

My Story



‘People who can’t do, they teach! (exception is not an example)’

‘Record wise, best coaches are mostly unsuccessful players’

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IMC & Social Media management in the era of 4IR

Covid Commercial!

1-3

List the first 3 E-commerce companies that come to mind.

- Describe the advertisements used by each.
- Can you identify each company's logo, tagline or any other prominent identification marks?
- What makes a good E-commerce advertisement?

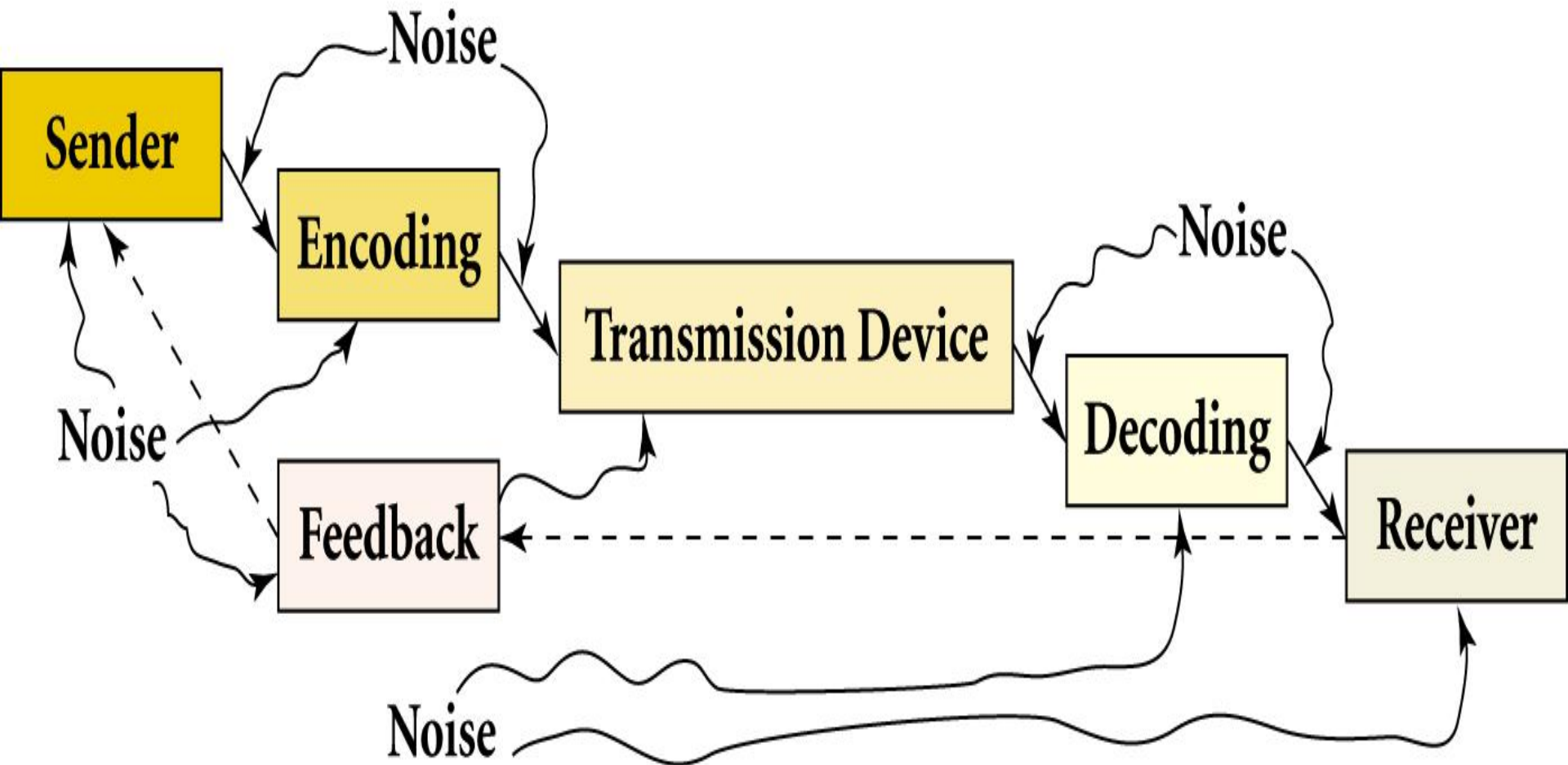
Integrated Marketing Communications

1-4

- Highly competitive global marketplace.
- Need to invest marketing dollars wisely.
- Firms are demanding accountability.
- Change in roles of account executives, creatives and brand managers.
- Chapter One topics:
 - Communication processes
 - Integrated marketing communications
 - Global integrated marketing communications

Communication Process

1-5



Barriers to Communication

Between Individuals

- Age
- Gender
- Culture
- Social status
- Personality

Between Companies

- Poor selling techniques
- Unfocused advertising
- Poor media choices
- Failure to find correct contact persons

Within Companies

- Poor downward flow (orders, procedures)
- Poor lateral flow (communication between departments)
- Poor upward flow (employees afraid of management)
- Poor machinery (computers, telephone systems, intranet systems)
- Information not stored for future use or poor retrieval system

Advertising Clutter

- To how many ads were you exposed during the last 24 hours from the following media?
 - ▶ Television
 - ▶ Radio
 - ▶ Magazines
 - ▶ Newspapers
 - ▶ Billboards
 - ▶ Internet Web sites
- How many ads can you recall from each of the above media? (Class work)
- **We need to Avoid clutter.....**

Integrated Marketing Communications is the coordination and integration of all marketing communication tools, avenues and sources within a company into a **seamless program** which **maximizes the impact on consumers and other end-users at a minimal cost**. The IMC includes:

