a product/service or business organization as a whole by putting commercially significant news in media to create a favorable image. The sponsor does not pay it for.
- *Personal selling*: For making sales, a salesman interacts orally with the buyer or buyers in the form of a sales presentation.
- *Public Relations*: Marketers engage in public Relations to develop a favorable image of their organizations in the eyes of the public – public at large, customers, suppliers, government, media, competitors, shareholders, employees, and the society.
- *Fair & Exhibition*
- *Direct Marketing*
- *Social Media Marketing*
- *Online Marketing* etc.

So how does one go about it? Following are the key areas as to how marketing is an integral part of advertising.

- **Objective setting**: What is the objective of your advertising plan? Look towards your product or service. Also, look towards what is it that you want to achieve. Is it a new product or an existing one? Would you like to see more people buying your product? Do you want to measure the effectiveness of your advertising campaign?

Some of the objectives could be:

- Increasing Awareness
- Increasing Sales
- Sales promotion offer
- PR exercise for a piece of negative news about the brand

- Fighting competitor’s claims
- Introducing changes in the product offering

Check Your Progress

1. What is the role of communication in the marketing function?
2. As a marketer, which tools of marketing communication would you consider and on what basis?

Understanding the Target Audience: Read the following brief of a Brand and identify the customer group they are looking at.

“The beer-drinkers in the country are much younger than the average beer-drinker elsewhere in the world. This makes them more likely to carry the brand with them for a lifetime. Also, as the target audience becomes younger, a light beer like Foster’s Light Ice is expected to attract first-time drinkers, since it is much milder than any of the other beers in the country. Even if one accounts for the fact that the strong beer market is growing fast in India, we expect that at times when consumers of our product shift to stronger beers, they will restrict themselves to the Foster’s brand because of the association they have with it and the positive connotations from the Foster’s name.

A lot of new variants promise to gain prominence, but mainly in niche urban segments. The sophisticated consumer who drinks beer for the experience and not to get drunk will lap up ice beer or light beer. In urban centers, apart from first-time users, we are also targeting women, who like ‘the times they are a-changing,’ are entering the market for beer. Essentially, women shy away from beer consumption because it is associated with calories, and has traditionally been a buddy drink, associated with pot-bellied men sitting at bars and shooting darts.

Our product however is light both in color and body, and mild in flavor. It is highly carbonated with low bitterness and no aftertaste. It has fewer calories and lowers alcohol content. It thus moves away from the traditional psychographics of the sector and toward the more up-market, college/office going youth, male or female, with aspirations, who sees himself as both physically and mentally fit, has an attitude of self-confidence and nurtures the belief that ‘he/ she can change the world’.”

You would be able to understand the consumer base that the brand is intending to target. So, we focus on the fact that age, income, and sex play

an important part but also the lifestyles and the psychographic profile of the consumer base which are an integral aspect in the determination of the target audience.

So come to think of it, advertising plays an important role in the overall marketing program. Some of the basic tools by which a marketing program could be made are:

- Product or services can be developed or refined.
- A wider distribution coverage could be made.
- Pricing could be another important decision.

Integrated Marketing Communication is what we must focus on. So what is IMC?

Stop to Consider

The concept of integrated marketing communication (IMC) was introduced in the 1980s (Schultz and Schultz, p. 19) and has since changed the way communicators and marketers interact and conduct business. 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 to that person and consistent over time.”

1.5 Concept of Integrated Marketing Communication

The concept of marketing communications planning recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines. In other words, the message and approaches of general advertising, direct response, sales promotion, public relations, and personal selling efforts are combined to provide clarity, consistency, and maximum communications impact.

IMC, thus, calls for a “big picture” approach to planning marketing and promotion programs and coordinating the various communication functions. It requires firms to develop a total marketing communications strategy that recognizes the total of a firm’s marketing activities, not just advertising, communicating to its customers. Consumers’ perceptions of a firm and/ or brands are a synthesis of the messages they receive from various sources. These include media advertisement, price, direct marketing efforts, publicity,

and sales promotions, as well as interactions with salespeople and other customer-contact employees.

In a global economy with international markets and instantaneous communications, no aspect of marketing can be studied in a vacuum or isolation if one expects to be accurate and relevant. Marketing tools, used as planned business-building techniques are more likely to facilitate the attainment of organizational goals than current “silo” approaches.

Advertising is but a part of this integrated marketing communication.

Points to Consider

In this cluttered and fragmented media environment, only advertising in traditional media (or a mix of one or two other promotional tools) does not enable marketers to reach their target market. Thus, integrated marketing communications (IMC) are required. IMC involves strategic synchronization of various forms of persuasive communication programs with customers and prospects over time. The goal of IMC is to convey a company’s marketing messages in a consistent and coherent manner through different promotional channels. The utmost task for IMC is ensuring consistency in messages and executions so that the target audience is able to connect any execution to the brand in the end.

1.6 Tools of Integrated Marketing Communication

One of the tools within IMC is Director Database Marketing.

This involves not just direct mail but also telemarketing & direct response advertising on T.V and radio and other media, in which the ad aims to generate an action response (eg. Call center number).

The second important tool within the context of IMC is Sales Promotion. They are of two types:

- Consumer promotion (coupons, samplings, premiums, sweepstakes, low-cost financing deals, and rebates)
- Trade promotions (allowances for featuring the product in retail advertising, display, and merchandising allowances, and the like)

These are used to get the consumer to try or to repurchase the brand and to get the retail trade to carry and to ‘push’ the brand. Retails in turn use promotions to clear their inventory of slow-moving, out-of-season, shelf-

unstable products (such as fresh produce). Price cuts, displays, frequent shopper programs, and so on are a few of the sales promotions done by the retailers.

So how does it play a role with IMC or advertising? There are 3 ways in which it plays a role:

- It is a key element in inducing trial or repurchase in many communication programs in which advertising creates awareness and favorable attitudes but fails to spur action. The action comes about due to the limited duration of the program so the consumer must act quickly. The consumer may perceive this as a value-for-money purchase.
- In many retail outlets, the companies can make out through scanners as to which brands are moving fast off the retail shelves and also try to understand as to which shelf does not receive many sales so that they could reduce the hiring or the display of merchandise from the shelf. This is done to be cost-effective.
- To keep the brand equity of the brand intact, especially for high-involvement products and 'feeling' products, the advertising and sales promotion efforts must complement each other.

Check Your Progress

1. _____ can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.
 - a) Marketing communications
 - b) Marketing plans
 - c) Marketing strategies
 - d) None of the above
2. Any paid type of non-personal promotion and presentation of goods, services or ideas by an identified sponsor is
 - a) Sales promotion
 - b) Direct marketing
 - c) Events and experiences
 - d) Advertising

1.7 Other Action related Marketing Communications:

Retail Advertising

The retailers so that the consumer can see the product and buy it are those that provide the consumer with lots of information. So listing the size, color, and prices of various shirts in a store make a buyer more action inductive. Appropriate behavioral aspects are used in the case of durables and automobiles. The advertisement used here must create a strong sense of desire, curiosity, and urgency to get the reader or viewer to make the store visit.

Cooperative Advertising

Here a manufacturer offers retailers an advertising program for the latter to run. The program may include a suggested advertising format, materials to be used to create actual advertisements, and money to pay a portion of the cost. Certain merchandise quantity is also suggested for the retailer to stock and perhaps display. There are 3 types of co-op advertising:

1. Vertical: When the upstream manufacturer or service provider pays for a downstream retailer's ad.
2. Horizontal: When local dealers in a geographic area pool money for advertising.
3. Ingredient producer co-op: When the producer of an ingredient pays part of an ad run by the user product.

This type of communication intends to stimulate short-term sales. The advertising is specific to the product, the place as to which it can be purchased, and the price. To maintain the brand image and to reinforce the company's leverage with the retailers are important long-term considerations. The need should also be to expand the distribution coverage by allowing allowances to the retailers.

Reminder, point-of-Purchase and Specialist Advertising

Reminder ads serve to stimulate immediate purchase and/or use to counter the inroads of competitors. It is reminding the consumer about its existence. 'Shelf talkers' or point of purchase materials placed in stores at or near the place where the brand is on display. You might have seen sachets of shampoos hanging right in front of the shop and they hit you on the face that could be taken as the point of purchase material. Here the product itself acts as the material. top-of-the-mind awareness is the basis of the reminder

and point of purchase material. Specialist advertising is useful in circumstances when certain free products like diaries, pens, and calendars bearing the name of the manufacturer are given to the consumers for greater brand awareness. Pepsi and Coca-Cola often paint the entire shop with their logo, this is to remind the consumer of their existence in that area.

Personal Selling

Personal selling involves individual, face-to-face communication, in contrast to the impersonal mass communication involved in advertising. Effective personal selling is quite often, the most important and effective element in retail communication.



