

Marketing Channels

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SESSION – INTRODUCTION

All communication channels can be divided into two major streams:

- Offline channels: like billboards, TV ads, radio ads, or street advertising
- Online channels: like social media campaigns, banner ads on websites or email campaigns

A brand would ideally want to use a mix of both of these.

SESSION – Offline Marketing Channels

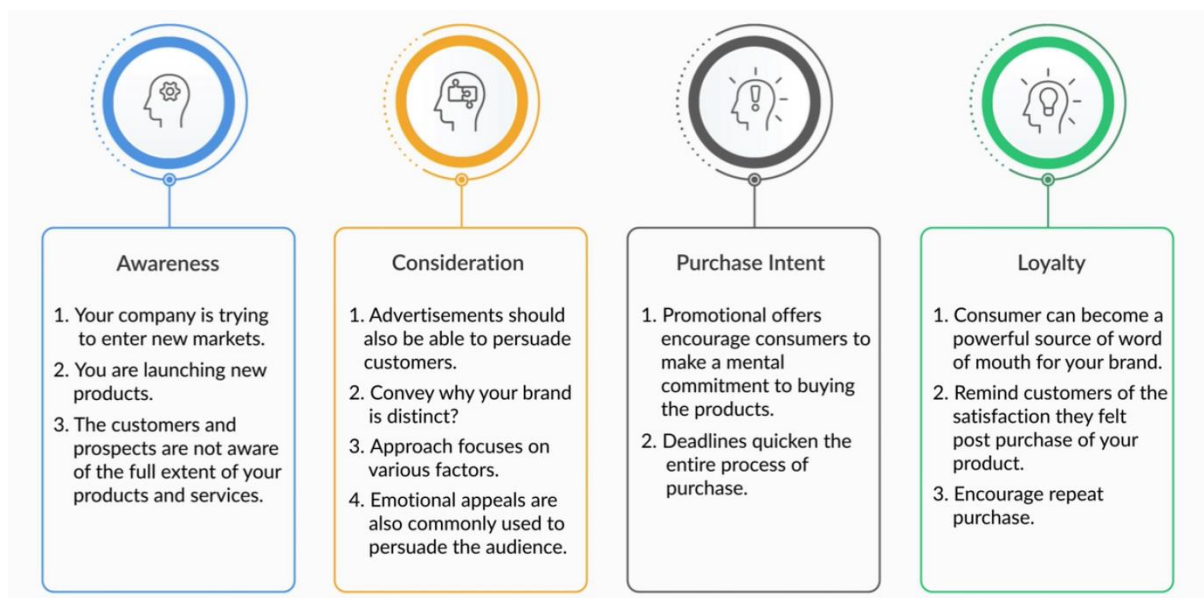
Why is marketing communication required at all?



Marketing Communication are the means by which firms can establish a dialogue and build a long-term relationship with their consumers.

Business Objectives of Marketing

4 main business objectives:



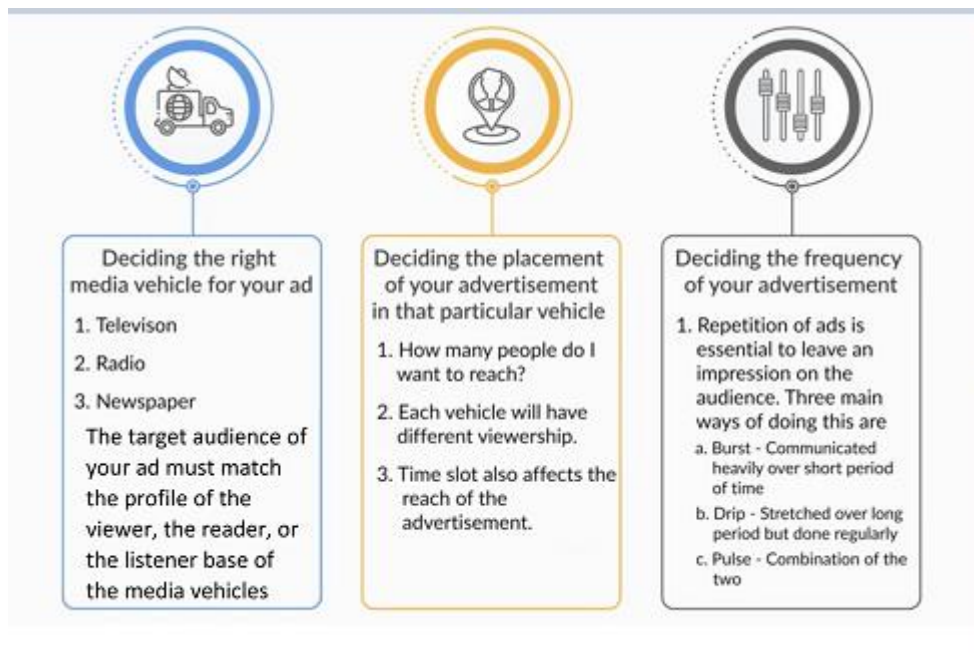
Two different types of offline marketing channels:

