

Chapter 20

Mass communications will play a key role in Sonic's product introduction. After reviewing your earlier decisions and thinking about the current situation (especially your competitive circumstances), respond to the following questions to continue planning Sonic's marketing communications strategy.

·Once Sonic begins to use consumer advertising, what goals would be appropriate?

Sonic needs to make serious decisions on what media types they are going to use in their strategy. Some are more cost effective than others while the non cost effective ones has mass reach. Sonic needs to sets its goals based on budget and consumer group they are targeting. Where are the groups consuming their media? What is the avenue that Sonic needs to travel to deliver the message to them.

·Should Sonic continue consumer and trade sales promotion after the new product has been in the market for six months? Explain your reasoning.

Yes I think Sonic will need to continue their trade sales promotion because they are going to need to sell their old product to make room for the new product. In fact I think that after 6 months the trade sales promotions will be more important to emphasize leading up the new product launch.

·Jane Melody wants you to recommend an event sponsorship possibility that would be appropriate for the new product campaign. What type of event would you suggest and what objectives would you set for the sponsorship?

I would be important to sponsor E3. E3 showcases groundbreaking technologies with leading-edge companies and never before seen products. If there was any event to sponsor this would be the one. Every technology blogger, and newspaper writer will be at the event. This is the event to really make a splash with innovative products such as the Sonic 1000. Goals that are important here would be to create and experience and evoke feelings that consumers have not yet felt with similar products.

Chapter 21

Digital communications strategies will be essential to Sonic's marketing plan as brand awareness can be generated quickly through online channels, social media, and work of mouth. Jane Melody is especially interested in your answers to the following questions.

·How should Sonic use word of mouth to generate brand awareness and encourage potential buyers to visit retailers to see the new smart phone in person?

Microsoft through an ad campaign a few years back dared people to put their phones up against Microsoft phones in the area's of speed. If a competing brand won Microsoft would then hand them a reward of some sort. Microsoft then took some of these videos and posted them on their blog site to show the world how much faster their phones were in everyday tasks. This could be a way or an idea of generating word of mouth publicity for the new phones. Sonic can pin a competitors flagship phone against theirs offering rewards or giving away a free phone to people who are willing to make the switch.

· Which social media platforms and networks should Sonic pursue based on their target audiences? Explain your reasoning.

I think that the question shouldn't be so much as which ones but rather which ones are out dated. Sonic should be on at least the two major one's Facebook and Twitter. These two platforms have the highest reach potential. The next important one would be YouTube. This is so Sonic can showcase their new phone to the world and tout how to use its great features.

· Is mobile marketing a viable strategy for Sonic's smartphone? Why or why not?

I think that it could be a viable strategy for Sonic. Albeit we don't really see this type of advertising with our mobile devices. I think there is potential here to develop buzz for new products in mobile marketing. I could be as simple as a banner popping up with a countdown. Consumers then click through to see more. Or Sonic could use mobile marketing as mass media ads. I don't think that the latter would be as effective though.

Chapter 22

Sonic needs a strategy for managing personal communications during its new product launch. This is the time to look at interactive marketing, word-of-mouth, and personal selling. Answer these three questions as you consider Sonic's personal communications strategy.

· Which forms of direct marketing are appropriate for Sonic, given its objectives, mass communications arrangements, and channel decisions?

· Should Sonic use database marketing to identify and cultivate prospects? What are the opportunities and potential downsides of this approach?

No I don't think that data mining is appropriate in this situation. Sonic is a cell phone maker. These industries sell these phones to mobile phone carriers. Then the carrier sells to the consumer. Since there are not many carriers data mining just would not be effective. Sonic is already aware of these customers. If and when Sonic uses services such as AdWords it might be more appropriate to data mine so the companies can accurately target the right consumer.

· Does Sonic need a direct sales force or can it sell through agents and other outside representatives?

As mentioned in other chapters Sonic should have a direct sales force and not use agents. Sonic is selling their phones to phone carriers. They need the carriers to buy the phones and promote them to their customers.

Chapter 23

With the rest of the marketing plan in place, you're ready to make recommendations about how to manage Sonic's marketing activities. Here are some specific questions Jane Melody wants you to consider.

- How can Sonic drive customer-focused marketing and strategic innovation throughout the organization?

Sonic can start thinking about how green their product is from start to finish. They can start to think of new ways of developing the product that is not only good for the customer but for the environment even after the product life cycle. This is the new trend in marketing and it is causing customers to really think about their products in an entirely new way.

- What role should social responsibility play in Sonic's marketing?

As mentioned before I think that it should play a big role in their marketing. Their social responsibility could set them apart from other manufacturers. They can even do cause marketing much like the RED campaign or TOMS with giving a shoe to people in counties that need them. The possibilities are endless and it all leads to positive marketing for the firm.

- How can Sonic evaluate its marketing? Suggest several specific steps the company should take.

I think Sonic will need to audit its marketing plan. This will not include only internal factors and opinions. Sonic is going to need to take the review process outside the company by performing surveys and by talking with customers. This should be done about once a year. However, since Sonic is a new company I would start the audit early maybe at the 6 month mark then eventually extend this to once a year once the product is established on the market.