

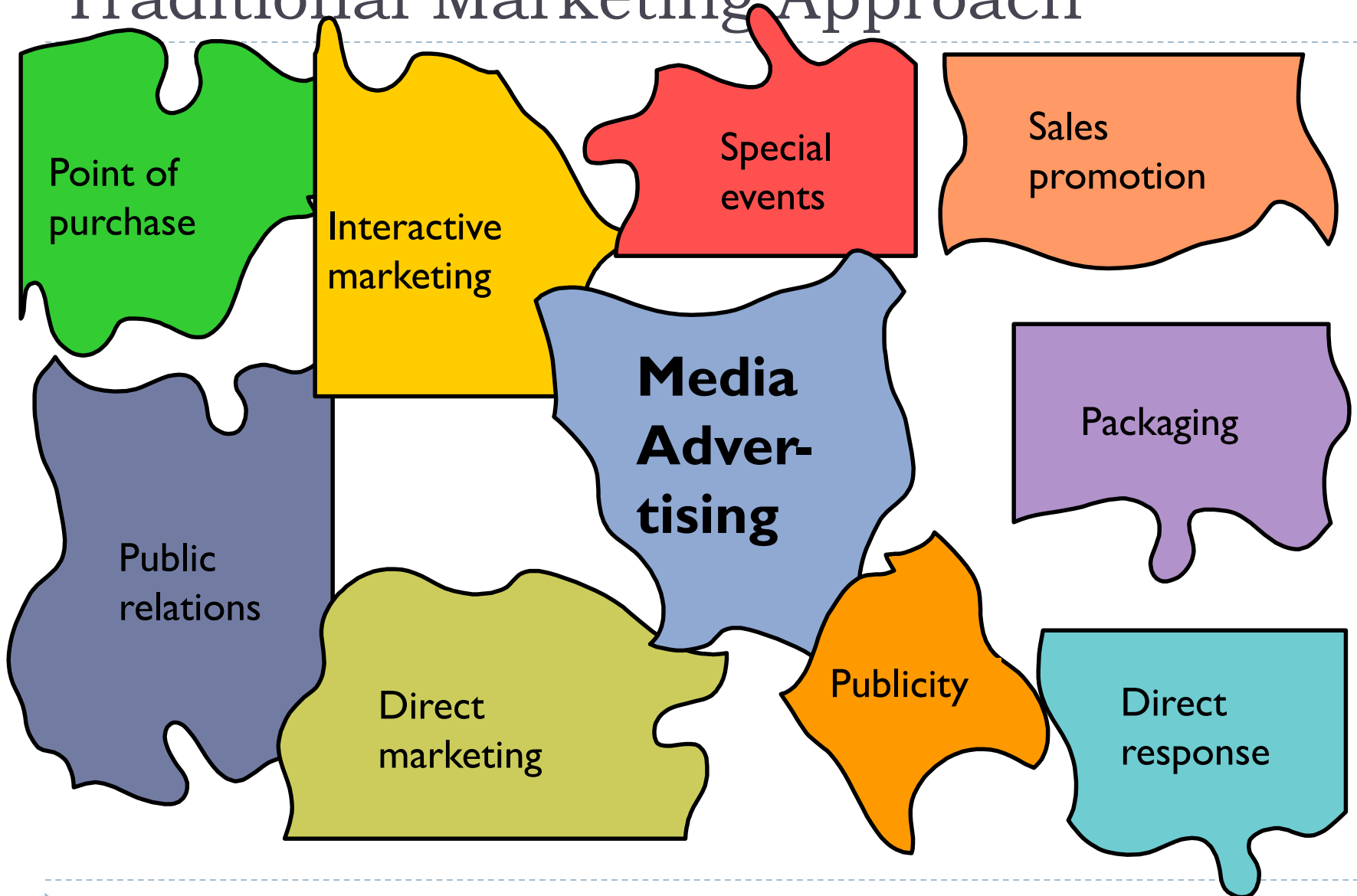


IMC Tools

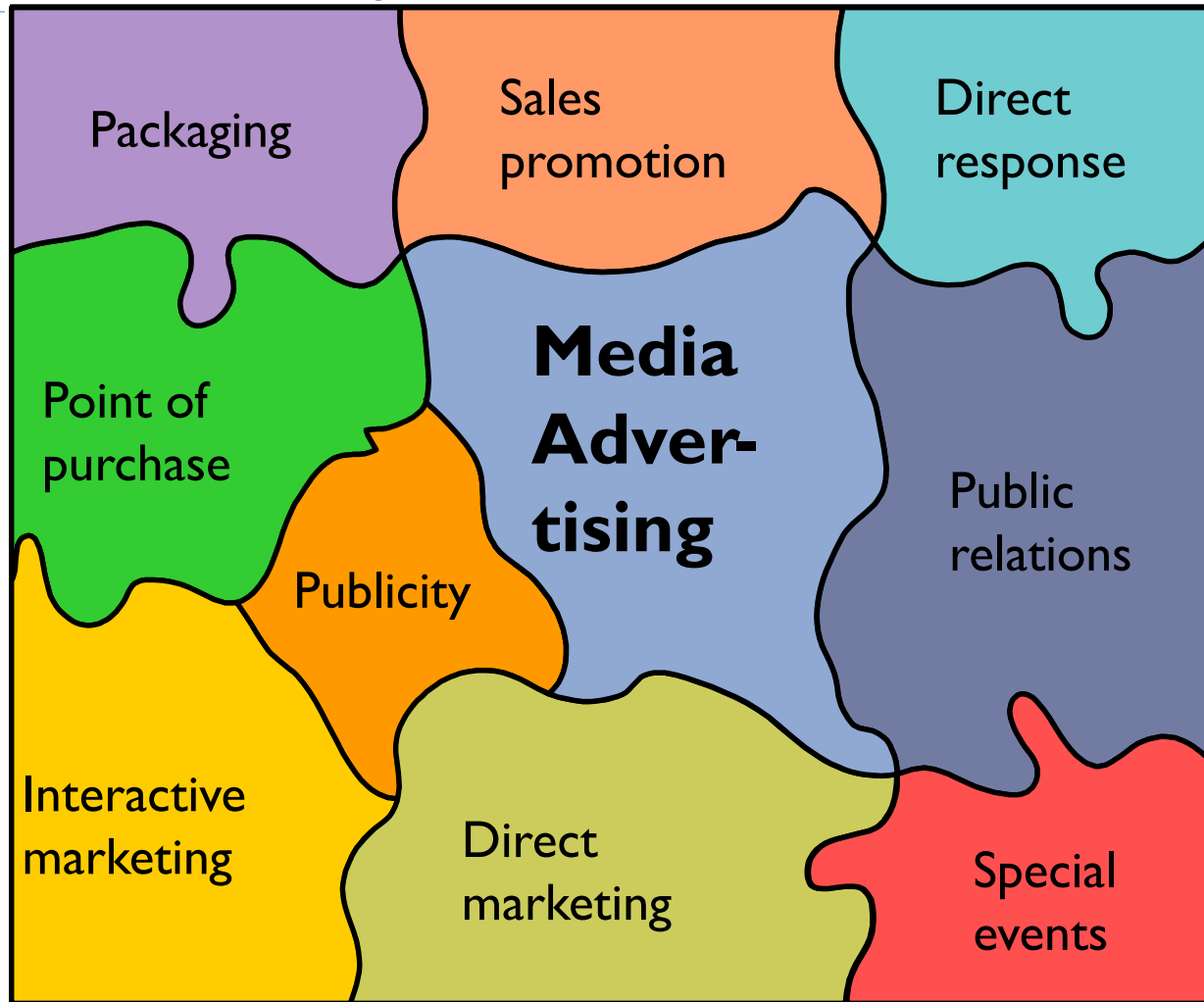




Traditional Marketing Approach



Contemporary IMC Approach



Personal Selling

*Based on Kotler and Keller, Marketing Management, 13th ed,
Belch and Belch, Advertising and Sales Promotion*

