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MARKETING COMMUNICATION MIX

G. Todorova*

PhD student, Department "Industrial business and entrepreneurship", Faculty of Economics, Trakia University, Stara Zagora, Bulgaria

ABSTRACT

The purpose of this report is to present theoretical concepts and developments in the concept of "marketing communication mix".

This article explains what is the marketing communication mix, describing its nature, importance, types of instruments and efficiency.

Designing the right marketing mix involves the four P's i.e. Product, Price, Place and Promotion. In the field of marketing communications, must be coordinate efforts towards the last P of the marketing mix – Promotion. And need to develop strong sales and advertising messages that will connect with your customers instantly and effectively highlight product's quality and brand's differentiation from others.

Successful marketing communication relies on a combination of tools called the "promotional mix". These tools include: Advertising, Public relations, Sales promotion, Direct marketing, Personal selling, and are used to describe the set of tools that a business can use to communicate effectively the benefits of your products or services to its customers.

Key words: Marketing communications, Marketing communication mix, promotion, promotional mix

MARKETING COMMUNICATION MIX

In the era of mass communications and emerging mobile technologies, an organization must build an adequate mix of marketing communications, in order not to drown in a sea of information. This will be made in a relation with the good interaction of objects and forces, influencing the management outside the company, and marketers ability to establish and maintain successful corporations with target customers. Marketing communications of an organization is a complex of measures, techniques and methods by which information about goods, services or brand of the company reaches its users. Philip Kotler and Kevin Lane Keller define marketing communications as "the means by which firms attempt to inform, persuade and remind their customers - directly and indirectly - of products and brands they sell." Marketing

communications represent the voice of the company and its brands, they are the means by which the company can establish a dialog and build a relationship." As per Mladen Velez, they are public communication and unlike other types of communication (technical, biological, transport, etc.) are characterized in that the sender and receiver of information are people or groups of people. They are a form of propaganda that tries to influence the pre-selected audience in order its response, in favorable to the company way. This is achieved by transmitting the dosage information and striking. Marketing communications have primarily economic objectives and achieving their companies spend funds, which in some cases are significant. "Marketing communications directed their efforts to target consumers by developing and implementing programs, fully in line with their character, striving to form in them and preferred brand loyalty and generate demand."ⁱ

The main goal and task of the publication:

The purpose of this report is to present theoretical definitions and developments in the concept of "marketing communication mix". This article explains what is the marketing

*Correspondence to: Gergana Todorova, PhD student, Department "Industrial business and entrepreneurship", Faculty of Economics, Trakia University, Bulgaria, Stara Zagora, 6000, Student campus, Email: gerganatodorova_abv.bg, Mobile: +359 898608034

communications mix, describing its nature and types of instruments.

In connection with this objective, we set the following tasks:

1. Presentation of the elements of the marketing communication mix: advertising, personal selling, sales promotion, public relations and direct marketing.

2. Comparative analysis of trends in the distribution of ad spending worldwide, the European Union and Bulgaria.

1. Presentation of the elements of the marketing communication mix

"The term "marketing mix" was first coined by Neil Borden, the president of the American Marketing Association in 1953. It is still used today to make important decisions that lead to the execution of a marketing plan"ⁱⁱ. Design the right marketing mix i.e. the Four P's of marketing include product, price, placement and promotion (**Figure 1**). In the field of marketing communications, should be coordinated efforts of last P of the marketing mix - Promotion and must develop strong sales and promotional messages that connect with customers promptly and efficiently, emphasizing product quality and differentiation of the brand from others on the market. "In 2012, a new four P's theory was proposed with people, processes, programs, and performance. In service marketing, however, the four Ps are expanded to the seven P's or Seven P's to address the different nature of services."ⁱⁱⁱ



Figure 1.