- a) business-to-business,
- b) channel customer
- c) external communications and internal communications.

The Marketing Plan is Pre-consideration of IMC plan

- Situation analysis.
- Marketing objectives.
- Marketing budget.
- Marketing strategy.
- Marketing tactics.
- Evaluation

Items to be Included in an IMC Program

Company logo

Product brand name and company name

Business cards

Letterhead

Carry home bags (paper or plastic)

Wrapping paper

Coupons

Promotional giveaways (coffee mugs, pens, pencils, calendars)

Design of booth for trade shows

Advertisements (billboards, space used on cars and busses, television, radio, magazines and newspapers)

Toll free sample number

Company database

- Cooperative advertising with other businesses
- Personal selling
- Characteristics of target market buyers
- Characteristics of business buyers
- Sales incentives provided to sales force (contests, prizes, bonuses and commissions)
- Internal messages
- Company magazines and newspapers
- Statements to shareholders
- Speeches by company leaders
- Public relations releases
- Sponsorship programs
- Web site

Four Stages in Cultivating an IMC System

1-11

[American Productivity & Quality Center]

- ▶ Stage 1: Identify, coordinate and manage all forms of external communications.
- ▶ Stage 2: Extend the scope of communication to include everyone in the organization.
- ▶ Stage 3: Apply information technologies to the IMC program.
- ▶ Stage 4: Treat the IMC as an investment and not a departmental function.

Factors Affecting the Value of IMC Programs

- Development of information technology.
- Changes in channel power.
- Increase in competition (global competitors)
- Maturing markets.
- Brand parity
- Integration of information by consumers
- Decline in effectiveness of mass media advertising.

