



LUND  
UNIVERSITY

# Exercise 2: Marketing communications

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# Exercise 2 - Goals

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- Hands-on work: plan the marketing communications
  - plan the sales pitch video
  - decide what to put in sales promotion folder
- Output for projects:
  - concrete action items to complete deliverable L2



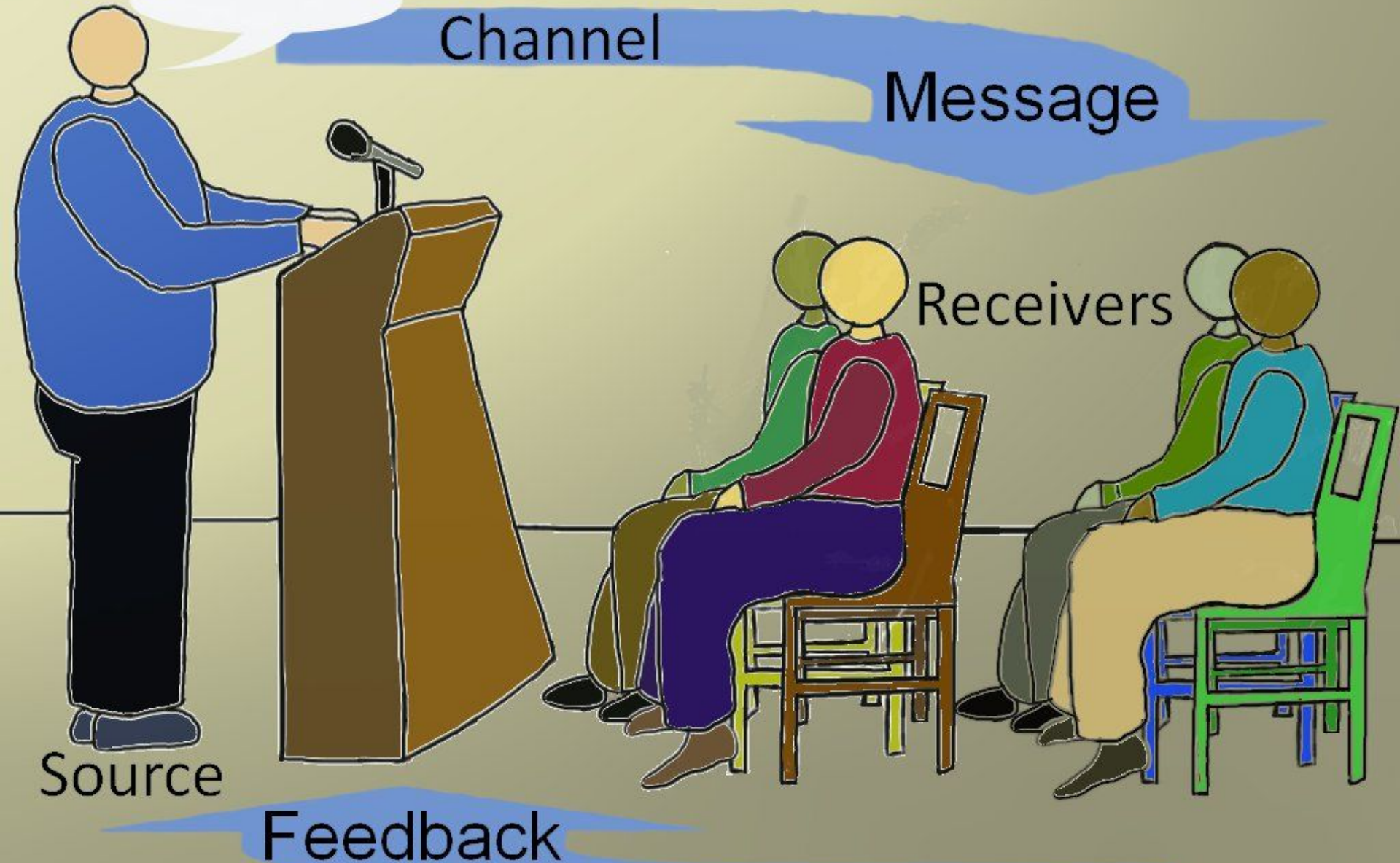
# Exercise 2 - Agenda

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- Introduction
  - Marketing communication
  - Sales promotion
  - Sales pitch
  - Storyboarding
  - Expected content in the Google Drive folder
- Work in groups (75 min)
  - Plan the marketing communication
  - Work on a sales pitch storyboard
  - Prepare the video recording
- Reconvene and report
  - Share your experience with the other groups  
... but not the communication secrets!



# Transactional model of communication



# Marketing communications

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- Ways for a business to communicate a message to the market, e.g.,
  - advertising (openly sponsored, non-personal)
  - personal selling (meetings with customer)
  - direct marketing (sent directly to customer)
  - sponsorship
  - public relations
  - sales promotion



# Sales promotion

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- Type of marketing communications for a pre-determined, limited time to stimulate market demand. Used to:
  - attract new customers
  - hold present customers
  - counteract competition
  - take advantage of temporary opportunities

## Example activities:

- Outside sales promotion: Advertising, publicity, public relations activities, and special sales events.
- Inside sales promotion: window displays, promotional material display, contests.