Publicity

Two factors distinguish publicity from advertising – cost and control. When a newspaper, magazine, TV, or radio features a retailer’s store, personnel, product, or events and the retailer does not have to pay for it, the retailer receives publicity. The retailer cannot, however, control the time, direction, or content of the message.



Word-of-mouth

Retailers cannot directly control what customers say to friends about their stores, services, and products. However, they should be aware of this channel of information because potential customers often rely on what customers of a store say about it. Unfair treatment of one customer can create an ever-widening web, as more people are told about that customer's experience. Fortunately, fair treatment and real value are also discussed among customers, although positive aspects may not have as much influence as negative ones do. The point is, customers are going to talk about how they are treated in a store.



Packaging

Proper product packaging protects the product as well as provides a message that facilitates its sale. Unfortunately, in most cases, retailers purchase products already packaged and, therefore, have little control over the communication on the package. However, the retailer should always consider the image and message projected by packaging as a part of the total communication mix. The retailer does 'package' many goods with paper and plastic bags, boxes, and wrapping paper. Such packaging, carefully designed, can prove to be an effective yet inexpensive element within the complete communication program.



Merchandising and in Store Advertising

Of late it has made a lot of inroads in outlets. With Bennetons with their color scheme on various shelves, Raymond's with their window display play a major role in attracting the consumer base. This is so because most decisions about brands are made when you enter a particular shop. So the use of displays, signs, and positioning of the particular brand in the store is an important decision-making exercise.

Industrial Marketing

A business-to-business deal, which requires a sales representative to make the sales call, here, the additional information provided by him with the help of certain pamphlets and brochures are the key tones for advertising. The telemarketers can handle the calls made once the pamphlets and brochures are effective enough for eliciting a response. Often toll-free numbers are provided in the pamphlets and brochures.

Integrated marketing communication with the help of another tool namely Public Relations, is important to accommodate complex buying decisions. The key to the success lies in the effective monitoring of the various tools used to avoid dilution to the plan by anyone. One important impact of IMC is greater consistency to their communication including media waste. In addition, we must answer the following so that the marketing communication is successful:

- What are the target audience and their behavioral pattern?

- What are the media that the target audience normally comes in touch with?
- What behavior or attitudes do we want to affect?
- What are the communication goals?
- What is the best marketing program(s)?
- How should we allocate the budget?
- Who is responsible for the programs?
- How will we measure the degree of success of each part?

The answer to the following would indeed give us a fair amount of idea as to which plan could be the most effective.

Check Your Progress

1. Numerous forms of short-term incentives to promote trial or buying of a service or product is
 - a) Sales promotion
 - b) Direct marketing
 - c) Events and experiences
 - d) Advertising
2. Company sponsored programs and activities planned to create special brand related interactions is
 - a) Sales promotion
 - b) Direct marketing
 - c) Events and experiences
 - d) Advertising
3. Several programs planned to protect or promote a company's image or its products is known as
 - a) Sales promotion
 - b) Direct marketing
 - c) Events and experiences
 - d) Public relations and publicity

4. The use of email, fax, internet or telephone to communicate with specific prospects and customers is
 - a) Sales promotion
 - b) Direct marketing
 - c) Personal selling
 - d) Advertising
5. The face-to-face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is
 - a) Interactive marketing
 - b) Direct marketing
 - c) Personal selling
 - d) Word-of-mouth marketing

1.8 Designing an Integrated Marketing Communications Plan

Most integrated marketing communications strategies are focused on using the same thematic message across a host of promotions. The idea behind your message remains consistent regardless of whether you're using magazine ads, company websites, or blogs. The strategic nature of these plans means that a lot of research and careful consideration is involved. Here are just some of the steps you might need to cover when building your integrated marketing communications plan.

Step 1: Understanding your audience

Identifying, and understanding your target market is crucial to creating any successful marketing plan. You might begin by conducting a customer analysis to get a deeper look into your target market. Alternatively, you could consider building a range of buyer personas that help to inform your marketing campaigns.

Remember to look at demographical features like income, age, gender, geographical location, and educational level, and psychographic features like attitude, interest, and behavior. The more you learn about your audience, the more prepared you'll be to create a comprehensive integrated marketing plan.

Step 2: Define your identity and goals

Once you know exactly who your customer is, you'll be able to use that information to adapt and improve your brand identity. Creating a unique identity, and positioning your brand is crucial to distinguish your product or service from the competition. Your identity will also help you to create a consistent "image", from your logo to your messaging, photography, and even color usage.

You can also make changes to your marketing strategies based on the goals you're striving for as a business. Knowing your specific goals will help you to choose which communication channels you should integrate to get the best results. For instance, if your goal is to get more customer engagement, you might focus on delivering more people to your customer service pages.

Step 3: Pick the right channels

Remember, not all your customers can be found in a magazine or on Facebook. Most of the time, you'll find that you'll get better coverage of your target market if you can connect with your customers from different platforms, and that's what integrated marketing communications are all about. Your analysis of your customers will have given you the information you need to start thinking about where your consumers spend most of their time.

Wherever you choose to market yourself, make sure that you have enough manpower and planning to keep on top of the specifics. Ensure that your team understands exactly which voice and imagery to use with a comprehensive branding guide. Usually, your platforms will include:

- Social media.
- Sales promotions.
- Content marketing.
- Offline advertising.

Step 4: Review your plan

Finally, review your integrated communications plan carefully before you decide to put it into action. Reviewing with various members of your team will help you to gain a different perspective on the various elements that you'll need to think about during each branding effort. Keep in mind that your plans will often evolve and change with your brand, so you will need

to create a new strategy every time you're integrating a new marketing campaign.

During your integrated campaigns, you'll also need to ensure that you have methods in place to track your results. Putting the correct attribution and analytics methods in place can help you to better understand how you're achieving results and conversions so that you can drive up sales, and optimize your efforts for the future.

Points to Consider

Here are some examples of integrated marketing communications:

1. Uber launched an integrated marketing campaign which uses integrated marketing communications that is solely based on the theme of togetherness. A multi-platform campaign was rolled out with Facebook and YouTube as primary channels and television for broader air coverage and radio for the audience while commuting.
2. Coca Cola launched Open Happiness campaign through a very catchy TV commercial. Apart from the TVC, the company ensured that other communication channels like social media, print, online ads, OOH etc. were also used effectively. This shows the overall use of IMC channels to capture people across media channels.

Check Your Progress

1. What is Integrated Marketing Communication?
2. What is Co-operative advertising?
3. What is Industrial Marketing?
4. Identify the steps for designing an Integrated Marketing Communications plan.

1.9 Some Final Integrated Marketing Communications Advice

Integrated marketing communications plans are one of the easiest and most effective ways to upgrade your communications strategies. With the right

plan in place, you can simplify your campaigns, while improving their ability to make a real impact on your target audience.

Remember, to get the most out of your integrated marketing communications:

- **Always appeal to emotions:** Try to find ways that you can make your message more personal and engaging to your customers. Address your audience directly, and stay away from anything that strays too far from your brand image.
- **Merge internal and external brand building:** Developing your brand is one of the most important things any company can do. It's just as important for your employees to understand your brand as it is for your customers. Remember, every time you launch a new campaign, connect with your employees and make sure they understand your company image.
- **Measure everything:** Whenever possible, put a metrics system in place that helps you to see which tactics work, and which aren't worth the budget. It's far smarter to focus your energy on a few high-quality marketing techniques, then spread your resources across failing strategies.
- **Do your research:** Always create marketing strategies that can delight and engage your audience. If you're not sure how to give your customers the best experience with your new integrated marketing communications strategy, do your research. Check out what competitors are doing, or speak to your audience through social media.
- **Write and design well:** Remember, effective communication is everything. Whether you're building an attractive website campaign or writing for a blog post, everything from your words, to your graphics needs to be attractive. Making use of the best possible design strategies will help to capture the reader's attention, while your words help to move them along the sales funnel.

Although integrated marketing communications may be nothing new, they're still essential in today's world. There are now more marketing channels to choose from than ever before, and integrated marketing strategies can help to pull all the different strands of your messaging together to ensure that your communications aren't disjointed or confusing. Integrated marketing communications require us to pay attention to each detail of our branding

efforts. That means that every marketing initiative we engage in is consistent – regardless of the channel or medium.

1.10 Summing Up

In simple terms, integrated marketing is the holistic approach to communications. It's about making sure that you're consistent in your appearance both online and offline. Whether you do this with the help of an integrated marketing agency in London, or you seek out guidance online, IMC is crucial to any modern strategy.

After all, consistency is key to any brand. Without it, your customers are less likely to understand your message, trust your company, or buy your product. Integrated marketing overcomes those problems, and optimizes each of your campaigns for a stronger bottom line.

1.11 Model Questions

1. Define Integrated Marketing Communication. Who is responsible for its advent? Point out some of the importance of IMC?
2. Explain briefly the different tools available for Integrated Marketing Communication. Explain them with relevant examples in the present day business context.
3. What are the limitation of Integrated Marketing Communication depending on the geographical differences? What steps can a marketer take to bridge the same?
4. Explain the steps involved in the exercise of smooth IMC?
5. What are the pre- requisites a marketer may take for proper implementation of a integrated marketing communication programme?