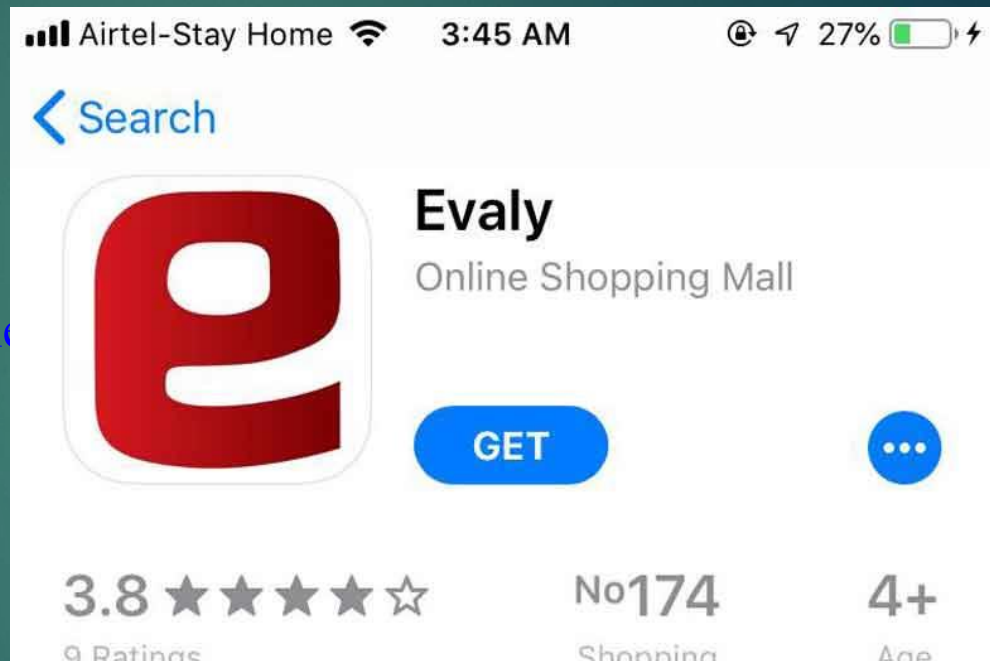
The Internet Impact:

1-13

Changes in Channel Power

Greater use of the Internet to buy and sell products drastic decline in mass media

Master card for Single mother



Viewer Activities During TV Commercials

Positive Responses:

- Get amused by the ads (26%)
- Sit and watch commercials (19%)

Negative Responses:

- Get annoyed at the number of ads (52%)
- Get up and do something else (45%)
- Switch channels (39%)
- Talk to others in the room (34%)
- Turn down the sound on TV (19%)
- Read (11%)
- Use the computer (5%)

- Goal is to build an IMC campaign.
- From each chapter, concepts learned will be applied to your IMC Campaign.
- Select your IMC team.
- Choose a good or service for IMC project:
- Covid Commerce and Communication

People are The Key for IMC

- People - They are target of marketing
 - What are people from a marketing perspective?
 - They have a mind, a body, a spirit
 - Complex System of Organs
 - Marketing Organ Systems- Brain, Eyes, Ears and Heart
 - People also have beliefs, emotions feelings, thoughts (past) and thinking (present)

Three Kinds of Intelligence



Knowledge

- Mental = Brain (Thoughts)
- Emotional = Heart (Feelings)
- Intuitive = Gut (Beliefs)

Emotion

The Brain Looks at Product and Services Through This Lens. That's why Marketer's Need to Know This



The focus of Marketing Mix while
developing IMC strategy

Level One

People

- People are not just the consumers but are the entire value chain partners. They ensure smooth process flow only under strict win-win model. The focus is on customer consciousness to assess common customer insights for ensuring customer care.

Level Two

Positioning

- From segmentation to clicking the consumers mind the heart and the spirit to enhance the market share through the branding process