- Above the line (ATL) marketing (TV, print and radio)
- Below the line (BTL) marketing (Billboards, OOH, events etc.)

Above the Line Marketing (ATL)

Has low focus but reaches a mass audience

3 important decision areas for a marketer for ATL



Below the Line Marketing (BTL)

Specific audience

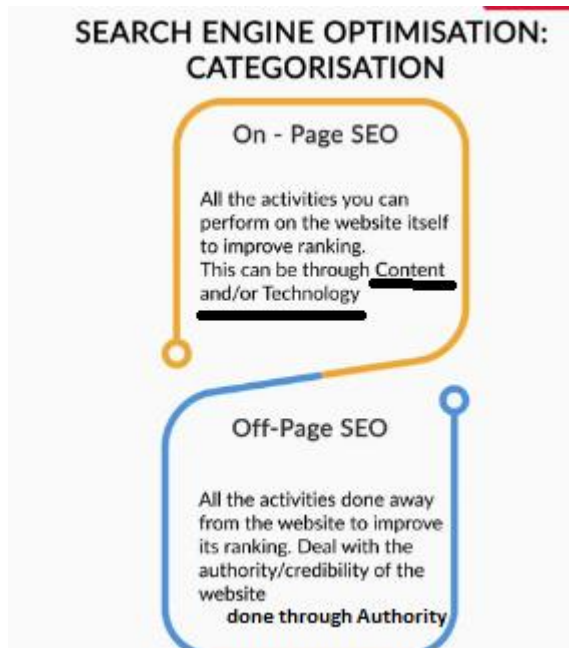
BTL marketing can be further divided into 2 parts

- OoH Advertising – billboard, street furniture, lights, transit ads, pedestrian displays.
 - Out of home or OOH advertising can be done in one of the following ways:
 - Billboard advertising discussed using Spotify's hyperlocal ad campaign
 - Street furniture discussed using Nike's fitness vending machines
 - Transit advertising discussed using Ola's advertisements in public transportation
 - Pedestrian displays discussed using Coca Cola's drinkable ad campaign
- Sponsorship and events
 - Sponsorships and event-based promotions are done to establish your brand's identity and differentiate yourself. The key reasons for using this marketing channel are:
 - Branding and awareness
 - Lead generation
 - Engagement and upselling with prospects and existing customers

SESSION – Digital Marketing Channels: ORGANIC

Organic Channels: SEO (Search Engine Optimisation)

There are 2 types of SEO strategies:



- On-Page SEO: What the marketer can do on his/her page (keywords, relevant content on pages, quick load times)
- Off-Page SEO: Ensuring that your page gets linked/cited across popular websites