Every organization stimulates consumer demands as create and maintain a favorable picture of the company and a positive attitude towards its achievements by marketing communication mix. Modern companies manage a complex system of communication, including electronic. Moreover, the advent of electronic media and technology, on one hand, makes it easier to communicate with their customers and from other hand, places new requirements on used instruments. "For many reasons, marketing communications should be integrated with all

spheres and fields. Higher prices of media, better communication skills with target groups pass to relationship marketing".^{iv}

"Marketing communications are the fourth essential element of the marketing mix, with which the company aims to serve the target markets. Built through good communications company image and a favorable public attitude facilitate business contacts and raising the necessary investment funds".^v "Promotional mix (or a marketing communication mix) is the specific combination of instruments to promote that company used to convincingly communicate customer value and build customer relationships".^{vi} McCarthy (1998) determined the mix of marketing communications as a specific combination of elements: **advertising, personal selling, sales promotion, public relations and direct marketing** that companies use to implement their targets for advertising and marketing. All communication activities must be well prepared and conducted in good order through comprehensive management. **Figure 2** is a simplified diagram showing how marketing communication elements and activities can be integrated. The largest circle shows how the five marketing communication elements are interconnected. Individual elements depicted in different colored circles contain various communication activities, which will be described in the publication.



Figure 2

In order to make the marketing communication process need to use the wide variety of the above forms of promotion. "The business communication process is integrated and balanced combination of marketing elements provided on the basis of the implementation of difficult and complicated marketing tactics".^{vii} Successful marketing communication relies on the combination of these elements of the promotional mix to enable businesses to communicate effectively the benefits of their products or services with targeted customers. In addition, there are media in which time and space can be purchased or used to deliver

messages to the audience. In choosing an appropriate mix of promotion, marketers should analyze the advantages and disadvantages of the different elements to consider which of them to use, how to combine and how to allocate the budget between them. As per Mladen Velez (2001), each of the elements of the mix of marketing communications can have specific shapes and has a different role in the overall program for marketing stimulation.

Advertisement

Advertising from French *réclame*, from the Latin *reclaim*, "evoke" in business is a form of marketing communication, which aims to encourage, persuade, or in some cases even manipulate the audience (viewers, readers or listeners, etc.) to take or continue to take an action. Philip Kotler and Kevin Lane Keller (2012) defined it as "any paid form of non-personal presentation and promotion of ideas, goods or services from the sponsor evident by the print media (newspapers and magazines), telecommunications (radio and television), network communications (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, web page), and display media (billboards, signs, posters)"^{viii}. It is an impersonal form of mass communication, which offers a high degree of control of those responsible for the preparation and implementation of promotional messages. Dimitar Doganov and Ferenc Palfi (1999) define it as "mass public information system used primarily for political, economic or cultural purposes".^{ix} European Association of Advertising Agencies defines it as: "a form of non-personal presentation and promotion of ideas, products or services paid by the apparent source. Advertising is any paid form of controlled impact, implemented through the mass media in presenting and enforcement of goods or services in the interest of an open source. One of the classics of the theory in advertising Rosser Reeves considers advertising as "art for the introduction of a unique selling proposition in the head of most people at the lowest cost."

Advertising performs multiple functions, the main ones are: inform, persuade, reminder create additional utility impact on people's perceptions. As a result of advertising certain products and brands look more upscale and stylish than competitors. Advertising adds value to the purchase of expensive and risky products. It supports other promotional resources and can

attract a large and geographically dispersed market. The costs to reach one member of the target audience are lower as compared with personal sales. Advertisers have a number of alternative means of advertising and can exercise control over the content of the advertising message, its design, time and place of the broadcast. Advertising formed a certain degree of awareness and knowledge about the existence of a product and brand that makes possible the application of modern forms of sale, such as self-service.

There is a variety of criteria based on which can distinguish between types of advertising. Various attempts to classify advertising are discussed in detail in the book D. Doganov and F. Palfi "Advertising as it is". Main types of advertising:

- In the sphere of public life should: political, social, economic advertising.
- According to who advertises - a common, collective and group
- According to the product life cycle: entry, maintenance reminiscent advertising
- According to the territorial scope - local, regional, national, international, global.
- According to participants in the realization of the ad is: individual, which is sponsored by an advertiser; group advertising, which is implemented by advertisers in different sectors or offering various goods; institutional advertising; Commodity collective advertising.
- According to the distribution channel: electronic advertising - TV, radio, Internet; print advertising - newspapers and magazines, leaflets, posters, cards, specialty catalogs, leaflets, brochures, leaflets etc .; Outdoor advertising - billboards, posters; transport advertising - on vehicles, bus stops, railway stations; direct mail - it's kind of print advertising; advertising the place of purchase or sale - internal information shops, displays, advertising props; business advertising, local advertising; Reference advertising - in directories, schedules, etc .; Exhibition events - exhibitions, showrooms fairs, festivals, mobile and stationary exhibitions - bazaars, advertising films.