When the Sales Force is a Major Part of IMC



Types of Sales Representatives

- ▶ Deliverer
- ▶ Order taker
- ▶ Missionary (Build goodwill, educate)
- ▶ Technician (Technical Consultant)
- ▶ Demand creator
- ▶ Solution vendor



**Besides Selling,
what are the
Sales Task?**



Principles of Personal Selling

- ▶ Situation questions
- ▶ Problem questions
- ▶ Implication questions
- ▶ Need-payoff questions



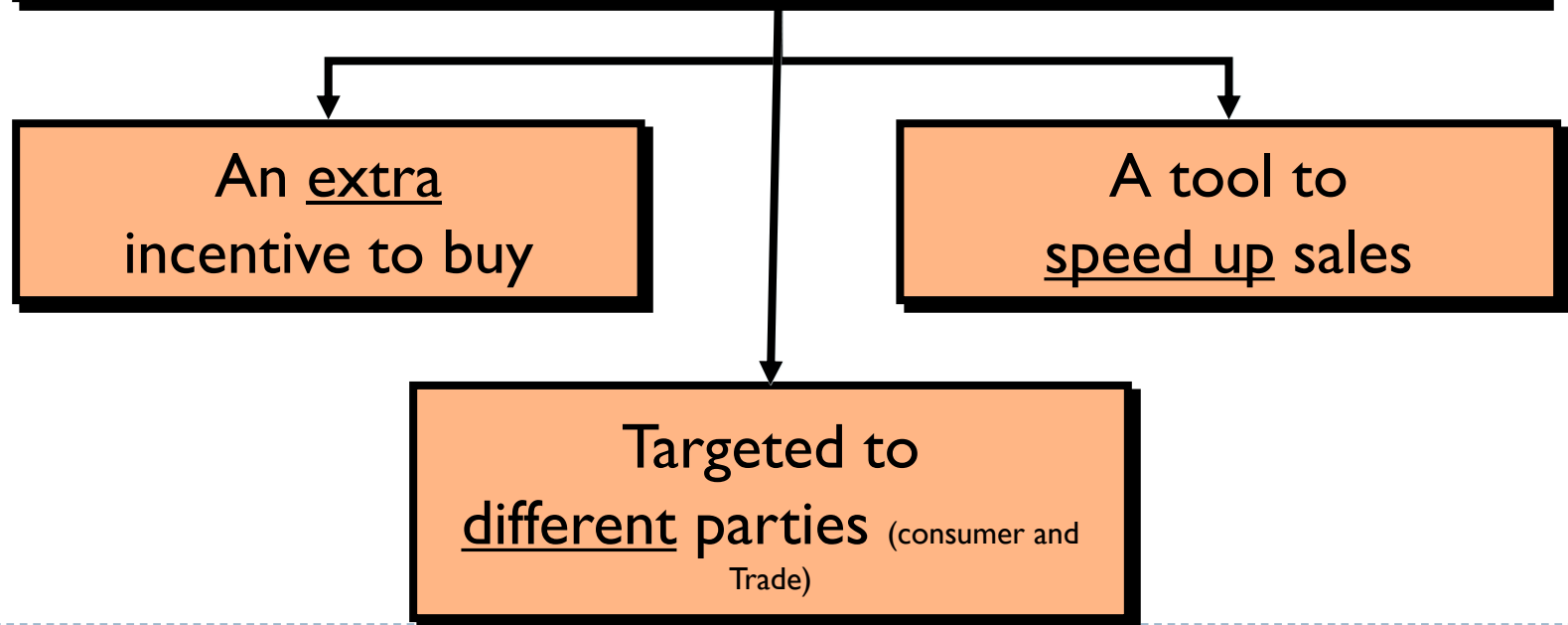


IMC

Sales Promotion

Sales Promotion

*“A direct inducement that offers an **extra value or incentive** for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.”*