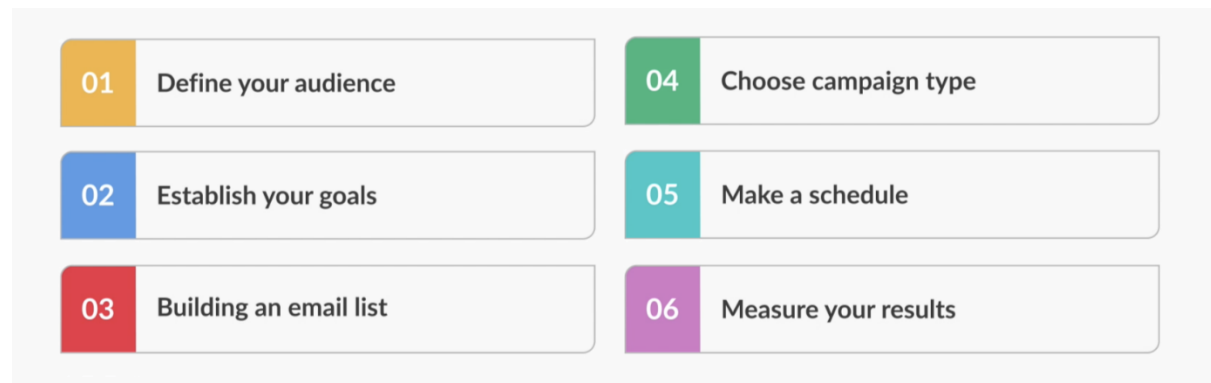
SEO usually involves the following three aspects of optimization:

- Content optimisation
- Technology optimisation
- Authority management



Organic Channels: E-mail Marketing

E-mail Marketing Strategy



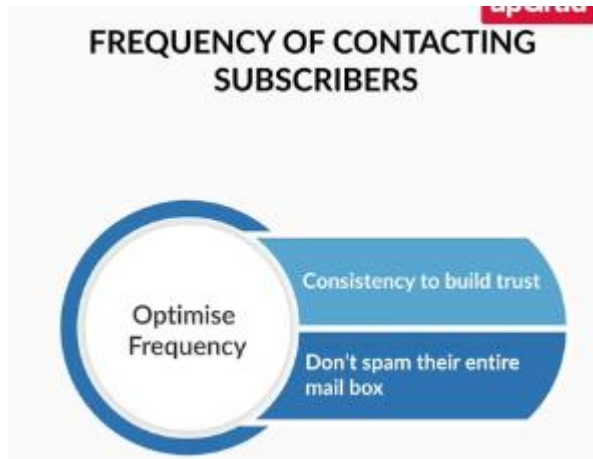
1. Define your audience: Buyer at beginning of journey should receive message related to information of key features of product. Buyer in consideration stage will need an incentive (discount).
2. Establish a goal: Brand awareness, create leads . Before you define a goal for your campaign, you may have to research average email benchmarks in your industry.



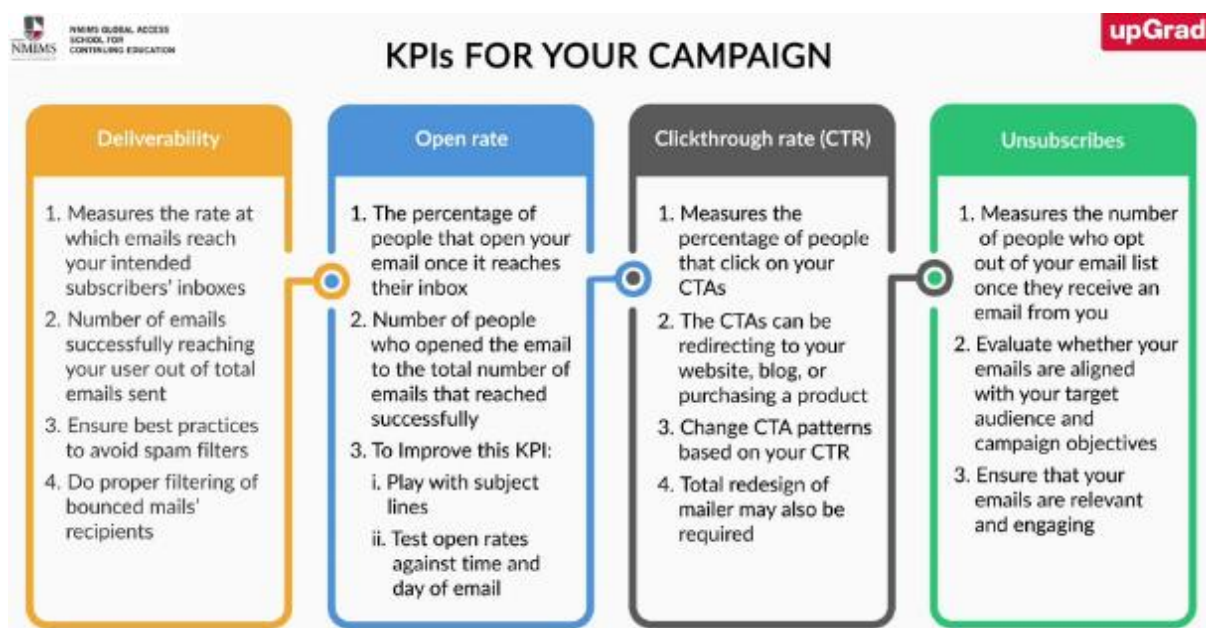
3. Build email list: Database of emails of all the people who have opted in or given you permission to send them emails of relevant content. Can be existing users or prospect users.