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Unit-2

Managing Mass Communication: Advertising, Sales Promotion

Unit Structure:

- 2.1 Introduction
- 2.2 Objectives
- 2.3 Concept of advertising
 - 2.3.1 Role of Advertising in National Economy
 - 2.3.2 Functions of Advertising
 - 2.3.3 Importance of Advertising
 - 2.3.4 Types of Advertising
 - 2.3.5 Advertising Budget
 - 2.3.6 Methods of Advertising budget
 - 2.3.7 5'M in advertising
- 2.4 Sales promotion
 - 2.4.1 Objectives of Sales promotion
 - 2.4.2 Sales promotion techniques
- 2.5 Summing Up
- 2.6 Model Questions
- 2.7 References and Suggested Readings

2.1 Introduction

Promotion is the fourth element of marketing mix. It is very important to make people aware about the availability of products and services. The elements of promotion mix are- personnel selling, sales promotion, advertising, publicity and public relation. Company can use different techniques of promotion based on products and services. This unit covers two elements of promotion mix- advertising and sales promotion. Advertising is a marketing tool that involves in paying for a slot to promote a product, service. The goal of advertising is to reach people to motivate them or convinced them to be willing to pay for a company's products or services and persuade them to buy them. Sales promotion is another component of promotion mix. Sales promotion helps in increase in sales volume of the

product of a company. Different sales promotion methods are used by company to increase their sales volume. Sales promotions are used to motivated purchasing behaviour of customers and to turn the prospective customers in actual customers.

2.2 Objectives

This unit is an attempt to analyses the ideas of Advertising and sales promotion. After going through this unit, you will be able to-

- understand the concept of Advertising and its function and its importance,
- explain the role of advertising in Indian economy,
- explain the types of Advertising and different technique of advertising budget,
- discuss the concept of sales promotion and its objectives,
- discuss different sales promotion techniques.

2.3 Concept of Advertising

Advertising is a marketing tool that involves in paying for a slot to promote a product, service or a cause. The promotional messages are called Advertisements and in short these are known as Ads. The goal of advertising is to reach people to motivate them or convinced them to be willing to pay for a company's products or services and persuade them to buy them. Companies do not only run ads, some of them are run by Government of a state or by Central Government, to deliver a social message or awareness among the people at large in the interest of public, in recent time Ads that are sending messages directly or indirectly on COVID are few of the latest examples of Ads run by Government. It is typically designed to make consumers more aware of people, places or products. But in some cases, the advertising plays a very important role in delivering a public service such as campaign to make people aware of the dangers of smoking or alcohol use.

2.3.1 Role of Advertising in National Economy

Advertising plays a vital role in boosting the economy by helping to introduce new products faster and more effectively to consumers by helping them in choosing a product or service and that leads to increase in the expenditure by consumer and that contributes in the GDP of the country. It also saves consumers money by encouraging competition that helps in the reduction of pricing pressures. It contributes to the economy directly by creating jobs in the advertising industry but also indirectly it creates demand and provides information about other products and services.

Check Your Progress

1. Write the meaning of advertising.
2. State two characteristics of advertising.

2.3.2 Functions of Advertising

It has become a necessary marketing activity in the present era of Large-scale production and highly competitive market. It plays a great role in educating the people about new products and services and their uses. It enables the people to widen their knowledge and information. Advertising has helped people to a great extent in the adoptions of new way of life and moving away from old styles and habits. Advertisement, certainly helped in the betterment of the standard of living of the society. Few functions performed by Advertising are discussed below:

● Sales Promotion

It promotes the idea of selling of goods and services by educating and convincing the people to buy them. A quality Advertisement campaign helps in attracting the customers and generating higher sales, that leads to more profit for the organisation. Different sales promotion techniques are used by organisation to attract the buyers, such as discounts, coupons, samples, money refunds etc.

● Launching of New Products

New products can be introduced in the market with the help of Advertising. Advertising can help in introducing a business enterprise or its products and

services to the public. Quick publicity can be achieved with the help of Advertising in the market and it can influence the buyer in their buying behaviour, resulting in higher sales.

- **Support to Production System**

Advertisement encourages business enterprises to produce in large scale. with a good advertisement campaign business enterprise can sell their products and services on a large-scale in the market. Higher volume of production will lead to reduction in the cost of production hence more profits will be generated. With more production economical use of resources is possible.

- **Higher Standard of Living**

It creates awareness among people by educating the people about the products and their uses. Advertising has helped people to a great extent in the adoptions of new ways of life and moving away from old styles and habits. Advertisement makes people aware about the availability of new product in the market and offer people to choose the best alternative available in the market, which increases the standard of living of people in the society.

- **Bettter Image in Public**

It focus on the product and its utility. Advertisement builds up relationship between the product and the customers. Advertising enables a business to communicate its achievements and its efforts to satisfy the customers' needs to the public, thus goodwill and reputation of the business is increased. Advertisement should publish correct and authentic information to the public for creating a positive brand image in the society.

- **Support to Media**

Advertising is an important source of revenue to both print and digital media. Newspapers, magazine, producers of T.V. programmes are using advertisement to sustain themselves. It is also creating a great opportunity for employment, because large numbers of people are directly or indirectly engaged in the field of media.

2.3.3 Importance of Advertising

In today's era of competition Advertising is playing a vital role. It is an important aspect of our economic and social life, almost all new products and services are introduced to public through Advertising. A sizeable people are being employed by the Advertising sectors. Manufacturers produced goods to satisfy the needs of customers, it helps in promoting the products and stimulates desires, persuades and create demands among customers. Thus, Advertising is tool for increasing sales for manufacturers and distributors.

The importance of advertising are discussed as below:

● Importance of Advertisement for the Customers

Advertising plays a very important role in customers life. Advertisement is a promotional tool for making Customers aware about the availability of the product in the market. Customers will not able to know about the existence of the product If the advertisement of the product is not done. Advertising provides option to the people by educating people about the product and its usage thus, helps people find the best products for themselves and their family. When the people are aware about the various available product, they can compare the product and choose the best product which suits their needs. Advertising creates competition in the market and customers can get the best quality product at reasonable price. Through advertising prospective buyers can be turned into actual buyer. Customers can compare the features of product, price, quality etc of various brands and can choose the best product. Thus, advertising is important for the customers. For example, in case of shampoo, there are multiple brands which promises to be the best. Customers can compare the products and can choose the best product available in the market. Head n Shoulder promises to remove dandruff, customer can compare it with other products of different Brands and will choose the product that suits their need and then customer will go for the product.

● Advertising for the Manufacturer and Distributor

1. Advertising helps in increasing sales. As it creates awareness about existence of the product it will enhance the sales.
2. Advertising helps producers or the companies to know their competitors and plan accordingly to face competition effectively.

3. In introducing or launching a new product in the market, advertising will make a focus for the product. Advertising helps making people aware of the new product so that the consumers can choose the best product available in the market and use it.
4. Advertising helps in creating goodwill for the company and with good advertisement customers loyalty can be achieved after reaching a mature age.
5. The demand for the product keeps on coming with the help of advertising and demand and supply become long -lasting process.

● **Advertising for the society**

Along with manufacturer, customer and distributor, advertisement is also important for society. Advertisement has helped in the betterment of the standard of living of the society. Advertisement has helped people to a great extent in the adoptions of new ways of life and moving away from old styles and habits. Advertisement makes people aware about the availability of new product in the market and offer people to choose the best alternative available in the market, which increases the standard of living of people in the society. Advertisement should publish correct and authentic information to the public for creating a positive brand image in the society. Thus, advertising plays a very important role in society.

Check Your Progress

1. Write various functions of advertising.
2. Explain the importance of advertising for manufacturer and customers.

2.3.4 Types of Advertising

● **Commercial and Non-Commercial Advertisement**

Most common example of Commercial Advertising is that of billboards, magazines, newspapers etc. Advertisers' sole intention is to persuade the people in developing curiosity in purchasing any products or services. Its main aim is to increase the revenue. Advertising creates desires for the product specifically in introducing a new products or services. As long as customers

desires are not fulfilled, there is always need of advertising to make awareness about existence of other available products. Advertisements is a solution to various questions related to day-to-day life of a customer regarding food habits, buying the best product, travelling decision etc.

Every immediate need may not be fulfilled by commercial Advertisement, it helps in creating a brand name, recognising it and making it popular among customers Branding helps in easy identification of the product and creates a positive mindset among customers while purchasing the product. Commercial Advertising is used by the Companies as a promotional tool to allure the customers and making them realise how convenient their life would be by using their products and services they have launched in the market.