Sales Promotion Strategy

PUSH



PULL



Sales Promotion Vehicles

Consumer-Oriented

Samples

Coupons

Premiums

Contests/sweepstakes

Refunds/rebates

Bonus Packs

Price-off deals

Frequency programs

Event marketing

Trade-Oriented

Contests, incentives

Trade allowances

Point-of-purchase displays

Training programs

Trade shows

Cooperative advertising

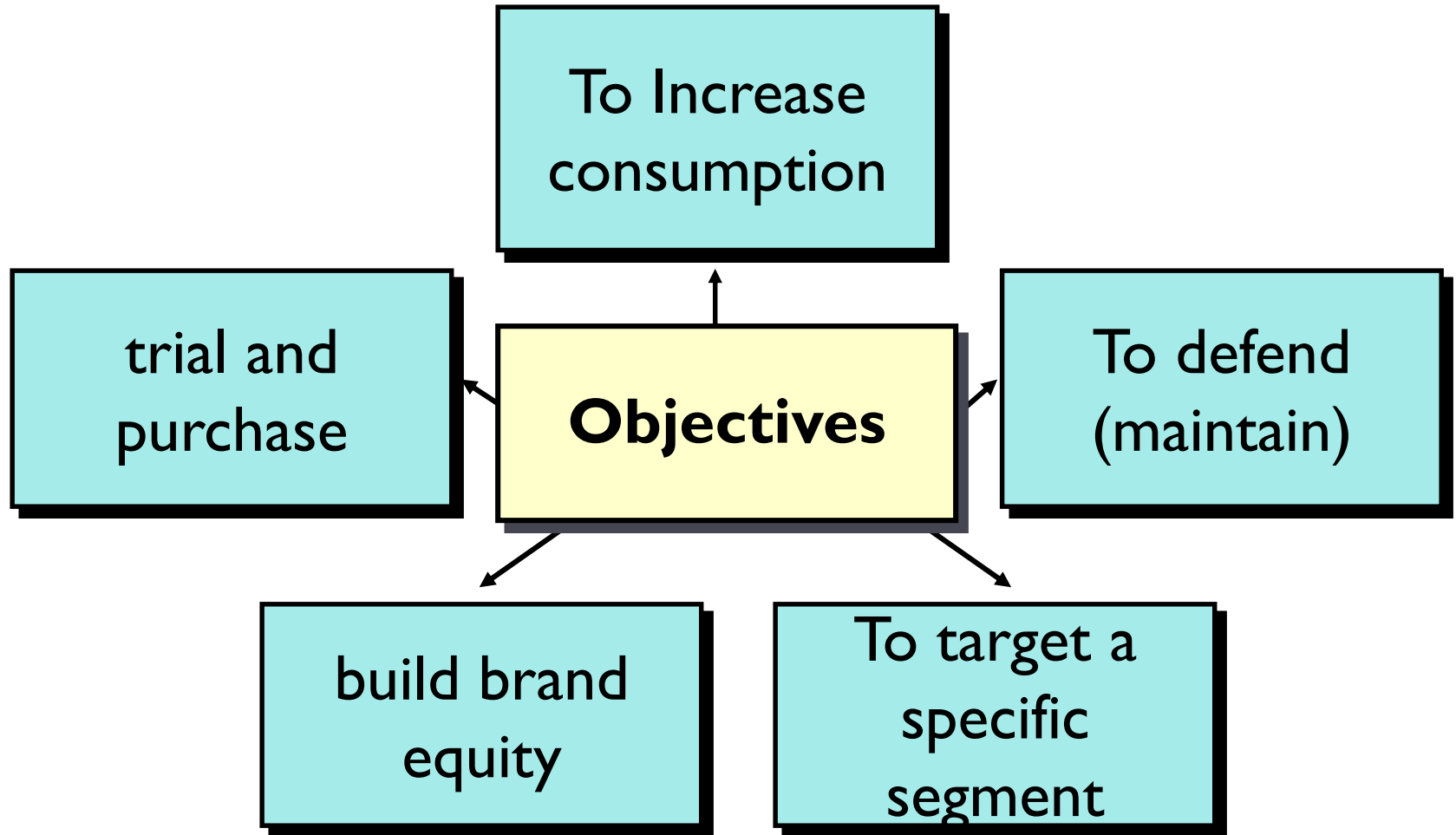
Discussion

- ▶ What do you think of these promotion
 - ▶ Shampoo + Hair Conditioner
 - ▶ Tire + air pressure measurement
 - ▶ Point collection
 - ▶ Sweepstake and Contest
 - ▶ Premium