The success of advertising largely depends on its regular funding, so preparing the advertising budget is an important stage of the planning of advertising. The share of the total advertising budget in promotional budget depends on the role of advertising in marketing communications company. After determining the total advertising budget, goes towards development of advertising

budgets for advertising products and for a specific time period. The choice of approach and corresponding method for determining the advertising budget depends on the size of the company and its financial capabilities, marketing strategy, market situation / volume's situation / market share, competition and its expenditure on promotional activities, product-specific, stage life cycle, frequency of communication effects and more.

Personal Selling

Personal sales are expressed in a personal presentation of ideas and products to the client, in which the seller persuades and helps the buyer decide to purchase. Personal sales represent two-way communication between seller and buyer in order to effect the purchase by targeting long-term relationships with retailers and consumers - SRM. Personal selling is rarely used as a single agent for promotion. They support other means of the promotional mix while being supported by them. Personal selling allows modification of the message as per the client, control over the audience and achieved delivery of information about consumer behavior and market trends. Personal sales are oral presentation of goods, services, ideas, in a private conversation with one or more potential buyers to stimulate them to buy, and assist them in purchasing. Personal contact can be expressed in making application or creative sales /demand of potential customers, need to form a product, product performance, etc./. Personal sales are commercial departments of companies, commercial workers in their company stores, as well as their other various presentations of sales representatives and contacts with actual or potential users. Personal sales are classified according to different criteria. Some of them are:

- Depending on the type of product - sales of consumer and industrial goods;
- According to the type of customer and the goal - wholesale for resale production and consumption; retail for personal consumption;
- In terms of technology sales - sales through personal contact in person; Sales by telephone; sales by mail;
- Depending on the nature of the activities, carried seller - acceptance of orders; creative marketing; missionary sale.

Sales promotion

Encouraging sales techniques impact to the buyer through personal communication and a system of market tools to induce or accelerate the purchase of short-term effect. It includes

marketing activities adding value to products for a limited period of time in order to stimulate consumer purchases and effectiveness of intermediaries. Stimulating sales are divided into two main categories: consumer - and business-oriented. Sales promotion is a complex of actions with a single or short-term to encourage consumers and commercial firms by offering them additional incentives to increase sales. It includes activities promoting sales by providing additional incentives for purchase - price reduction, premiums, samples, coupons and more. These incentives are a supplement, but not substitute for the basic benefits that the buyer gets when buy the product. So while the ad gives the reason to buy a good, stimulating sales added incentives for this in order to increase and accelerate sales, ie proceed with immediate effect.

Sales promotion consumer oriented, aims to stimulate consumers to immediate purchase. The funds are distributed by producers or traders. These are price deals, coupons, samples, sweepstakes, contests, discounts, premiums, souvenirs, loyalty programs, samples, demonstrations and more. Stimulating sales oriented traders aims at promoting commercial intermediaries ie wholesalers, retailers, distributors and their sales staff to buy more to display and sell a better products company. For this purpose use such as posters, displays, displays, competitions and lotteries, trade shows, cash bonuses and more. This approach stimulates the active involvement of sales representatives, has a high degree of flexibility, creates interest and helps test new products, and support continued the impact of advertising. This is highly effective in ensuring a change of consumer behavior in the short term - gives a quick impact in terms of purchases and increase sales. Companies use stimulus funds to staff in order to perform effective business. They are included in systems for stimulate labor and could be cash and merchandise bonuses, contests, conferences and more.