Level Three

Packaging

- The focus is on the presentation that is how the product carries itself

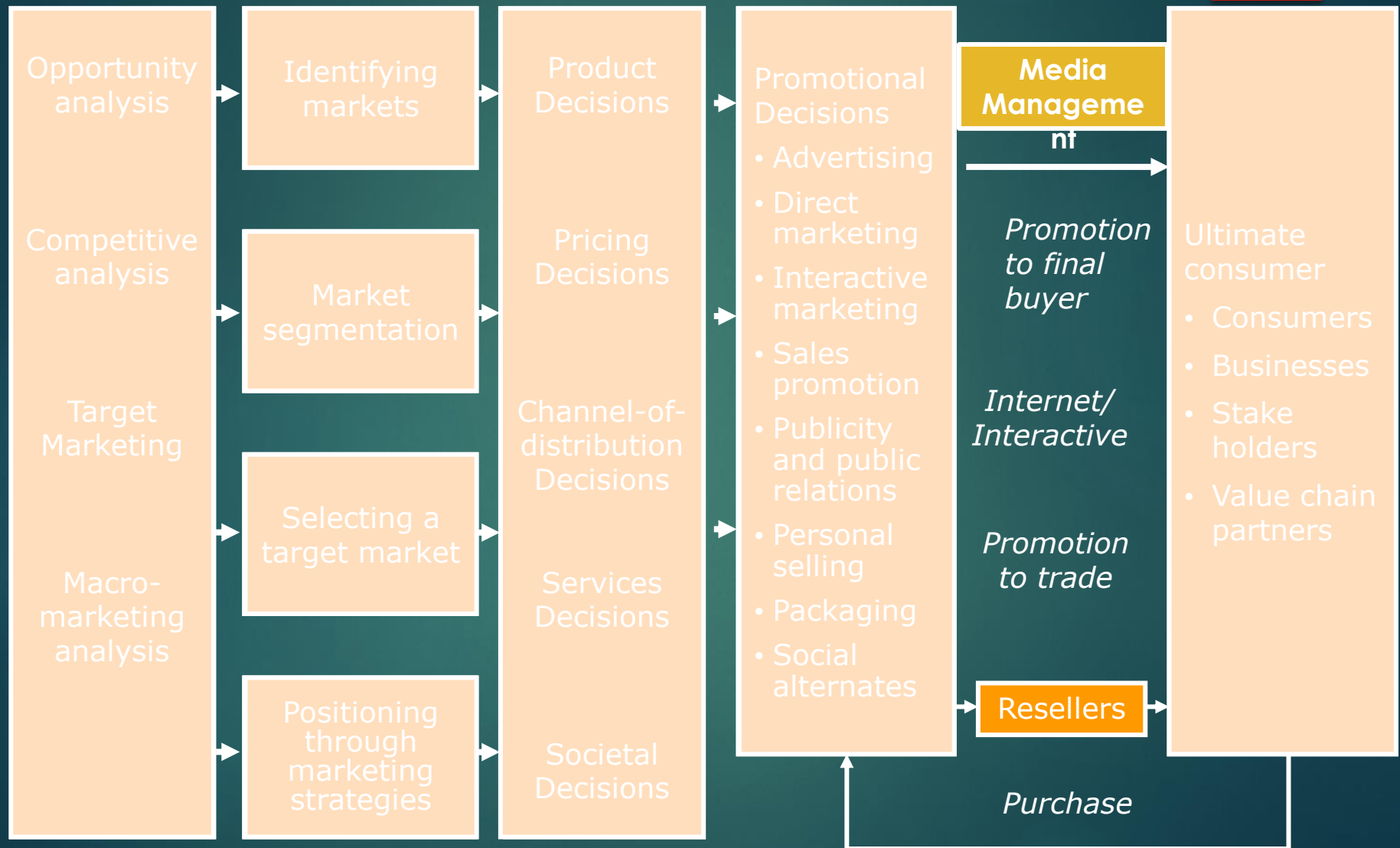
Promotion

- Successful and effective communication is the intent of the organization and is the focal point of promotion.

Public Relations

- This is an addition marketing mix dimension considered for IMC strategy to ensure customer connectivity

Marketing and IMC Process Model



Measuring IMC Success

▶ 10 measure of IMC success

1. Customer Care
2. Mind Share
3. Heart Share
4. Market Share
5. Spirit Share
6. Price Elasticity
7. Corporate Image
8. Brand Equity
9. CSR measure
10. Category Clustering

Purpose of Communication

- Develop brand awareness
- Increase category demand
- Change customer belief or attitude
- Enhance purchase actions
- Encourage repeat purchases
- Build customer traffic
- Enhance firm image
- Increase market share
- Increase sales
- Reinforce purchase decisions