To achieve the objective of commercial advertising, Companies make use of various techniques that easily connect with consumer such as a mascot, catchline, or slogan etc. These techniques help the customers to remember the product and buy it when the needs arise in the future. Though this advertising may not increase sales volume it creates impact in the mind of consumers for frequent buying and creates a positive image. Television, magazines, hoardings, internet, printing on various vehicle shows Commercial Advertising.

Various institution such as non- profit organisation, political organisation sponsored Non-commercial Advertisements. The important goals of these advertisings are– awareness creation, funds raising, and influence purchasing behaviour of consumer. It influences consumers to keep opinion on neutral issue and can be persuaded to change mindset in taking decisions. This type of advertisement try to influence opinion of public on the burning issues such as empowerment of women, rural development, child labour, consumer rights and responsibilities, global warming, environmental issues etc. the aim of non-commercial advertising is not same with commercial Advertising, but to provide authentic information and create awareness among consumers on social issues. Few goals of Non-commercial Advertisements are highlighted below-

- Stimulate queries for information.
- Popularize a social cause and induce behavioural change.
- Conservation of resources and reduce their wastage.
- Promote sharing, Unity, brotherhood.
- Communicate political viewpoint to gain votes.
- Improve public attitude towards an issue.

● **Television Advertising**

It is similar to radio advertising in the sense of relaying a specific sales pitch in a limited amount of time. Most television ads are either 30 or 60 seconds in duration, long enough to give the viewers a direct and concise information or create a specific opinion of the product or service, but not long enough to lose the viewer's attention. Television commercials are generally placed at strategic breaks during the main programming and the few minutes until the beginning of the next hour's programme.

Increasing numbers of faithful viewers scattered across every continent, the medium of television is considered by many marketing experts to be the ultimate platform for targeted advertising. A single 30 or 60 second television commercial broadcast during an event such as the IPL or the Olympics can easily reach the eyes and ears of billions of potential customers. While comparing with other modes of advertising, Television advertising is more expensive but it found to be more successful in connecting with the target audience Concurrently.

While advertising in television both video and audioplays a significant role. Images of a happy family gathering around a dinner table can enhance the appeal of a new line of packaged food, MDH for spices is a very common sight as advertise. for example. An attractive man surrounded by beautiful models can suggest the sex appeal of a new cologne such as AXE, Layer Shot as well.

● **Radio Advertising**

Radio Advertising is one of the simple and old media tools for commercial Advertising, it was first Broadcasted in the year 1927 in India. It's a popular media for the rural people of India, even illiterate people can easily understand the Advertisement on radio. It is a fantastic way to grow business, it helps in brand awareness and generate sales. Radio advertising is a media of advertising for products or services awareness. Commercial radio stations are paid by the Advertisers for broad casting their products and services for the targeted audience.

Like print and online advertising, Radio Advertising offers multiple options to the businesses for Advertising the products and services. Widely known types of radio Advertisements are discussed below:

- **Live reads** –live reads are kind of Advertisement where a Radio Jockey reads out the Advertisement, this is an effective radio advertising as the listeners are already used to the voice of the RJ, hence people can be easily persuading to buy the products or services. It also helps in creating a very popular campaign for the product.
- **Sponsorships** -onecan sponsor news, competitions, sports, or any kind of the regular programming on the radio station. Few example, Engagement, reaching audience for an event, Radio Jingles, Story Telling, Personified Commercial, Straight Read “like reading an add from newspaper etc.

● **Print Advertising**

Print advertising is the oldest form of Advertisement with a very wide coverage of area with physically printed media that has a huge customer base since 18th century. Various types of newspapers, magazines, brochures, or direct mail are printed in hard copy and are used in Print advertising.

There are mainly four types of popular print advertising, namely

- **Newspaper** –It is considered as a very effective marketing tool for spreading awareness among the people. It conveys the message directly and that is why is an extremely effective marketing tool. Most of the vivid newspaper readers are very active and engage with paper, it is cheaper compared with other medium of advertisement. Impact from newspaper Advertising lasts for a longer period.
- **Magazine** - Magazine ads can give a brand its centre stage in popular publications across an immediate area or the United States. It has more durability than newspaper, it usually prints for weekly, monthly or quarterly. It specifically targets the young people of the society.
- **Direct Mail** - If we do proper research, we can target a specific demographic in direct mail. We can also measure our result using a variety of methods. Direct mail is very cheap and very target based, It targets individual to individual.
- **Brochures** -Even in a technology-driven world, few marketing tools put us in direct touch with our audience as well as brochures. They hold lots of information that we can distribute to hundreds of people

in a single sitting. Brochures are very popular and very affordable ways to familiarise the businesses among the people.

● **Emotional Advertisement**

We human considers ourselves as modern and logical but all our decisions specifically the instinctive and subconscious region of our brains are directly dependent on our emotions. Emotion is such a strong force. It's powerful in many ways because it can influence a decision and urge people to act. That's why it has been an effective marketing technique to inspire people to take specific actions and reach business milestones. When we leave an emotional impact on our audience, our brand and our content will stick in their hearts and minds.

Customers who have an emotional relationship with a brand have a higher lifetime value and will likely recommend the company to their friends and family. This only means that when customers are emotional connected with brands, they'll reward with their loyalty and even advocacy. Few examples of Emotional advertisement are Desh ka Namakh "Tata Salt", JK super Cement 'Desh ka rakshak" Gharek, Maukaek, isliye Cement bhiDesh ka No. 1 "Ultra tech Cement", and there are multiple new ads with Patriotism.

Check Your Progress

1. What do you mean by commercial and non-commercial Advertising?
2. Give few examples of print advertising.
3. Give a brief note on emotional advertising with example.

2.3.5 Advertising Budget

An advertising budget is an amount by a company allocated for the promotion of its goods and services. Promotional activities include conducting a market survey, getting advertisement creatives made and printed, promotion by way of print media, digital media and social media, running ad campaigns etc. Advertising is a part of the sales and marketing effort. The advertising budget of a business is typically a subset of the larger sales budget and, within that, the marketing budget. In order to keep the advertising budget in line with promotional and marketing goals, emphasised should be on the

target consumer, Type of media to reach the target consumer, What is required to get the target consumer to purchase the product, advertising expenditures and the impact of advertising campaigns on product or service purchases. while making advertising budget some factors should be taken into account such as- types of advertising campaign, target audience, media types, advertising objectives, size of market, product life cycle, frequency of advertising, intensity of competition.

2.3.6 Method of Advertising Budget

In order to keep the advertising budget in line with promotional and marketing goals, emphasised should be on the target consumer, type of media to reach the target consumer, what is required to get the target consumer to purchase the product, advertising expenditures and the impact of advertising campaigns on product or service purchases. Advertising budget is important for making the advertising more effective and make economic use of it.

1. **Affordable Method-** it is a simple method of determining advertising budget. Financial budget is allocated to advertising but it less emphasised on advertising objectives or goals. Under this method, after meeting all the expenses allocation for budget is made. Advertising budget is treated as the residual decision. While making decision for advertising budget the availability of fund influence it. Thus, a company's capacity to afford in advertising is an important criterion for budget allocation.
2. **Arbitrary Allocation Method-** under this method allocation in budget is done on the basis of importance felt by decision makers. There is no systematic technique of allocating funds. It lacks systematic thinking. The decision maker set the funds for advertising budget.
3. **Competitive Parity Method-** under this method, competitor's allocation on budget decides the expenditure on budget. Competitive stability can be achieved through this method. The competitive parity is a common strategy that is used by companies which don't want to be out-advertised by the competition. The competitor advertising is a benchmark for allocating company's budget on advertising. Company with same amount of money may not bring the same result. The advertising activities of competitor's and advertising budget setting cost

are considered as benchmark for allocating budget. Competitor's advertising strategy influence while setting advertising budget of the company. For example, if the close competitors spend 5% of net sales, the company will spend either more or less or the equal for advertising. The assumption is that "competitors or leaders are always right." This method should be applied with proper care else may lead towards misappropriation of funds. There is difference in company's goals, sales volume, financial condition, administration, goodwill, public image, promotional tools among various companies. This method should not be used blindly as it suffers from various limitations. Company's can take advertising strategy of competitors as a base but as there is difference in characteristics of companies, it should not be used without proper evaluation. The factors influencing internal and external environment should be taken into account while deciding advertising budget for the company.

4. **Objective and Task Method-** under this method, budget decision and objectives of sales are closely connected. To determine the advertising budget total cost of activities in operation is considered. Past and future sales forecast is not considered for making budget. Generally, large scale company uses this budget allocation method. There is a strong correlation between objectives of marketing and spending on advertising. It is one of the effective budgets for a company as it is scientifically set. While allocating funds for the advertising both internal and external environment and requirement of the company is taken into account. While developing promotional budget with the help of this method, a manager put emphasis on factors like- establishing certain objectives, activities which are necessary to achieve the objectives and forecasting the cost for performing the activities. Thus, the total cost of these activities is the proposed fund for advertising budget. The objectives are achieved by the establishing the relationship between the objectives and task to be performed. Thus, the total cost of different activities forms the Advertising budget to be used to achieve marketing objectives of the company.
5. **Percentage of Sales method:** A company's advertising budget is prepared on the basis of its Turnover for a given period. this method the budget of advertisement decided directly with the sales for the period. If in a year the total sales value is Rs 30 lacs and say an average

of 10% is expenditure for the Advertisement then for the current year the budgeted expenditure is Rs 3 lacs for the Advertisement. Under this method the percentage for allocation of the budget for advertisement is taken from past figures, past percentages of advertisement are taken as base for preparing the current Advertisement budget. It is always based on percentage to the sales of the company, hence the name Percentage of Sales Method.