# Promotion in the marketing context

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The 4 Ps of marketing



# Sales pitch

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*“a line of talk that attempts to persuade someone, with a planned sales presentation strategy of a product, designed to initiate and close a sale”*





# Loads of advice are available (and sold...)

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Here are some that might be useful:

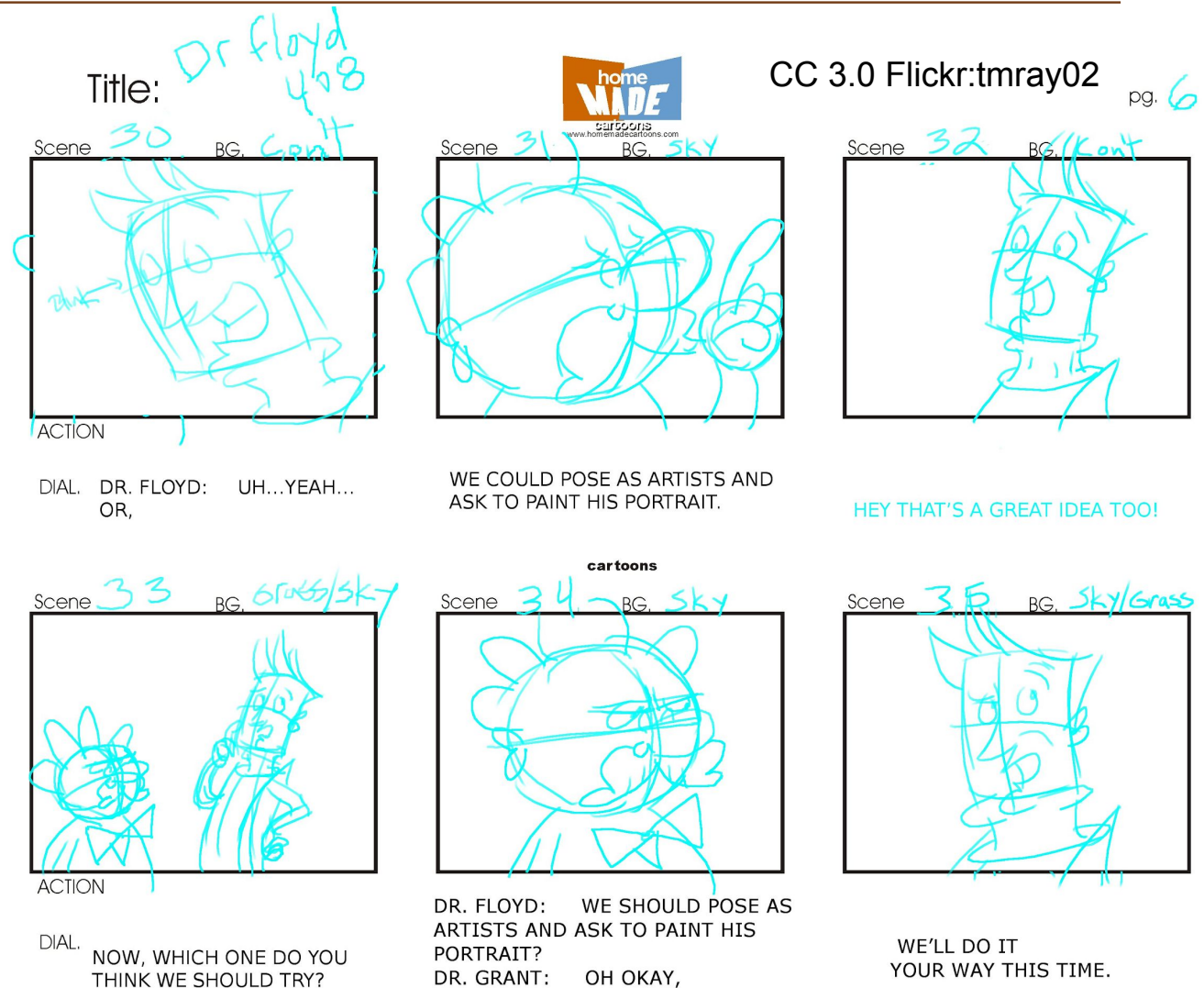
- Don't tell your audience that they are about to hear a pitch.
- Think about attention span. Less is more and short is sweet.
- Understand your customers before designing the pitch.
- The pitch is not about YOU, it is about THEM (potential buyers)
- First impressions last - the first seconds are critical.
- Why is your robot exciting and different?
  - align with the unique value proposition on the lean canvas!



# Storyboard - a graphic organizer

*“images displayed in sequence for the purpose of pre-visualizing a motion picture”*

- Developed by Walt Disney studios in the 1930s



# More about storyboarding

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For dummies:

<http://www.dummies.com/business/start-a-business/small-business-marketing/how-to-create-a-storyboard-for-your-marketing-video/>



# Expectations on content, Google Drive

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- Sales pitch video
  - The pitch shall clearly state whether you offer a leader, droid or normal bot
  - Maximum length of 2 minutes
  - A standard video format that can be played on any common platform
  - Nothing offensive or illegal. (Copyright infringement? Well... no comments)
  - The rest is up to you, e.g., record with mobile, screen capture, a mix, ...
- “Display window” folder on Google Drive
  - Upload the video to this folder
  - (Optional) Upload any other sales promotion material that you want your potential customers to see (but they might skip it!)
    - >> Screenshots
    - >> Documents
    - >> Advice on robot team composition
    - >> etc.



# References

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- Acutt, M. *Marketing Mix Debunked*, 2005. ebook sold at <http://marketingmix.co.uk/marketing-mix-debunked/>