Public relations

Public relations / PR / are an interactive system using one or more communication devices for notice measurable effects. They are relevant to all activities in the organization and cover all communications. PR are not focus on the product, they are focused on the whole company. Their main objectives are to achieve understanding with the audience and influence public opinion. There are many different and

complementary concepts and definitions for public relations. Very popular is the definition offered by the Foundation for Research and PR-education formulated after analyzing 472 definitions: "PR is a distinctive management function which helps to establish and maintain a two-tier communication, understanding, acceptance and cooperation between an organization and its users. Includes management of problems and results; It helps management to be constantly informed and responsive to public opinion; defines and emphasizes the managerial responsibility for serving the public interest; It helps management is always aware of the situation and effectively use change to serve as an early warning system. It is necessary to anticipate trends, to use research and ethical communication techniques as fundamental tools." The contemporary meaning and practice of public relations is summarized as a set of activities that include any of the following activities and aspects directly related to the marketing function of the company: special publications, participation in community activities for fundraising, sponsorship of special events, lobbies and other public works to improve the image of the organization. Public relations is the management function of the company, which contribute to the formation of favorable conditions for communication, understanding, acceptance and cooperation between the organization and its audience.

Direct marketing

One of the fastest growing sectors in the global economy is direct marketing, by which organizations communicate directly with their target customers to generate reaction and/or transaction. "Traditionally, direct marketing is not considered as part of the promotional mix, but it has become an integral part of the integrated marketing communications of many organizations and often includes separate targets, budgets, strategies. It is not just direct mail or electronic catalog".^x The development of

technology and the use of the Internet make possible to apply new and attractive forms of direct marketing that contain the potential for branding and generating sales. Such forms are web marketing, email marketing; direct mail, web seminars, telemarketing promotions, sales channels, direct sales, advertising flyers, catalogs and more. Whether organizations want to bring new visitors to your website, increase online sales, to make phone rang or to persuade customers coming back for more, they will use some of direct marketing tools. Using this type of communication with the audience is specific and personal, and most importantly - measurable. This channel of communication implies the possibility for precise segmentation of target group and attacking each segment at the right time at the right place with the right message.

Powerful Internet and mobile technology have led to rapid increase of companies forces to offer their products and build relationships with your customers through social media, websites, mobile applications, e-commerce, online promotions, etc. Creating an online presence and finding the most appropriate way to communicate with the target audience is cost-effective, fast and reliable.

These are the main tools for creating effective marketing communication mix of every business. Realizing this aspect of its activity the company should be aware of the various legal and ethical issues related to marketing communications. Respect the privacy of customers and adherence to social norms and government regulations while building a powerful marketing communication mix contributes to the growth of any organization.