Few advantages are highlighted below:

- (a) It is strictly based on Sales value. Therefore, cost of advertising can be adjusted with the profits for the period. It pleases the financial management.
- (b) Promotional Advertisement costs, selling price of products, and profits per unit can be prepared as Advertisement cost is fixed on percentage basis based on past figures that inspire Marketing Managers to act accordingly.
- (c) It maintains competitive uniformity across companies. All the companies follow the same percentage on advertisement cost to sales volume.

Few disadvantages are highlighted below:

- (a) Due to lack of scientific basis or particular set of guidelines, it is not always easy to decide the Advertisement cost on the appropriate percentage to sales.
- (b) Long-term forecasting of sales is difficult so simultaneously finding out the advertisement cost to sales is also difficult, so all companies are not well versed in forecasting their sales volume.
- (c) This method only focus on increasing volume of sales and other objectives of advertising are neglected and doesnot consider.
- (d) While deciding the advertising budget product life cycle stages are not given much importance.
- (e) This method is rigid and difficult to change.

Check Your Progress

1. What do you mean by advertising budget?
2. Explain various methods of advertising budget.

2.3.7 5M's in advertising

5 M's in Advertising are Mission, Money, Message, Media, and Measurement:

- **Mission:** The goals of the marketing effort.
- **Money:** The amount funding is needed to accomplish the goals.
- **Message:** The message and the strategy to be used.
- **Media:** The media channel(s) to deliver the message.
- **Measurement:** Assessing the effectiveness of the ad campaign

Mission- The first M is Mission. It refers to the objectives of the advertising campaign. The objectives of the campaigns are to promote the brand and to disseminate information for creating awareness. Some examples are- Informing special offers, Informing the launch of a new product, etc.

Money - It does have a significant impact on the duration and volume of reach of your marketing initiatives. Money in the context of advertising refers to the advertising budget.

The nature of the product; the target audience's nature, habits, purchasing power, and other attributes; the market's geographic segmentation; the type of media utilized for the campaign; and the length of the advertising campaign are all factors that might affect an advertising campaign's budget.

Message- The advertising message has a major impact on the advertisement's success. The content of the advertisement, which might include text, speech, video, and photos, is what is meant to be conveyed by this message.

Message Evaluation- Marketers thoroughly assess messages before deciding on their final version. A solid marketing plan should focus on at least one distinctive selling feature for the company's products or services.

Message Selection- Marketers can evaluate these messages by rating them based on factors like desirability, exclusivity, and plausibility. First, the messaging needs to highlight something fascinating or alluring about the product. It must also have an attribute that distinguishes the brand or product from substitutes or rival goods. Apart from these prerequisites, the message needs to be reasonable and reliable. The marketer needs to be able to back up their statements.

Message Execution- To achieve the intended effect, execution is just as crucial as the content itself. While some advertising aim for emotive

positioning, others attempt cerebral placement. It's important to consider the language, style, tone, and structure when communicating.

Media - The target audience is reached by means of media that spreads the advertising message. It is the means by which you deliver the message to the target audience. Because digital technology is developing so quickly, there has been an increase in the usage of digital media for advertising in recent years. It focuses on the media outlets that are utilized to reach the intended audience with the message. The channels that members of their target audience use and interact with the most should be used by advertisers. The advertising campaign's budget, goals, and message should all be taken into consideration while selecting the media. Some advertising media channels are- Radio, Television, print media, outdoor media, digital media. The factors to be considered for choosing media are:

- Geographical location
- Type of media and advertising media
- Choosing effective media as per audience
- Determining media reach and frequency.

Measurement- Measurement enables companies to ascertain whether their efforts are fulfilling their aims and objectives, it is a crucial component of marketing. Businesses can find out where they are winning or failing by monitoring measures like website traffic, conversion rates, client acquisition expenses, and customer lifetime value.

Example of NIKE-

Mission - The bulk of Americans were obese and emerging from a recession in the 1980s. Nike came to the realization that they had to broaden their appeal and expand beyond merely athletic apparel. Hence, "Just Do It." was created. The campaign's goal was to reach everyone, irrespective of their age, gender, or degree of physical condition.

Message – The catchphrase "Just Do It" from Nike was coined as a straightforward and powerful approach to inspire everyone, not only top athletes, to pursue their fitness objectives and overcome obstacles in their daily lives. Nike demonstrated that its products were appropriate for both elite players and regular consumers by showcasing a diverse group of star athletes, including Serena Williams, Roger Federer, Michael Jordan, and

Kobe Bryant. By purchasing Nike merchandise, this marketing tactic gave customers the impression that they, too, might attain greatness.

Media - Nike promoted the campaign across a variety of media platforms, such as print, outdoor, and television advertising. The business used social media to interact with customers and provide motivational tales of athletes who overcame adversity to succeed.

Money- Nike made significant campaign investments. The Center for Applied Research reported that between 1988, when the “Just Do It” campaign was launched, and 1998, Nike alone spent \$300 million on international advertising. Nike grew its market share in the “domestic sport-shoe business” from 18% (\$877 million) to 43% (\$9.2 billion) in these first ten years. In their commercials, the brand featured well-known athletes and celebrities, such as Michael Jordan, who was at the height of his career at the time.

Measurement- Nike reportedly raised its market share in the “domestic sport-shoe business” from 18% (\$877 million) to 43% (\$9.2 billion), according to a Center of Applied Research report. Approximately four out of every five things that are purchased are not utilized for the intended purpose. Why are they selling, then? because “Just Do It” is the motto of Nike’s marketing campaign. You are an athlete if you have a body.

2.4 Sales Promotion

It is a component of promotion mix. Sales promotion helps in increase in sales volume of the product of a company. Different sales promotion methods are used by company to increase their sales volume. Sales promotions are used to motivated purchasing behaviour of customers and to turn the prospective customers in actual customers. While introducing a new product sales promotion can be used as promotion techniques to increase demand and grab attention of customers. Along with creation of demand of new product, sales promotion increase brand awareness of the products.

2.4.1 Objectives of Sales Promotion

The objective of sales promotion is to create and increase demand of a product and services. It is important to understand the goals of sales

promotion to create effective strategy for promotion. Organisation can use different strategy for different target group. Sales promotion increases the sales of the product and more profit is generated.

1. *Launch of new product.* If a company wants to introduce a new product in the market, sales promotion can be used for attracting customers. Sales promotion can also be used for reaching to the new target market. For Example, a company wants to expand their business in different places and wants to add new products for reaching new market segment, then sales promotion is an important marketing promotional tool. If a coffee shop introduce new bakery items, they can attract new customers by offering complementary cookie, discounts, coupons etc.
2. *Attract new clients.* This objective should be focused on long-term goal since it helps the business to expand and grow. Through sales promotion potential customers can be turned into actual customers and even the competitor's customers are attracted by offering various gifts, coupons, free sample, buy one get one offer, discounts, rebates etc. the company should try to offer more benefits than their competitors for retaining the customers. potential customers are likely to be competitors' customers, so evaluating the benefits of their products and offering something more is always appreciated.
3. *Stay competitive.* Continuous evaluation and analysis of the characteristics of products and services are important for reaching the target market more effectively. Competitors products and services must be analysed and critically examined to offer better product and services to the customers.
4. *Make existing customers buy more-* sales promotion increases sales by creating demand for the product. If a customer is satisfied with a particular product it becomes easy for the company to retain them by offering some extra benefits. Customers loyalty can be increased through various techniques of sales promotion. Brand loyalty is automatically achieved if existing customers are retained by the company with the satisfied products.
5. *Offer during the off-season-* In case of seasonal products like swimwear, tents, air conditioners, refrigerators are necessary during

summer season. The needs can be created by offering various sales promotion techniques such as discounts, “1+1=3” campaigns, free gifts etc. it is important that while deciding the sales promotion techniques type of product and its utilities must be considered as an important factor.

6. *Clearance campaigns*- This technique is generally used before summer and winter season. When new collection arrives distributors create space for the new arrival by clearing the old stock. Old collections are cleared by selling at low price and space for new collection is created.

Stop to Consider

Sales Promotion- It is a component of promotion mix. Sales promotion helps in increase in sales volume of the product of a company. Different sales promotion methods are used by company to increase their sales volume.

