How advertising works

Advertising increases/maintains sales & margins

By

Slightly increasing chance that people will choose your brand

By

Making the brand easy to think of and easy to buy

And

Creating positive feelings & associations

Via

Broad reach ads that people find interesting & enjoyable

And

Targeted activation that they find relevant & useful

Marketers can’t rely on the interruption model any more.

The classic media mix has been undercut by audience choice and empowerment.

The complete marketing mix is the answer for the struggling media mix.

Advertising is going where it has never gone before.

Marketing communications

\*\* The tools and functions used to strategically deliver messages to promote a brand.

Advertising

Public relations

Sales promotions

Direct response

Point of sale

Sponsorhips

Packaging

Personal selling

Website

Social media

Events

The need for integration

Keep everyone on the same page

The whole marketing mix can send messages

The coordination of messages \*

Brand equity

The value of the brand.

The difference between the value of a branded product and that same product with no brand attached

Brand awareness

Customer experience

Customer perception

Brand loyalty

Brand assets

If brand can be simplified to reputation you can think of brand equity as the value of that reputation.

What does that brand let you get away with?

4PS

Price Product Place Promotion

Brand = promise

Brand = reputation

You build a reputation through repetition over time

Actions confirm priorities

The complete marketing mix is the answer for the struggling media mix.

Paid persuasive communication that uses media to reach a targeted audience in support of an identified sponsor

We need media to carry the ad.

Advertising Ecosystem

The advertisers (Clients/Brands)

The agencies (Large, small, indie, in-house)

The media

Public relations is :

A communication discipline that helps an organization connect with the people it touches

Focuses on all the relationships an organization has with various publics

Crisis communication

Proactive preparedness to face crises and a playbook on what the responses would be. In an

Reputation management

Help clients build and maintain a positive reputation

If a reputational crisis occurs, a PR pro can devise and execute a response plan with a goal of helping to fix or restore a company or individual’s reputation.

Public Affairs

Build relationships with lawmakers and elected officials to advocate for public policies.

Can include government relations, media communications, issue management, corporate and social responsibility and information dissemination.

Public relations people want to know:

What publics are important to us now and in the future?

What do these publics think

Public opinion

What people think; their beliefs based on perceptions or evaluations of events, people, institutions, or

What people think; their beliefs based on perceptions or evaluations of events, people, institutions, or products.

Public relations contributes significantly to brand perceptions.

In integrated programs, advertising and public relations aim at selected targets with different but complementary messages.

Advertising and public relations specialists share a joint responsibility to promote a brand.

Main differences: Advertising vs Public Relations

Longer view, timelines

Use of media

Control over message

Longer view, timelines

The long term health of a relationship is key.

Ads cycle in and out, campaigns change.

Relationships and reputations last longer.

Your lifetime of choices vs. One Mother’s Day Card.

PR Media Use

Persuade media outlets to carry stories about the brand/ company/ cause.

Present stories/activities are something that media should share.

Control

Make an ad. Run the ad.

PR shares content, story ideas, samples, anything.

At the mercy of the gatekeeper

Credibility

Publics tend to trust media more than they trust advertisers.

Three main media types

Paid Media ADV/PRh

Owned Media PR/ADV

Earned Media PR/ADV

Key Areas of Focus

Media Relations -Press/Media

Employee Relations-Internal Audiences

Public Affairs- Government and Regulators

Community Relations-“regular” People

Consumer Relations- Current (future) customers

PR tactics and Tools

Press Releases

Announce significant news, product launches, or company updates to the media.

Media Pitches

Personalized pitches to journalists to secure media coverage.

Press Conference

Gather media to make announcements and answer questions.

Media Tours

Arrange meetings between company representatives and media outlets.

Interviews

Facilitate interviews with company spokespeople on relevant topics

Newsjacking: Leverage current events to gain media coverage

Influencer Partnerships: Collaborate with influencers to promote the brand.

Social Media Campaigns: Use social platforms to engage with the audience and share news

Community Engagement: Participate in or sponsor local events to build community relations,

Crisis Management: Develop strategies to handle negative publicity and mitigate damage.

Content Marketing: Create valuable content to attract and engage the target audience.

Event Sponsorships: Sponsor events to increase brand visibility and engagement.

Owned media

Website

Blogs

Social Channels

Publications

Sponsored Events/Activities

Earned Media

When the work of PR professionals turns into positive media coverage|

Direct Response

Any marketing technique designed to

Immediate

It focuses on making things happen as soon as the prospect digests your marketing material.

Many people think direct response = direct mail

It also includes: Landing pages

Social media ads/ Paid Social/ Sponsored Posts

Email

TV/Radio commercials

But wait, there’s more.

Its nothing new

In general, Direct Response is any type of marketing that requires an immediate call to action and often a way to take that action

[click here] [order now]

Advantages of Direct Response

Trackable: It’s easy to track and analyze performance

Measurable: You can measure how much you spend to reach each customer. You can also easily measure the success of the campaign

Elements of a DR ad:

Offer

Compelling Content

Need

Jumpstart sales or leads

Urgency of some kind

Cost control

Want to trace or monitor activity

Build connections

Measure results

Target

Lists of the likeliest people to act on your offer

Families with a new baby

New homeowners

Recent retires

Measurement

Tracking response/sales

Digital fingerprint

Custom URL for ordering

Offer code/ Coupon code\

Promotions

Activity that builds excitement in the market for a limited time

Direct Response and Promotions

Often seen as “cheesy”

Direct Response and Promotions

Action and urgency

Used when the goals demand

Offer is critical

Audience targeting can make/break success

Testing and tracking

Nothing new

Day 10?

Consumers need to decide to buy (or at least keep you on the short list.)

Two basic pathways

High/Low involvement

High/Low consideration

These are all factors a brand has to consider

Segment the Market

Target the audience

Segment = larger

Target = smaller (a combo of segments)

Segment the Market

Buyers may not be users and users may not be buyers

A market segment

The goal is to identify and categorize different groups within a larger market to tailor marketing strategies more effectively

Example:

A company selling sports equipment might identify market

A target audience

A more specific subset off a market segment that a company aims to reach with a particular marketing campaign

The goal is to focus marketing efforts on the group most likely to convert into customers, ensuring

Differences between marketing market segments and target audiences

Scope

Market segments are broader and encompass larger groups

Digital tools mean more variety in targeting and promise more precise targeting.

Paid/promoted

Narrow target easier to hit with impact

Gives message strategy

Key Terms

Consumer behavior

Demographics

Psychographics

High involvement

Low involvement

Market segment

Target audience