1. Comparative analysis of trends in the distribution of ad spending worldwide, the European Union and Bulgaria

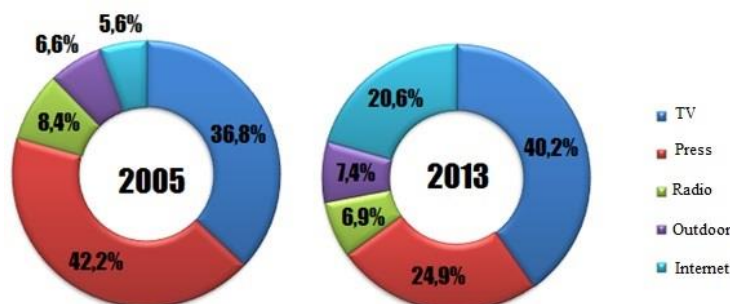


Figure 3. Media relative shares in gross advertising spending worldwide

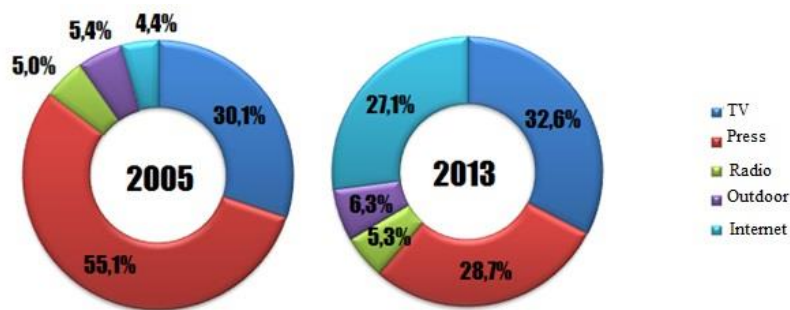


Figure 4. Media relative shares in gross advertising spending in European Union

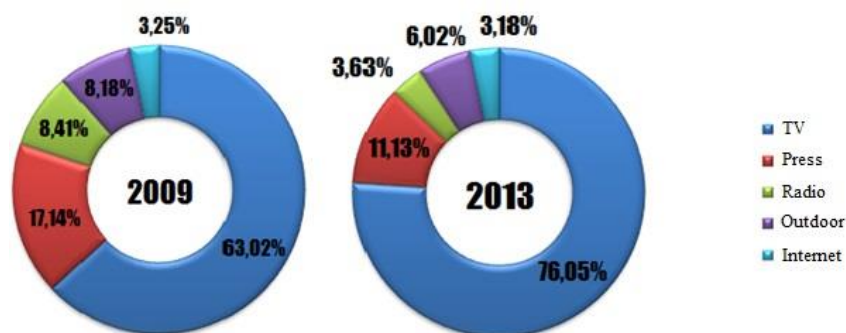


Figure 5. Media relative shares in gross advertising spending in Bulgaria

TV: Worldwide, the leading advertising media is television, it remains a share of 40.2% for 2013 and reported an increase of 3.4% compared with 2005. The European Union ad spending on TV advertising remained relatively constant levels in the range of 30 to 32.5%. TV costs reach 76% only for the last four years in Bulgaria. TV shows an increase of nearly 13% in just four years. Bulgaria exclusively differs from EU and global trends in this media.

Press: The decline that was seen in print advertising in the world is particularly large. Globally, there are only 17%, but in the European Union is about 27%. There is only 6% decline in Bulgaria for four years. The share of Bulgarian print advertising is quite insignificant compared to global and EU trends. This is due to the behavior of consumers and their low purchasing power.

Radio and outdoor advertising: outdoor and radio advertising are very close by its share and ranged around 6% as interesting about them is that not observed any permanent changes for the last 8 years in global and European level. The Bulgarian advertising market of outdoor advertising is extremely close to Europe and in the world as a share, only the radio ad declined

almost double for the past two years and in 2013 has a 3.5% share. Partly this can be explained by the fact that radio advertising is not appropriate in many products, such as TVs, microwave ovens with quite a number of characteristics.

Internet: We could see that the consumers shift their focus from print to the online advertising in world and the EU market. This is easily explained with the advent of internet and mobile technologies that quickly increased forces of the companies to create online presence and in the most appropriate way to offer information about their products to consumers promptly, reliably and cost-effectively. It is interesting that there is no significant growth in online advertising share in Bulgaria and it remains 9 times less than global.

CONCLUSION

Choosing the right combination of elements of the marketing mix does not happen by accident. Marketers need to be well informed about the problems and opportunities that accompany every element of the mix. They should also be aware of how these elements can be combined to provide effective marketing program. The market can be studied by examining the users and this information may be used for the

implementation of a comprehensive marketing strategy and mix. Communication policy should be a part of the applicable marketing strategy, coordinated with other marketing activities. Companies can spend large sums on advertising or sales promotion, but would have little chance of success if the product is with poor quality, is incorrectly worded price, or no adequate distribution to customers. Marketers have long recognized the importance of combining the elements of the marketing mix in a coherent marketing strategy. Many companies also recognize the need to integrate the various efforts related to marketing communication mix as media advertising, direct marketing, sales promotion and public relations to achieve more effective marketing communications.

From the comparative analysis, we see that in Bulgaria preferred media for promotion of Bulgarian advertiser is the television as main tool of communication with target customers. Globally, Internet advertising is growing significantly fast, but it is still moving slowly in Bulgaria. As a global communication media, the Internet offers tremendous opportunities to promote brands, products, services organizations. Online advertising is becoming an urgent necessity for all big and smaller companies wishing to develop their business. Advertising on the Internet offers many more benefits than any other media channels. Therefore, if a company is reasonably and act creatively and strategically oriented, online advertising could be a powerful effective tool, compared to any other form of advertising. This is the richest communication channel of all and advertisers in Bulgaria should turn its attention in future.

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