Objectives of Sales Promotion-

- Launch a new product
- Attract new clients
- Stay competitive
- Make existing customers buy more
- Offer during the off-season
- Clearance campaigns

Check Your Progress

1. Explain the meaning of sales promotion.
2. Discuss various objectives of sales promotion.

2.4.2 Sales Promotion Techniques

1. Discounts. This is the oldest technique of sales promotion. Companies irrespective of their size use this technique to increase sales throughout the year. It is very popular among consumers and distributors as it

provide relief to both the parties. Sellers clear the old stock at the arrival of new stock. To attract the customers, sellers offer discounts for the old stock. One important thing should be given due importance that discounts rate should be in normal range, sometimes too much discounts can create suspicion among the customers.

2. Time-limited offers. This is another popular technique of sales promotion. When there is time limit of an offer a sense of fear for loosing the product is created in the mind of customers. A need of urgency is created by the company and try to influence the purchasing behaviour of customers. For example, MYNTRA is a shopping site, that offer discounts for a limited period to create urgency of buying the product. To make customers more aware about this method different media is used, which will increase sales volume and leads towards more site traffic.
3. Seasonal promotions- - in case of seasonal products like swimwear, tents, air conditioners, refrigerators are necessary during summer season. The needs can be created by offering various sales promotion techniques . there is need to use seasonal promotion for off season sales. Social media is a strong tool for campaigning in now a days.
4. “1+1=3”- ”Buy one get one offer” and “Buy 2 and get the other one for free” are popular marketing promotional technique. This kind of advertising campaign will help in reducing the product price and buy more product at the same cost. Various distributors specially retailers can increase sales and clear the old stock with new stock.
5. Holiday promotions- during different festivals like Christmas, New Year’s Eve, International Women’s Day, and Valentine’s Day there is tendency to increase sales . People enjoys gifting their friends and family during festivals, which will increase sales for the company. Holiday campaign can be launched in advance, advertising can be done through various media channels. This will help you increase brand awareness and site traffic.
6. Gifts- this technique is helpful for new business or in case of launching new product. This technique is effective in reaching mass media and building brand awareness. Companies use different kind of gifts for different products. For example, a company has launched a new service and offered free trial for one month, then advertising campaign was made that who spend Rs 1000 will receive a gifts.

7. Contests- These are lucky draw style sales promotional technique where some random phone number of buyers or random name of buyers gets chosen and big discount or free of cost goods are provided by the shopping mall. The audience can create a slogan for a brand, a new message for advertising, design, or share creative ideas on how to use a product in an attractive way.
8. Reward points – this technique is more applicable for buyer who purchase on a regular basis. To give honour for brand loyalty companies offer rewards points to Customers. As much as customers will buy they will get more rewards points and can avail the benefits in their next purchase. If they don't want to use the rewards points it keeps on adding against the name of customers. When reward points are used customers get some cash benefits, but there is a condition of spending minimum amount of money for availing the benefits of rewards points.
9. Special prices- generally special price is fixed for a single day and marketers campaign it to increase sales. Single day fixed price are very popular among enthusiast buyers and this technique of sales promotion is commonly used by shopping malls specially weekends are targeted. This single day discounted price attract the customers and that's lead to increase in sales. For example shopping mall like Vishal offer this fixed day price on every Sunday. Messages are sent to the registered mobile numbers of buyers and try to persuades the customers to buy the products by creating demand for it.
10. First-purchase coupons- while introducing new product, companies can use this technique to attract new customers in the market. For example , a coffee shop is launched in the town and to attract the customers for a period of time coupon can be offered to attract new customers for the first time. It will create word of mouth promotion and will increase the sales. When special offer is offered customers feel comfortable to purchase it. A welcome E- mail can be sent to the new visitor to get the discounted offer.
11. Mobile couponing: Under this technique, coupons are send to customers on registered mobile numbers via SMS. To avail the discount, a customer needs to show the coupon code in the mobile phones and can get the benefits.
12. Bonus-pack deal: A customer has to pay less for the product than the printed original price. For example, customer pay for one cup of coffee

and get free candy, which gives some positive emotions and makes them come back in the future.

13. Coupons: You can sell coffee for the original price and give a coupon, which will make the next purchase 5% cheaper.

Stop to Consider

Sales Promotion Techniques:

Discounts. This is the oldest technique of sales promotion. Companies irrespective of their size use this technique to increase sales throughout the year.

Time-limited offers. This is another popular technique of sales promotion. When there is time limit of an offer a sense of fear for losing the product is created in the mind of customers.

“1+1=3”- ”Buy one get one offer” and “Buy 2 and get the other one for free” are popular marketing promotional technique.

Gifts- this technique is helpful for new business or in case of launching new product. This technique is effective in reaching mass media and building brand awareness.

Contests- These are lucky draw style sales promotional technique where some random phone number of buyers or random name of buyers gets chosen and big discount or free of cost goods are provided by the shopping mall.

Mobile couponing :Under this technique, coupons are send to customers on registered mobile numbers via SMS. To avail the discount, a customer needs to show the coupon code in the mobile phones and can get the benefits.

2.5 Summing Up

The unit highlighted the concept of advertising with its importance in the national economy. Promotion mix are important tool for attracting the customers and creating need for the product and services. Advertising and sales promotion are two important tool of promotion mix. Various techniques for advertising budget is used for making advertising more effective and optimum utilisation of resources. Sales promotion helps in increasing sales

of the product and various sales promotion techniques are used for changing purchasing behaviour of customers.

2.6 Model Questions

1. What do you mean by advertising?
2. What do you mean by sales promotion?
3. What do you mean by advertising budget? Explain various methods of advertising budget with merits and demerits..
4. Explain various techniques of sales promotion.
5. Discuss the various media use for advertising product
6. Explain the guidelines used for setting effective sales promotion

2.7 References and Suggested Readings

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Unit-3

Managing Mass Communication: Events and Public Relation, Personal Selling

Unit Structure:

- 3.1 Introduction
- 3.2 Objectives
- 3.3 Meaning of Events
- 3.4 Objectives of Events
- 3.5 Categorisation of Events
- 3.6 Meaning of Public Relation
- 3.7 Objective of Public Relation
- 3.8 Importance of Public Relation in Marketing
- 3.9 Tools of Public Relation
- 3.10 Meaning of Personal Selling
- 3.11 Characteristics of Personal Selling
- 3.12 Steps in Personal Selling
- 3.13 Summing Up
- 3.14 Model Questions
- 3.15 References and Suggested Readings

3.1 Introduction

Mass-communication is a way of targeting large number of target audience. In marketing mass communication plays an important role in influencing and persuading the prospective customers. Events, public relation, personal selling are important tool of mass communication. Mass communication covers different modes of media such as print media, radio, television, digital media, social media etc. company sponsor various events for communicating positive brand image of the product and company in the mind of large group of people. A company has constructive relationship with different groups such as customers, suppliers, distributors or agents etc. Various programmes are adapted by companies to manage long term relationship with key publics. Again, personal selling can play an important role in converting prospecting customers into actual customers. Face to face communication is more

effective form of communication as customer can clear their doubts about the product or service. In personal selling customer can see the visual effects of the product.

3.2 Objectives

After going through this unit, you will be able to-

- understand the meaning of Events its objectives and its types ,
- understand the meaning of Public Relation, its objectives and Importance in marketing,
- discuss Personal Selling and its characteristics,
- Analyse the tools of public relation and various steps involved in personal selling.

3.3 Meaning of Events

The Accepted Practices Exchange Industry Glossary of TERMS (APEX, 2005) defines an event as, ‘An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. An event is often composed of several different yet related functions.’ Goldblatt (2005) focuses on special events as, ‘a unique moment in time, celebrated with ceremony and ritual to satisfy specific needs.’ Bowdin (2006) notes that the term ‘event’ has been used, ‘to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives.’ Companies sponsor events for exposure of brands and influence purchasing attitudes of customers. Various events such as sports activity, trade fairs, exhibitions, seminars, conferences are organised by the company to create positive image among target customers. Company can make people aware about brand by organising events. Sponsoring events increase brand awareness. Company should specify about the outcome to be achieved before sponsoring events. Company’s objectives must be related to the events. Event strategy must be developed to achieve objectives in time. Company should ensure that aims of events should build connection with people. Customers should be made aware about the goal of company by sponsoring events. For example, Tata group will

replace Chinese mobile manufacturer “VIVO” as the title sponsor of the Indian Premier League (IPL) for 2022 and 2023 seasons.

3.4 Objectives of Events

Philip Kotler (2004) defined event as ‘occurrences designed to communicate particular messages to target audiences. Company sponsors different events for different reasons. Some of these are explained below-

1. To Influence target market- Events are organised in different places where Prospective customers can be influence psychology, culturally, demographically and from different social values.
2. To Enhance company image- Companies sponsor events to get the attention they needed to improve their Brand image and to be present in across social media platforms.
3. To Increase product name-Companies sponsor events to get more exposure to their newly launch products, by sponsoring events they make sure that the newly launch products or services are very noticeable, in order to get as much attention as they can gather from the prospective buyers.
4. To Increase promotional activities-company can sponsor various programmes in television or radio to promote the brand name. Target audience become more popular with the product.
5. To Emphasise on social issue- Various non profits events and charities are organised by organisation to give emphasise on social issues.