Creative Elements And The Hierarchy Of Effects Model

ATTENTION

INTEREST

DESIRE

ACTION

headline

s,

visuals,
subheads,

lead

paragraph

body copy,

boxes,

supporting

visuals

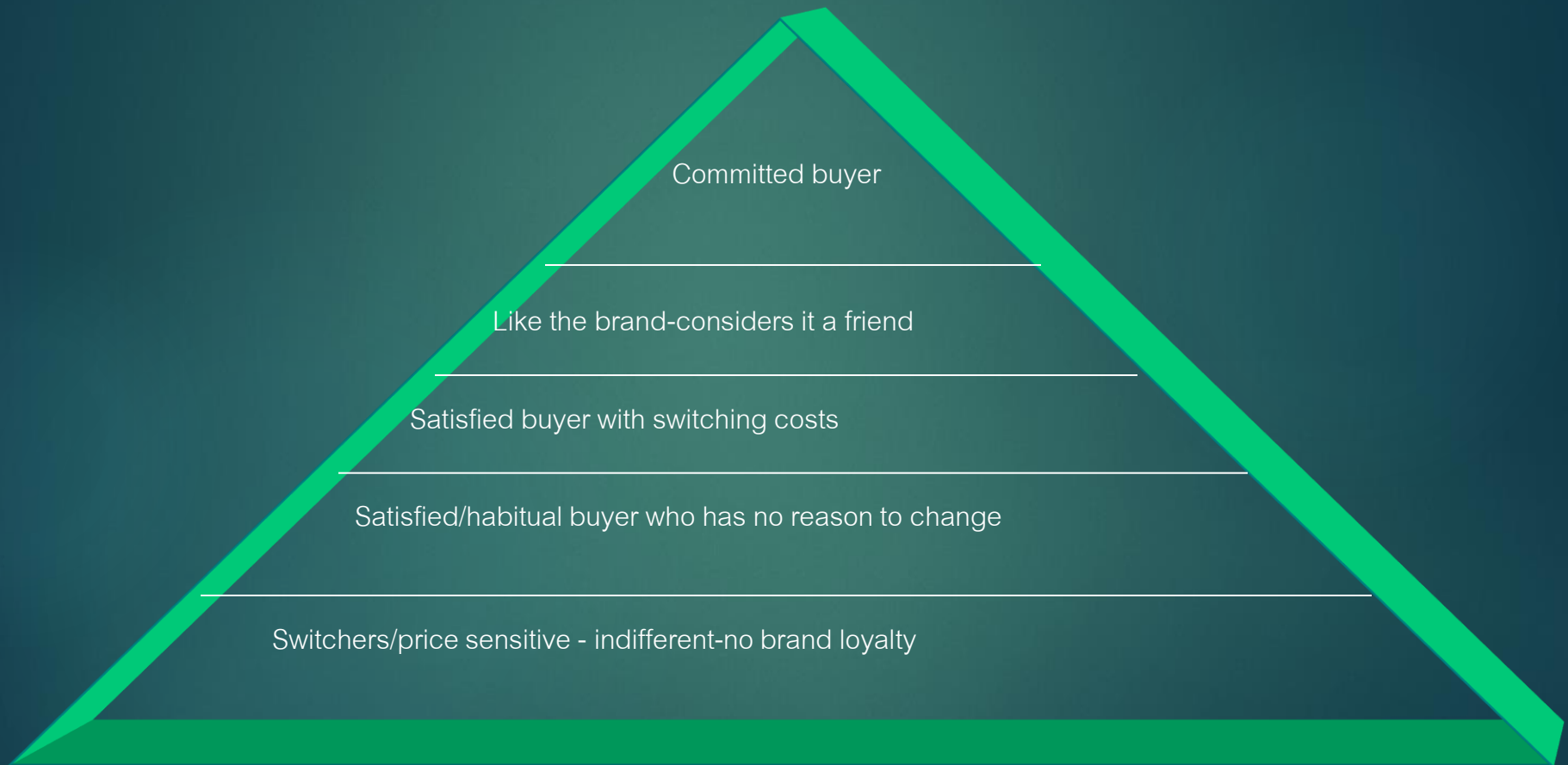
closing paragraph,

logo/slogan,

tagline, addresses,

contact number, etc

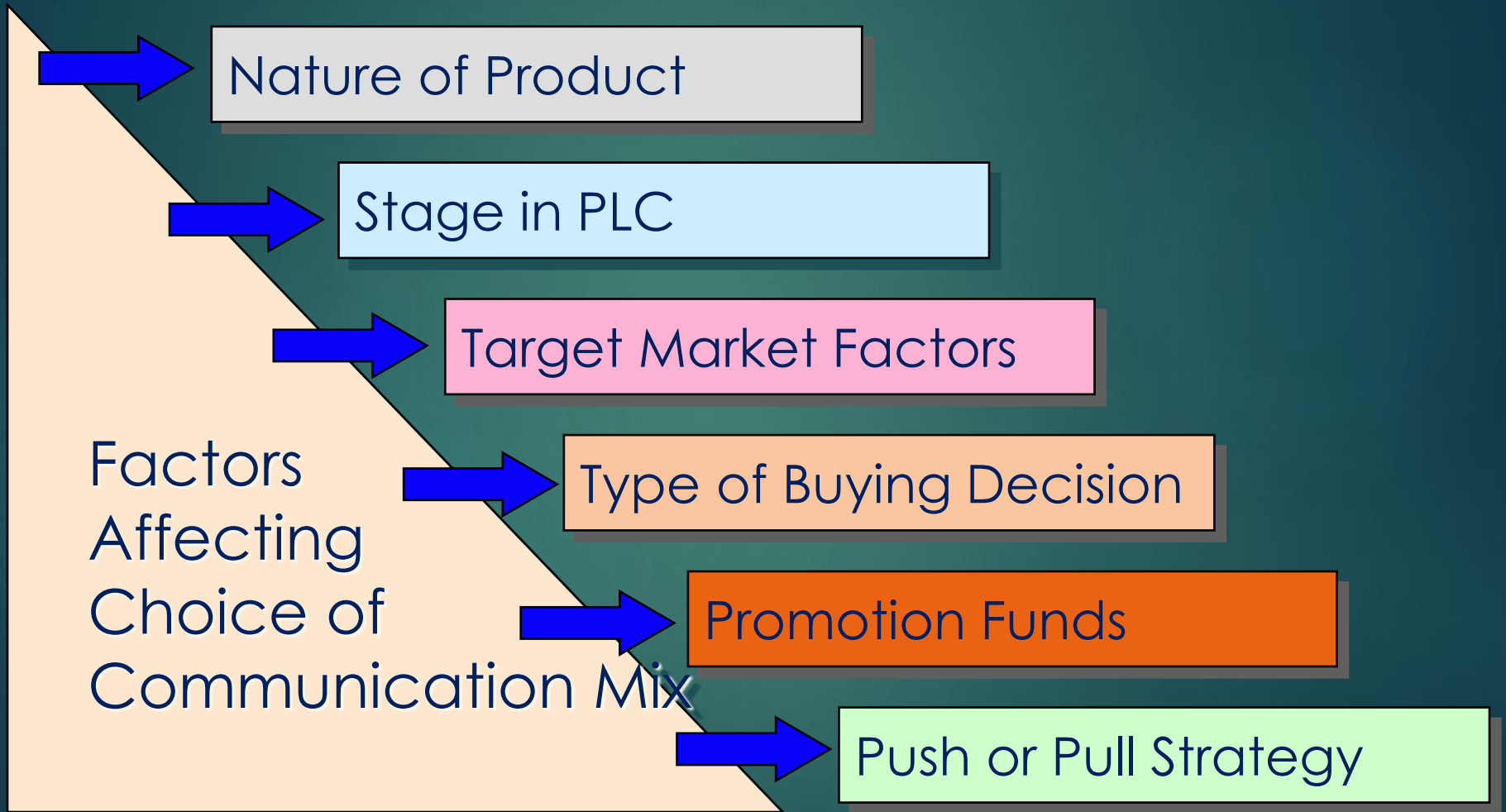
The Loyalty Pyramid Model



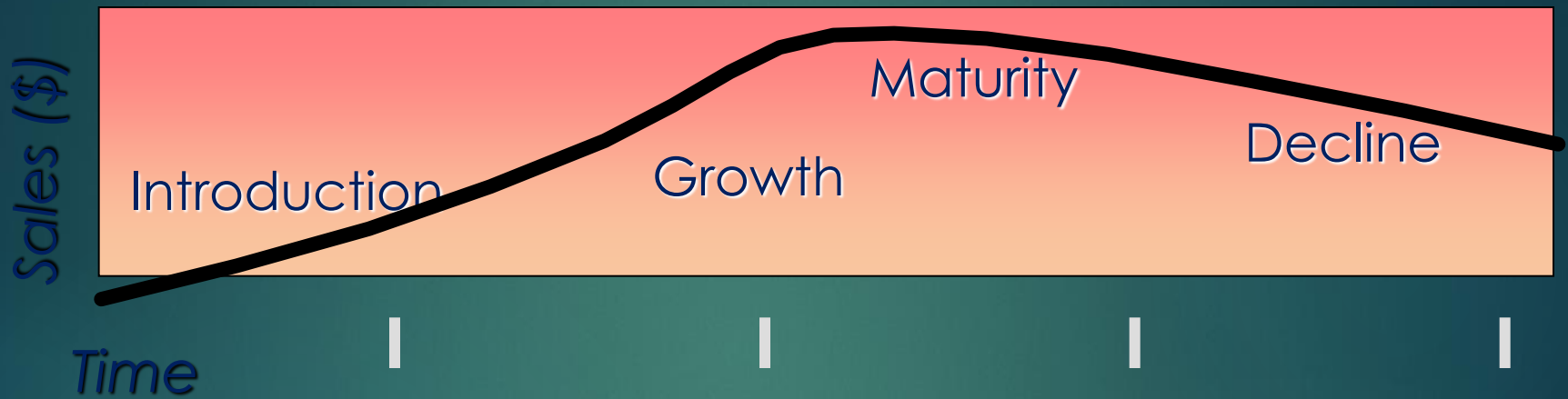
Tasks of Communication mix

- Advertising :The Awareness Builder.
- Public Relations: the Credibility Builder
- Sales Promotion: Intensifying Consideration
- Direct Response And Personal Sales: The Personal Connection
- Events, Sponsorship, And Customer Service: Experimental Contact
- Social Communication: social interaction at informal and formal level through media

Factors Affecting Communication Mix



PLC and Communication Mix



Light
Advertising,
pre-
introduction
Publicity

Heavy use of
advertising,
PR for
awareness;
sales
promotion
for trial

Advertising,
PR, Brand
loyalty
Personal
Selling for
distribution

Ads
decrease.
Sales
Promotion,
Personal
Selling
Reminder &
Persuasive

AD/PR
decrease
Limited
Sales
Promotion,
Personal
Selling for
distribution



The Birth of Social Media

Social Media – 2 of 9

- ▶ **Jacob L Moreno** is credited with developing the first **Sociogram** in the 1930s resulting in birth of the concept **INTERPERSONAL RELATIONSHIPS**.
- ▶ A **Sociogram** is a graphic representation of social links that a person has. It is a graph drawing that plots the structure of interpersonal relations in a group situation.
- ▶ A **Sociogram** can be drawn on the basis of many different criteria: Social relations, channels of influence, lines of communication etc.