4. Choose campaign type: Newsletter, Marketing offer, Announcement regarding a new product/service, event invitation
5. Make a schedule:



6. Measure your results:



SESSION – Digital Marketing Channels: PAID

Paid Channels: SEM (Search Engine Marketing)

Search engine marketing refers to the process involved in creating the right kind of ads that maximize immediate communication and provide a means to increase conversions.

The key components of any SEM ads are-



SEM vs SEO



SEO and SEM are independent of each other. They don't impact each other's rankings.

SEO results will take time to show up (as your website's ranking increases). SEM on the other hand will be quick.

SEM Objectives:



Paid Channels: Display Ads

What is display ad?

Wherever you go on the internet, display ads follow. Be it while you're watching a video on youtube, or looking at stories on Instagram, or reading an article or blog on various websites. Even a lot of

mobile games and apps have displays ads in them. Display ads, working along with emerging technology that provides ways of mapping consumer behaviour, become a powerful tool for any marketer.

Three different types of display advertisements. These are-

1. **Banner ads-** Any advertisement you come across on different websites, containing a graphic and a brief description of the product or brand, is a banner ad.

Purpose of banner ads:

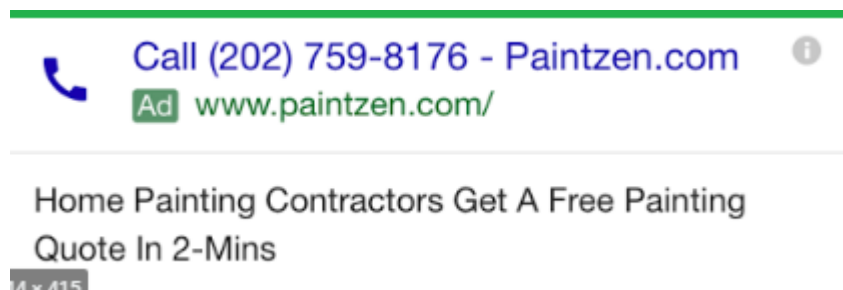
- Brand promotion,
- Drive visitor to self websites

Banner ads can be of two types:

- Skyscrapers
- Leaderboards



2. **Text-only ads** - As the name suggests, these ads provide brief text-only information about a product or brand. You can often see them in youtube videos.



