



LUND
UNIVERSITY

Exercise 2: Marketing communications

ETSA02 Programvaruutveckling - Metodik



Exercise 2 - Goals

- 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

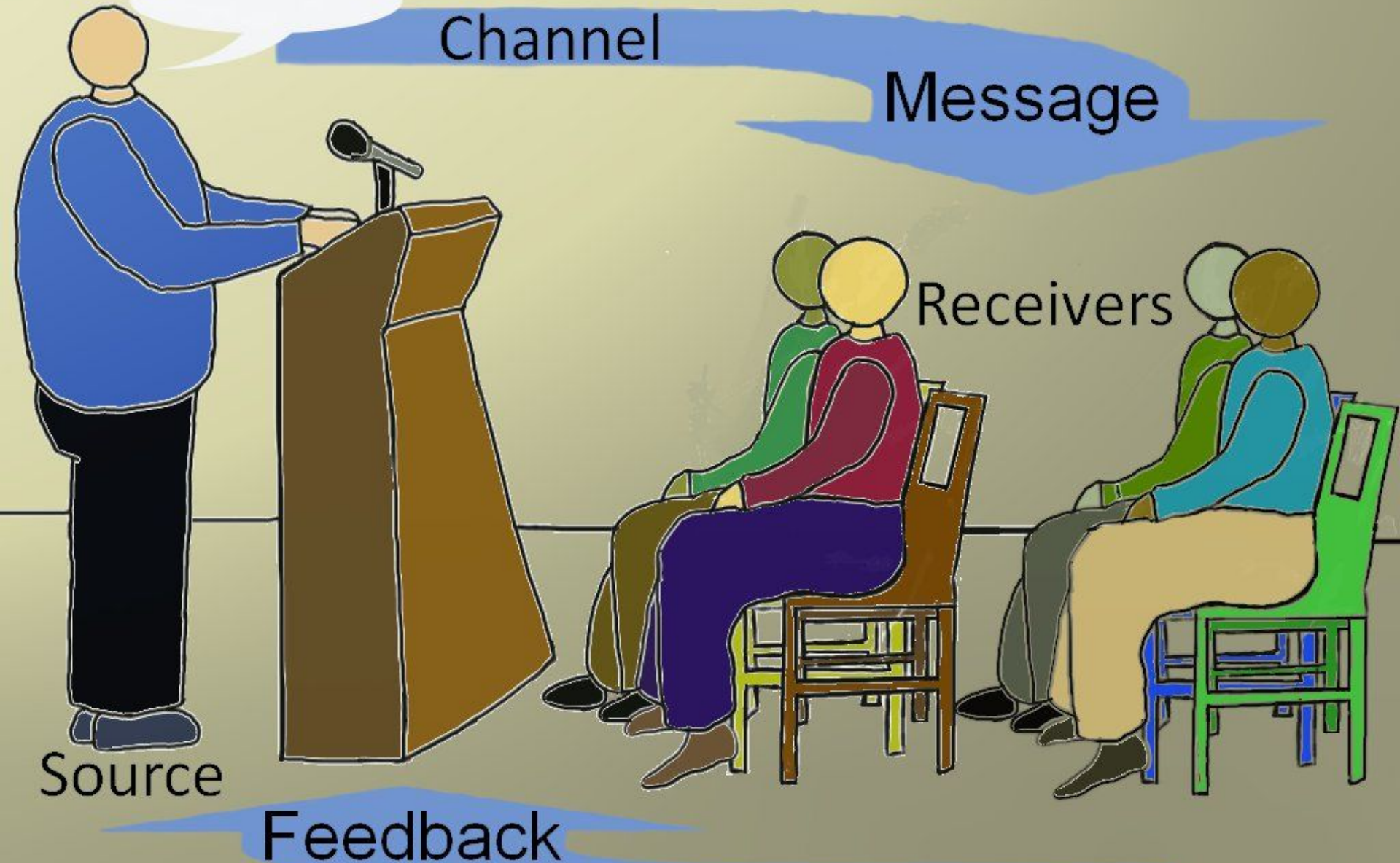


Exercise 2 - Agenda

- 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

- 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

- 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



The 4 Ps of marketing



Sales pitch

“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...)