Social Media – 6 of 9

► Social Media IS NOT

A fad

A replacement for traditional advertising

The first step

The magic bullet

FREE

All about YOU

Social Media IS

A big deal

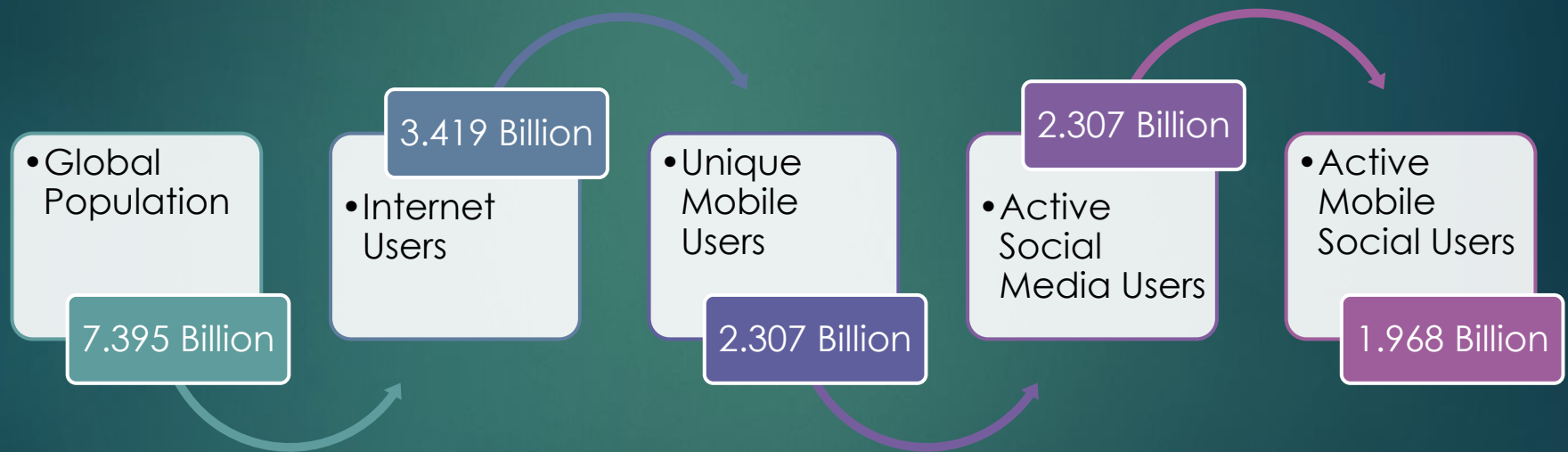
Going where your customers already are or where they want to be

Applicable to most companies in some way or another

Time-consuming

All about THEM

Social Media – 7 of 9



Social Media – 8 of 9

Table 1: Major Social Network Platforms

Platform	Global Rank	Major Age Group	Bangladesh Rank	Major Age Group	Purpose of Use
Facebook	1 st	16-44	1 st	16-54	Social communication
Google+	3 rd	16-54	9 th	25-54	Crowd creation
Whatsapp	10 th	16-34	4 th	25-34	Personal communication
LinkedIn	5 th	16-54	6 th	25-54	Professional communication
Twitter	4 th	16-44	7 th	16-34	Social messaging
Blogg	8 th	16-34	10 th	16-24	Collaboration
Instagram	7 th	16-34	11 th	25-34	Photo & video sharing
Viber	9 th	16-44	2 nd	16-54	Audio communication
YouTube	2 nd	16-54	3 rd	16-44	Content sharing
Skype	11 th	16-54	8 th	25-54	Conference communication
Web Page	6 th	16-54	5 th	25-54	Institutional communication

Social Media – 9 of 9

- ▶ Global Penetration of internet 2012: 5%
- ▶ Global penetration of internet 2016: 46%
- ▶ Mobile phone in households of Bangladesh: 95%
- ▶ Bangladesh growth of smart phones 2013-16: 35%
- ▶ 100+% smart phone usage Bangladesh: 2021

Marketing and Social Media – 1 of 5

▶ **What role should it play in your marketing?**

- ▶ Provide an identity to who we are and the products or services that we offer.
- ▶ Create relationships using social media with people who might not otherwise know about our products or service or what our companies represent.
- ▶ Share personality with them.
- ▶ Associate with peers, that may be serving the same target market.
- ▶ Communicate and provide the interaction that consumers look for.
- ▶ Provides contents which can be used during communication strategy

Promotional Strategy: Push or Pull?