3.5 Categorisation of Events

Events can be classified on the basis of their size, type and context, which are discussed below:

1. On the basis of context:

- i. Family events- Family members, relatives, friends meet together for celebrating an occasion such as, birthday, marriage reception, wedding anniversary etc.
- ii. Community events- A particular community celebrate particular occasions like Eid, Holi, Diwali etc.

- iii. Business events-Particular business group get together to celebrate an occasion. For example, Engineers Association celebrating the World Engineers Day.
- iv. Public events- Public meetings are organised like, rallies against corruption, Protest for social justice.
- v. Campaigns for social welfare such as World Environment Day, HIV/AIDS awareness programme, awareness for Water saving.
- vi. Fairs and Exhibitions like, India International Trade Fair, Book Fairs, Handloom exhibition etc.

2. *On the basis of nature of event* —

- i. Social events like birthday party, ring ceremony, marriage anniversary, etc.
- ii. Education and career events like education fair, job fair, quiz contest, etc.
- iii. Sports events like Olympics, Cricket/ Football World Cup, Australian Open, etc.
- iv. Entertainment events like music concerts, award functions, beauty pageant etc.
- v. Political events like political rally, political functions etc.
- vi. Religious events like religious festivals, Holi, Dussehra etc.

Check Your Progress

- Q 1. Give meaning of Event.
- Q2. Explain the objectives of Events.

Stop to Consider

Measuring High Performance Sponsoring Programme- This Executive Brief outline 10 factors IEG has identified that are critical to the strategic, organizational and process-related issues of sponsorship measurement today. They are:

1. Measure Outcomes, not Outputs - Reporting that 200,000 people attended an event may reveal the popularity of the event, but not how your brand fared. Some good examples of how to turn outputs into outcomes are provided in the table below.

"Output"	"Outcome"
200 clients entertained	Who were they, what happened as a result and how does their post-event behaviour compare to similar targets who were not entertained?
5,000 people sampled	How many were qualified and what is the conversion rate between sampling and future behaviour?
P-O-P displays 19% more	Cost per sale decreased from \$x to \$y or value of additional effective sales or profits
New distribution outlets	Estimated value of the channel
Propensity to purchase rose 8%	Every percentage point increase yields an x% sales increase or ability to increase price by y%
100 employees participated	Retention rate of employees who participate in sponsorships vs. those who do not and cost savings derived from lowering turnover among 100 staff

Shifts in brand loyalty	Premium price that can be charged
Data capture	Lower cost per acquisition
Increased sales of additional Services	Value that can be captured by comparing increase to additional services bought by customers of same demographic not impacted by the sponsorship
Recruited 20 agents	Cost to hiring via a recruiter

2. Define and Benchmark Objectives on the Front End- Defining objectives at the beginning of a sponsorship identifies which

indicators to track, as well as which need to be benchmarked before programs are developed and implemented.

3. Measure Return for Each Objective Against Pro-Rated Share of Rights and Activation Fees- Sponsorships typically have multiple objectives. For best results, every objective should be measured individually, using quantifiable data. To measure results by objective and get an accurate picture of a sponsorship's true performance, IEG recommends allocating a portion of the total rights to each objective.

4. Measure Behaviour- IEG analysts have identified these best practices in measuring behaviour:

- Compare sales for the period surrounding the sponsorship to the same period in prior years
- Measure sales in the event market against similar markets with no sponsorship
- Compare sales shifts at participating retailers or on-premise accounts vs. those not participating
- Compare usage levels among fans of the sponsored property to non-fans in the same demographic
- Tie sales offer directly to the sponsored property, e.g., ticket discount with proof of purchase

5. Apply the Assumptions and Ratios Used by Other Departments within Your Company- Using statistics provided by the sales department means sales managers will be more likely to accept your estimate as a true measure of incremental revenue.

6. Research the Emotional Identities of Your Customers and Measure the Results- Favourable purchase intentions toward sponsor products and services are strongest when such intentions are perceived as important to other of Emotional Connections
7. Identify Group Norms- Favourable purchase intentions toward sponsor products and services are strongest when such intentions are perceived as important to other members of group.
8. Include Cost Savings in your ROI Calculations- Cost savings are more than a calculation of how much money you saved by cutting sponsorship expenses.
9. Slice the Data- sponsorship does not work equally well with all consumers. It works best with those who are most committed, either to the property being sponsored or to the brand. In the case of the former, sponsorship can bring in new customers. In the case of the latter, it builds loyalty and repeat sales.
10. Capture Normative Data - Most of our clients need a comparative, across-the-board analysis of their sponsorship investments, as well as an evaluation of individual programs. to gain full value from your research, make better use of data capture. Conducting exit polls only allows you to determine whether the brand communications have been seen and what effect they had on brand perception. Most value is gained by using this data to start a dialogue with your audience post-sponsorship.

Source: “Measuring High Performance Sponsorship Programs,” IEG Executive brief, IEG Sponsorship consulting, WWW.Sponsorship.COM, 2009

3.6 Meaning of Public Relation

A company is related with large number of groups of public. A company has constructive relationship with different groups such as customers, suppliers, distributors or agents etc. public means group of individuals which constitute actual or potential customers and that group helps in achieving the objectives of the company by enhancing the ability of the company. Public relation means the relationship with these interested groups for promoting the products. Various programmes are adapted by companies to manage long term relationship with key publics. In this competitive age

every company have public relation department which try to build goodwill of the company by monitoring the purchasing behaviour of public and furnish valuable information. Mainly five functions are performed by public relation department- maintaining press relation, make the publicity of the product, maintain corporate communication, deal with Governments', legislation and counselling by building good image of company's position.

H. Frazier More and Bertrand R. Cranfield defined public relation as, “ The management function that evaluates public attitudes, identifies the policies and procedures of an individual organisation without the public interest, and executes a programme to earn public understanding and acceptance”. Public relation is an important tool of promotion. Public relation and advertisement are considered as same, though they are supplement each other but there is difference between two. Public relation is a way of market communication for delivery good image of company and product to the public. This department is a link between larger group of public and organisation and can help in framing strategy and policies for better mobilisation of resources, increasing productivity by maintaining good labour relation and better understanding of customer's needs. Public relation department is in direct contact with other functional departments and helps in effective functioning of organisation by building good brand image.

3.7 Objective of Public Relation

Lesly has identified following objectives of public relation-

- Presenting favourable image with benefits.
- Product or service promotion
- Detecting and dealing with its publics.
- Goodwill of suppliers.
- Ability to attract the best personnel.
- Overcoming misconceptions and prejudices.
- Goodwill of customers.
- Goodwill of government.
- Educating the public.
- Goodwill of employees or members.

- Goodwill of stakeholders and constituents.
- Goodwill of dealers and to attract other dealers.
- Formulating and guiding policies.
- Directing the course of changes.
- Fostering the viability of the society in which the organisation functions.

3.8 Importance of Public Relation in Marketing

Public relation helps in maintaining good marketing relationship with customers. Good public relation helps in creating new market and to develop existing market. Public relation will satisfy customers' needs and maintain long term relationship between the company and public. Effective positive programmes are developed for maintaining good public relation and conveying brand messages of the product. Public relation focus on creating and spreading awareness about the product among large numbers of people. It also increases brand credibility and create good reputation of the company. Promotion of brand creates trust in the mind of target customers and develop credibility among public. Good public image and reputation of product and company can be built up through maintaining public relation among group of people. Public relation is comparatively less expensive among all the tools of mass communication and is important popular method of mass communication. Attention of public can be earned by public relation and it is a long- term process that creates long term relationship with the public. Once, the relationship is created the sales can be increased and positive image can be created among public.

3.9 Tools of Public Relation-

The various tools of public relation are discussed below-

- 1. Publication-** Companies can use various published materials to target and influence audience. Publications use annual reports, articles, magazines, brochures, newsletters etc.
- 2. Events-** Various information about the company and products can be shared and informed among target audience by arranging different kinds of events such as exhibition, trade fairs, conference, seminars, sports activities etc.

3. **News-** News about company and its products characteristics are created and broadcast to gain attention of targeted public.
4. **Press Release-** Company make press release among audience to make people aware about the product and brand image of the company. Different media houses are invited for making press release to reach the target market.
5. **Community Relation Programme-** Customer's loyalty can be built by maintaining good relationship with different stakeholders of the community. By contributing for the welfare of the community, company can make good public image for the long term.
6. **Employee Relation Programme-** Good employee relationship can build positive image of the company in the mind of target audience.