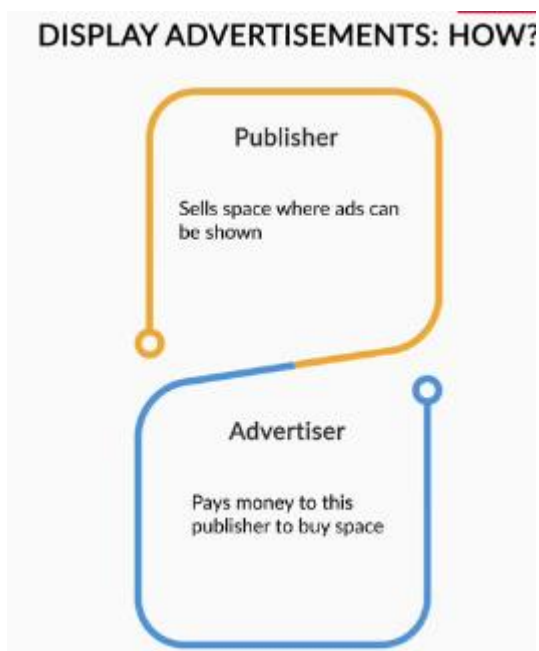
3. **Rich media ads-** These ads are graphic and image-heavy, and intend to provide the user an interactive experience with your brand.

Main purpose:

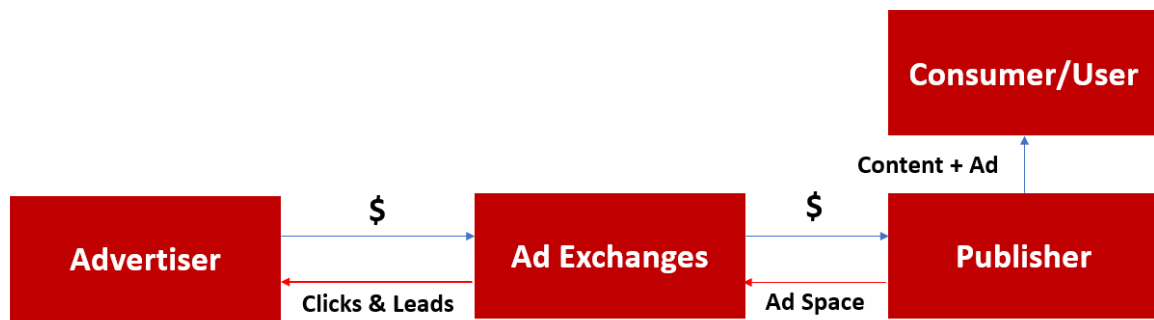
- Convey General Ads and Brand Messages.
- Analogous to print ads.

DISPLAY ADVERTISEMENTS : WHY?**DISPLAY ADVERTISEMENTS: WHAT?**

Read above – Types of display advertisements.

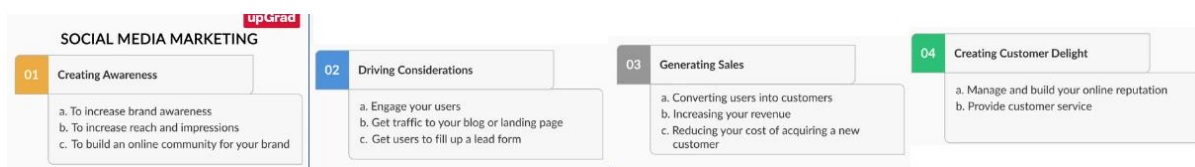
DISPLAY ADVERTISEMENTS: HOW?

Ad-exchanges are intermediaries between Publishers and Advertisers.



Paid Channels: SMM (Social Media Marketing)

Purpose of Social Media Marketing



Three main considerations to account for when **deciding on your social media strategy**. These are-

- Determining your purpose for using a particular channel
- Evaluating where your target audience is most active
- Understanding your competitor's choice of channels




Integrated Marketing Communication

Brand manager cannot look at offline and online channels and their components in isolation. With a defined marketing budget, you would be expected to formulate an integrated marketing communication strategy to achieve your objectives.

Questions that can help you decide




1. What is the profile of the consumer?
2. What is a consumer really using?
3. Where is this consumer?

WHICH MEDIUMS WILL PROVIDE THE RIGHT KIND OF REACH?

ATL	DIGITAL	BTL
		

MS GLOBAL ACCESS
DOL FOR
TEACHING EDUCATION

PROMOTION: UNCONVENTIONAL ROUTES

			
The Manufacturer advises them to use a particular detergent for their machines.	The Service personnel's recommendation for the detergent.	Hook the consumer to the brand.	Increase brand visibility.