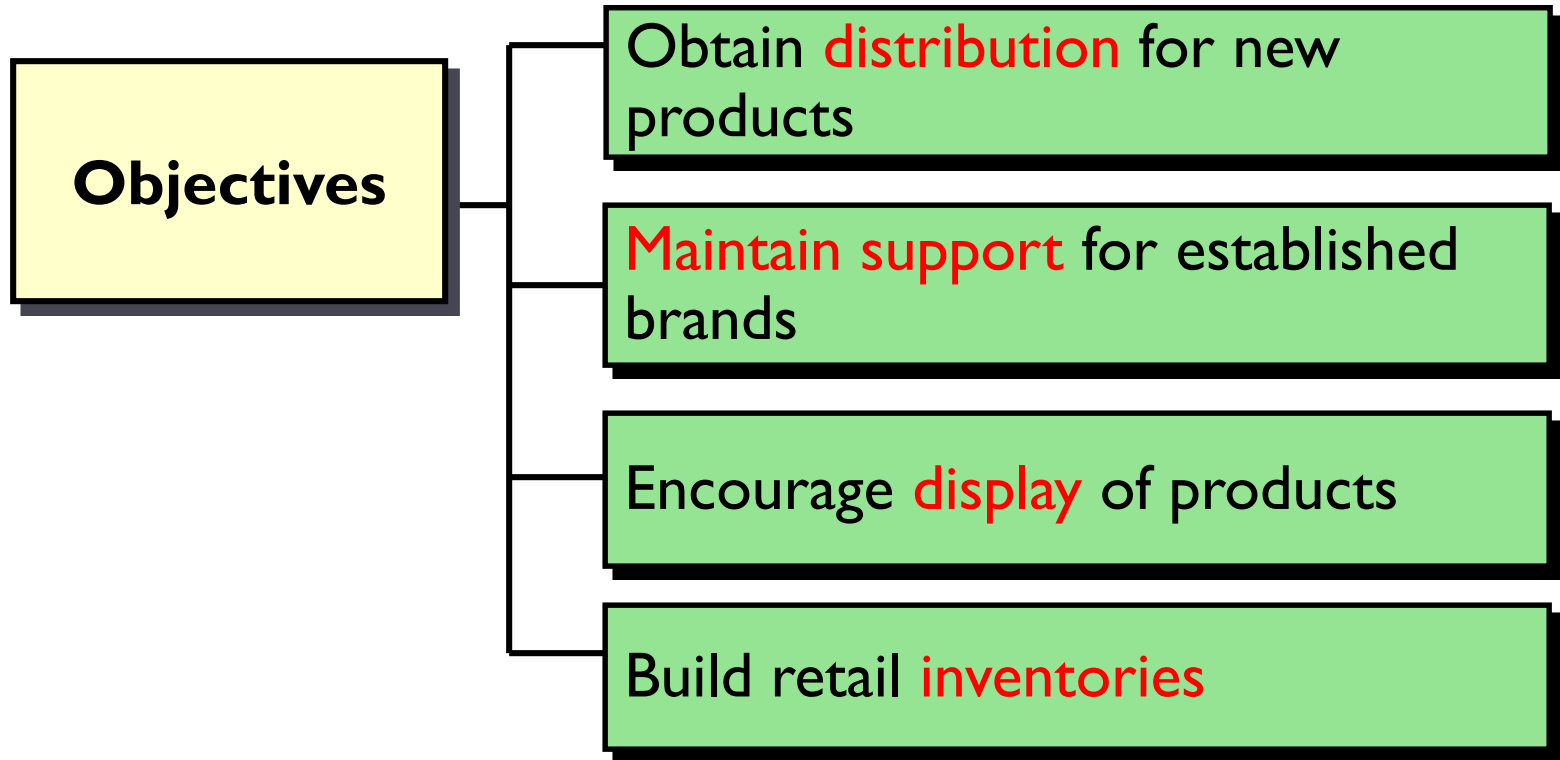


**Consumer Franchise
Building Promotion**

Objectives of Consumer-Oriented Promotions



Trade Oriented Promotions

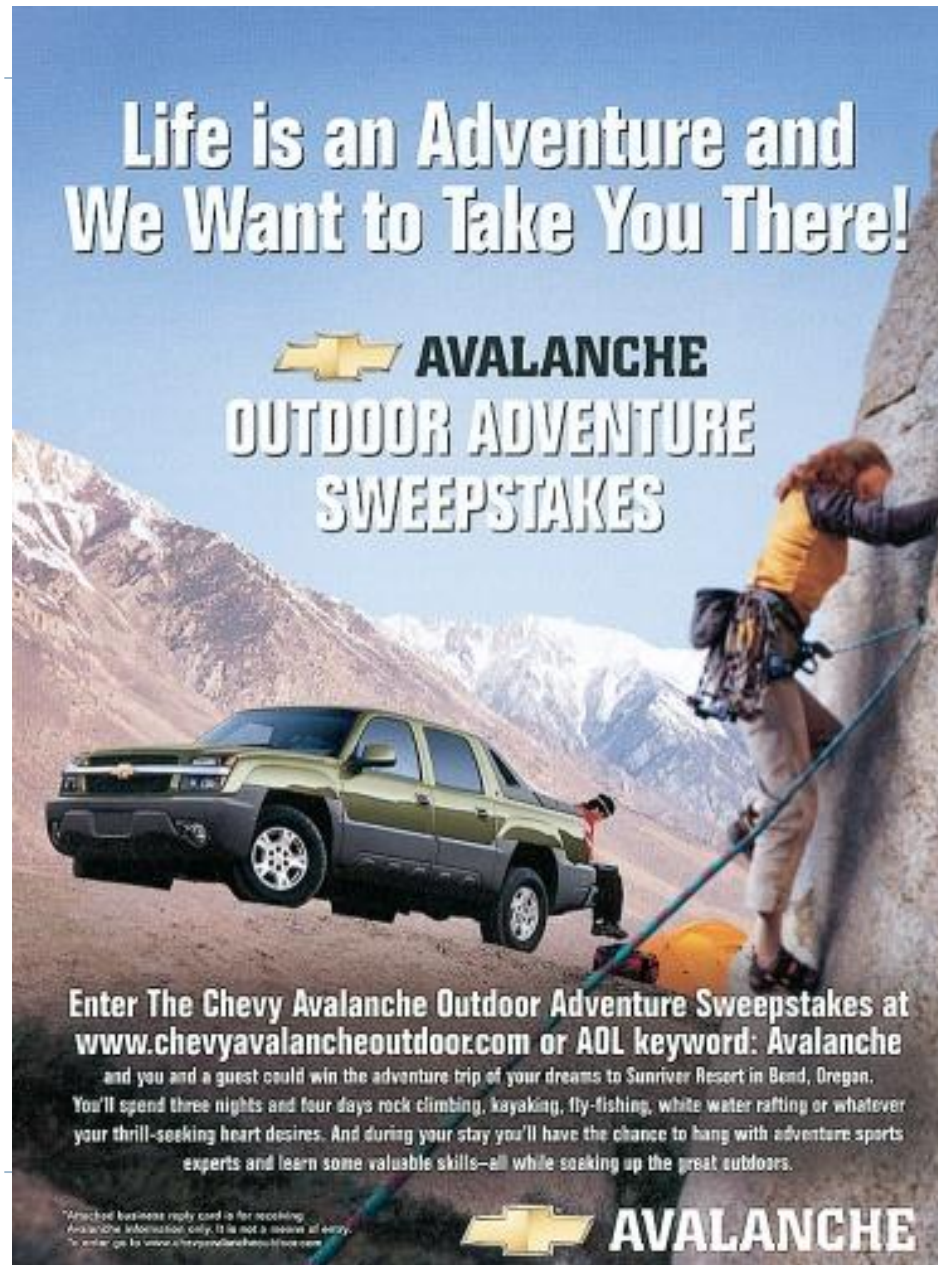


Final Discussion on Promotion!

- ▶ Downside of Promotion?



Media Often Delivers a Promotion Message



**Life is an Adventure and
We Want to Take You There!**

 **AVALANCHE**
**OUTDOOR ADVENTURE
SWEEPSTAKES**

**Enter The Chevy Avalanche Outdoor Adventure Sweepstakes at
www.chevyavalancheoutdoor.com or AOL keyword: Avalanche**
and you and a guest could win the adventure trip of your dreams to Sunriver Resort in Bend, Oregon.
You'll spend three nights and four days rock climbing, kayaking, fly-fishing, white water rafting or whatever
your thrill-seeking heart desires. And during your stay you'll have the chance to hang with adventure sports