Stop to Consider

- H. Frazier More and Bertrand R. Cranfield defined public relation as, " The management function that evaluates public attitudes, identifies the policies and procedures of an individual organisation without the public interest, and executes a programme to earn public understanding and acceptance".
- Good public relation helps in creating new market and to develop existing market. Public relation will satisfy customers' needs and maintain long term relationship between the company and public. Effective positive programmes are developed for maintaining good public relation and conveying brand messages of the product. Public relation focus on creating and spreading awareness about the product among large numbers of people.
- Tools of Public Relation- Publication, Events, News, Press Release, Community Relation Programme, Employee Relation Programme.

Check Your Progress

1. Write the objectives of public relation.
2. Explain the tools of public relation.

3.10 Meaning of Personal Selling

Selling is a process of persuading a prospective buyer for purchasing products or services. Without selling customer can't get the product from manufacturer. Selling is an art of assisting customer to influence their purchasing behaviour and convert prospective customer into actual customer. As per American Marketing Association, "Personal Selling is the oral presentation in a conversation with one or more Prospective Purchaser for the purpose of making sale; it is the ability to persuade the people to buy goods and services at a profit to the seller and benefit to the buyer." Personal selling is an element of promotion mix, where direct face to face communication is conducted between seller and customers. Face to face communication is more effective form of communication as customer can clear their doubts about the product or service. In personal selling customer can see the visual effects of the product. The customer can clear doubts about the products and uses. Personal selling helps in oral presentation of products and services and convincing customers to purchase the products. It is one of the oldest forms of promotion and easy method to sell the product when two-way communication is conducted between customer and seller and try to create demand and try to influence purchasing behaviour. The concept of personal selling has been evolved from door to door selling. Some people use personal selling advertising and sales promotion interchangeably but these are not same. There is difference in characteristics and uses of these techniques. At the same time large numbers of customers can be targeted and customised products or services can be delivered. All pre-transactional, transactional and post transactional are involved in personal selling. The aim of personal selling is to make customer aware about the product and to convince them about quality, uses. Personal selling increases sales of the product or services.

3.11 Characteristics of personal selling

Following are the characteristics of personal selling-

- 1. Personal Form-** Under personal selling the salesperson is in direct contact with the prospective buyers. There is two-way communication between salesperson and prospective buyers and personal contact is established.
- 2. Oral Conversation-** The salesperson has oral conversation with the targeted customers. He gives presentation of the products in details such as quality, colour, features, uses, design etc.

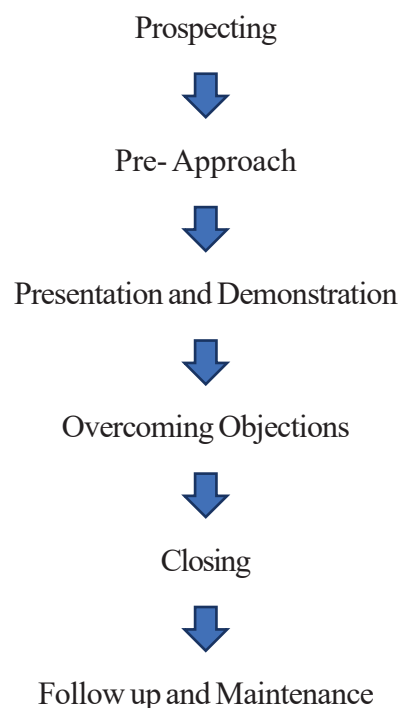
3. **Solution to Queries-** The salesperson is in direct contact with the customers so he can immediately clear the doubts of all the queries. Various objections regarding the product can be resolved by the salesperson as he has face to face communication with the prospective buyers.

4. **long term relationship with customers-** Selling is a creative art. long term relationship is built between the customers and company. Salesperson try to create needs and desires for the product by the customers and try to influence the attitude of the prospective.

5. **Actual Sale-** Salesperson try to convert the conversation into actual sale. The physical action takes place in the form of immediate purchasing and convert the prospective customer into actual customer. Apart from sharing information, salesperson try to make actual sales.

3.12 Steps in Personal Selling-

The skill of sales personal plays an important role in promotion. Selling is an art. Now a days, in the age of complicated companies have to spend huge amount in recruitment, selection and training for managing customers and to convert the prospective customers into actual purchasers. The steps in personal selling are illustrated below-



Prospective- This is the first step in personal selling where qualified prospective buyers are identified. Salespersons are expected to invest their time in selling. It is the art of salesperson to identify prospects and discovering needs and preference of customers. Different ways can be used to identify prospects such as- Acquaintance references, Direct Mail, Cold Calling, Personal Observation Method, Company's Records, Newspaper, Trade and Exhibition etc.

Pre- Approach- After identifying the prospects, next stage is to discover the needs, preference, social status, buying styles. The salesperson should understand the purchasing process of customers like who, why, where, when, how so that the mode of communicating can be set. The salesperson set call objectives, gather information, plan necessary tool to sales and make immediate sales. The best contact approach should be chosen for making effective sales strategy. It is necessary to plan its time so that optimum time is used for business of the company. Time should be used more productively and quantitatively and sales person has to be more organised to reduce wastage of time. Sales person has direct contact and two-way communication with prospective buyers and try to make best use of opportunities to convince prospective buyers into purchase the product. The aim of the salesperson is to influence the prospective buyer and persuading to buy the product.

Presentation and Demonstration- After identifying the needs and preferences and knowing the purchasing and knowing the purchasing behaviour of prospective buyer, next presentation and demonstration of products are important. Salesperson should explain the features, benefits, value of products etc. salesperson should clear all the customers queries satisfactorily. Products should not be compared with the competitors and should focus on strong points of their own products and weak point of competitor's product. Proper presentation will create positive impression in the mind of prospective buyer which will increase sale.

Demonstration is a live exercise where buyer get confidence for making purchasing decision. Salesperson should make best possible manner to show special features of the products. It makes an impact on the senses of the customers. Demonstration emphasised on unique features and do's and don'ts about the product. False information should not be provided as it will create bad image about the products and company.

Overcoming Objection- Sales person faces various objections from prospective buyers while sales presentation. Objection is important for selling the product. There are basically two types of resistance- psychological resistance and logical resistance. Psychological resistance is because of predetermined ideas, not giving up, resistance to interference, preference for establishing brands etc. logical resistance might be like objections to the price, features of product and company and schedule of delivery. Some other types of objections are quality, payment mode, after sales service or time of buying the product. The sales person should be confident and professional so that all necessary information about the product is provided to the buyers. While approaching prospective buyers' types of products, behaviour of buyers should be kept in mind. In spite of objection, the salesperson should be optimistic and try to influence the behaviour of purchaser. An environment should be created by salesperson where prospects are free to raise objections. Salesperson's patient plays important role and should attentively listen the objection. The sales person should reduce the objections through positive spirit.

Closing- Under this step the buyer takes physical action. If the purchaser doesn't take place, sales persons' effort goes waste. The buying behaviour, attitude of the prospects plays important role in closing the process. There is always a try from the salesperson to close the conversion by taking purchasing orders. The salesperson tries to convince the prospects that it will be great deal for him and there will be lose for the buyer if he doesn't buy it immediately. In some cases, the salesperson can offer various financial incentives or gifts to influence the purchasing. The sales person may use various remarks such as, "please trust me you will not get a better deal", "I request you sir, this product will be best suited to you" which may hit sentiments of buyer. When a product is demonstrated and clarifying the objections, sales person can ask some question such as, "Shall I book for you?" "Which colour and size would suit you?" etc. to persuade the purchasing behaviour. If the buyer needs more clarification and some more financial help, it is advisable to make contact with senior person for ending the closing approach on a positive note.

Follow up and Maintenance- To make customers satisfied follow up and maintenance are necessary. Various terms and conditions about the purchasing of the product should be informed to the customers. Cognitive dissonance should be reduced by ensuring timely delivery, proper installation

and buyer's interest should be fulfilled. After sales also the salesperson should follow up the process and should try to make customers highly satisfied. co- ordination should be developed and long -term supplier-customer relationship should be developed.

Check Your Progress

1. Write three characteristics of Personal selling.
2. Explain the steps in the process of Personal Selling.

3.13 Summing Up

Mass communication covers different modes of media such as print media, radio, television, digital media, social media etc. company sponsor various events for communicating positive brand image of the product and company in the mind of large group of people. Sponsoring Events, maintaining public relation, Personal selling are tools of promoting products and services and communicating with target audience. Company can increase their sales adapting various modes of mass communication. In this competitive age every company have public relation department which try to build goodwill of the company by monitoring the purchasing behaviour of public and furnish valuable information. Through mass communicationat the same time large numbers of customers can be targeted and customised products or services can be delivered.

3.14 Model Questions

1. Explain the importance of sponsoring events by the company.
2. State and explain various qualities required by an ideal salesman to become successful salesman.
3. Discuss the importance of public relation in marketing.
4. Explain the steps in the process of Personal Selling.
5. Write the differences between public relation and personal selling.

3.15 References and Suggested Readings

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