Here are some that might be useful:

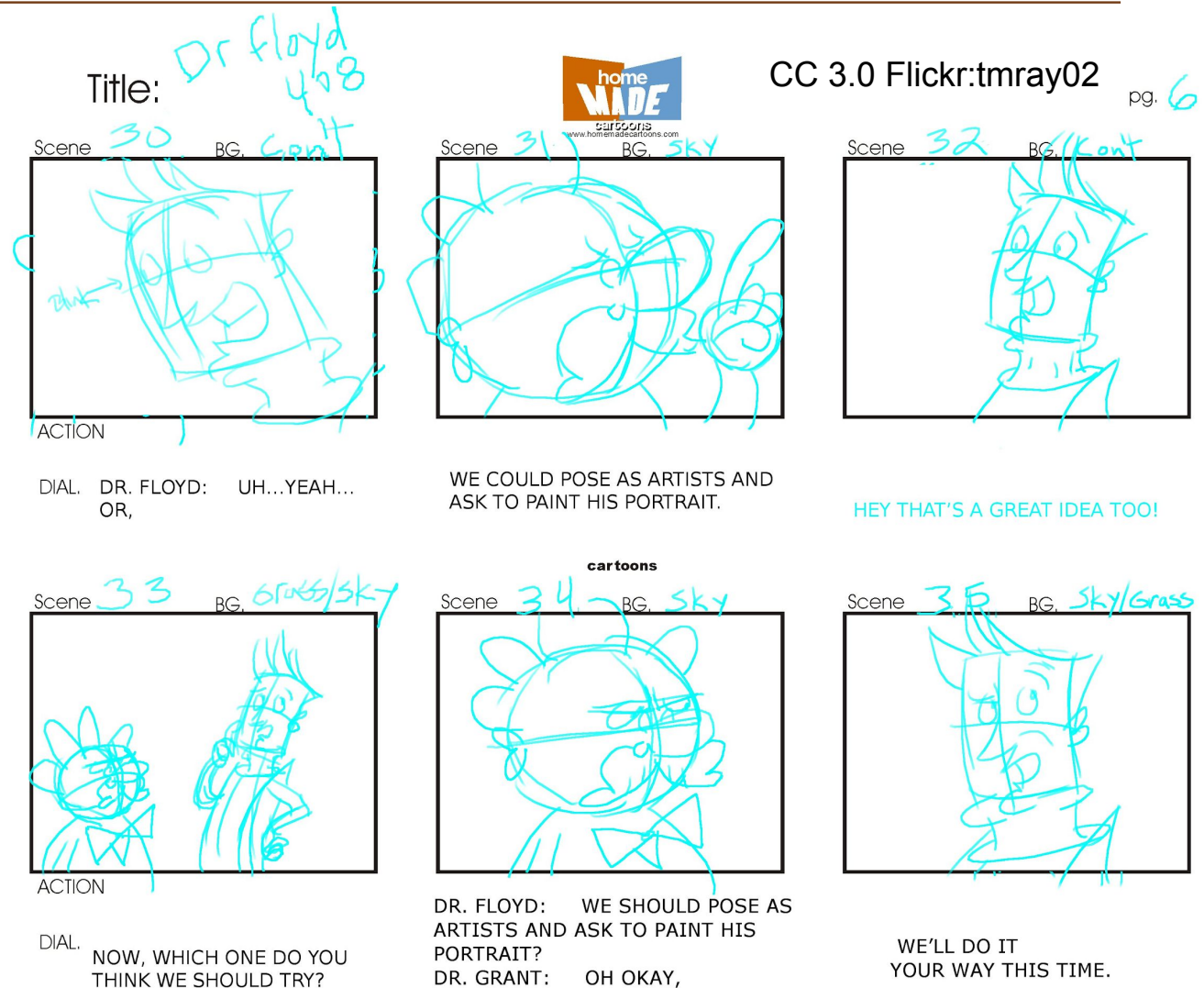
- Don't tell your audience that they are about to hear a pitch.
- Think about attention span. Less is more and short is sweet.
- Understand your customers before designing the pitch.
- The pitch is not about YOU, it is about THEM (potential buyers)
- First impressions last - the first seconds are critical.
- 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

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

- 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

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