experts and learn some valuable skills—all while soaking up the great outdoors.

*Attach business reply card in for mailing.
Avalanche advertisement only. It is not a matter of entry.
To enter go to www.chevyavalancheoutdoor.com

 **AVALANCHE**



Public Relations (PR)



**Who are the target
group of PR
activities?**



Marketing Public Relations (MPR) Functions

- Building marketplace excitement before media advertising breaks
- Creating advertising news where there is no product news
- Introducing a product with little or no advertising
- Providing a value-added customer service
- Building brand-to-customer bonds
- Influencing the influentials/opinion leaders
- Defending products at risk and giving customers a reason to buy



**How do you know if
the PR plan is good
or not???**



Public Relations Tools

- Press releases
- Press conferences
- Exclusives
- Interviews
- Community involvement
- The internet



Example of a Press Release



FOR IMMEDIATE RELEASE

Contact: Charles Robbins, 202-380-4316, charles.robbsins@xmradio.com
Jennifer A. Markham, 202-380-4315, jennifer.markham@xmradio.com

XM USHERS IN NEXT GENERATION OF RADIO WITH 71 GREAT SONGS

Washington, D.C., September 25, 2001 -XM Satellite Radio ushered in the next generation of radio with 71 great songs representing the spirit and passion of each of its music channels.

"Twenty years ago MTV launched its service with one song, 'Video Killed the Radio Star' by the Buggles. Today's, launch of XM Radio with 71 great songs from modern Rock to Classical, Blues to Hip Hop, Heavy Metal to Country shows that radio is very much alive and well with each of our channels a celebration of the music and the artists they are dedicated to serve."

Tuesday, September 25, 2001 is not only the launch date of XM but is also the birthday for 71 great XM music channels. Thus, each disc jockey and music director was tasked with identifying that one song that summarized the spirit and passion of their respective channel. The list is as follows:

<u>Channel</u>	<u>Song</u>	<u>Artist</u>
40s	Sunny Side of the Street	Tommy Dorsey
50s	Rock Around the Clock	Bill Haley
60s	Revolution	Beatles
70s	Space Oddity	David Bowie
80s	Radio GAGA	Queen
90s	O.P.P.	Naughty By Nature
America	God Bless the U.S.A.	Lee Greenwood
WSIX XM	It's A Great Day to Be Alive	Travis Tritt
X Country	I'm Country	Trent Summar
Hank's Place	Honky Tonkin'	Hank Williams
Bluegrass Junction	Steam Powered Aeroplane	John Hartford
Highway 15	Only In America	Brooks & Dunn
20 on 20	I'm Real	Jennifer Lopez
KISS XM	Drive	Incubus
MIX XM	Follow Me	Uncle Kracker
Heart	Power of Love	Celine Dion
LITE XM	Against All Odds	Collins/Carey
MTV Radio	Music	Madonna

continues ...

S\1C1

1500 ECKINGTON PLACE NE WASHINGTON DC 20002-2194 PH 202 380 4000 FAX 202 380 4500 WWW.XM.RADIO.COM

tion of

**If traditional PR targets
journalists,**

who would e-PR target?



How to measure PR?





Direct Marketing





Direct Marketing (DM)



Direct Marketing Defined

“The total of activities by which the seller . . . direct efforts to a target audience using one or more media for the purpose of soliciting a response by phone, mail, the internet or personal visit from a prospective customer.”

Includes:

- Direct selling
- Direct mail
- Telemarketing
- Internet selling
- Direct action marketing
- Catalog selling
- Television/ print media
- Cable TV



Database Marketing: Data Mining

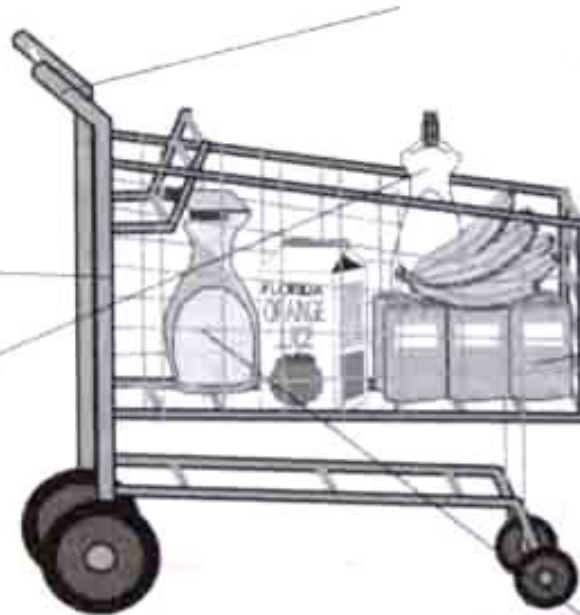
Association: market basket analysis

In this shopping basket, the shopper purchased a quart of orange juice, some bananas, dish detergent, window cleaner, and a six-pack of soda.

How are the demographics of the neighborhood affecting what customers are buying?

Is soda typically purchased with bananas? Does the brand of soda make a difference?

Where should detergents be placed in the store to maximize their sales?



Are window cleaning products purchased when detergent and orange juice are bought together?

Market Basket Analysis

► Analyze tables of transactions

Person	Basket
A	Chips, Salsa, Cookies, Crackers, Coke, Beer
B	Lettuce, Spinach, Oranges, Celery, Apples, Grapes
C	Chips, Salsa, Frozen Pizza, Frozen Cake
D	Lettuce, Spinach, Milk, Butter

► Can we hypothesize?

► Chips => Salsa Lettuce => Spinach

Group Discussion

- A. Database function(s)?
- B. What info do you want? For what?
- C. Where will you find the info (B.)?
- D. How to minimize human error?



That was “Outbound, what about Inbound?



Direct Marketing Combines With . . .

- Advertising
- Public Relations
- Personal Selling
- Sales Promotion
- Support Media

