

Marketing and Sales

BMGM5001

Week 5: Marketing Plans – Tactics, Action, Control

Ground Rules

Please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. - Use the Teams university background to protect your privacy.

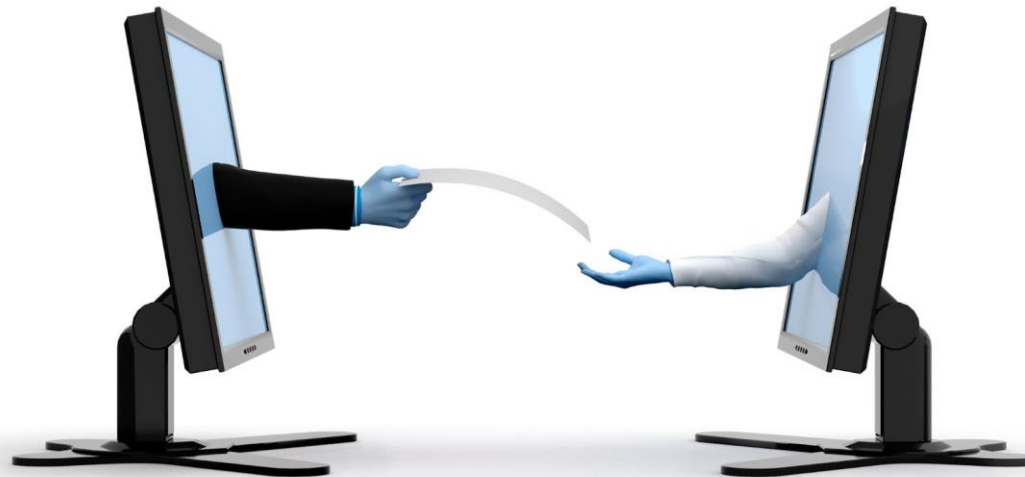
YOU must join via a laptop or PC/MAC – No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

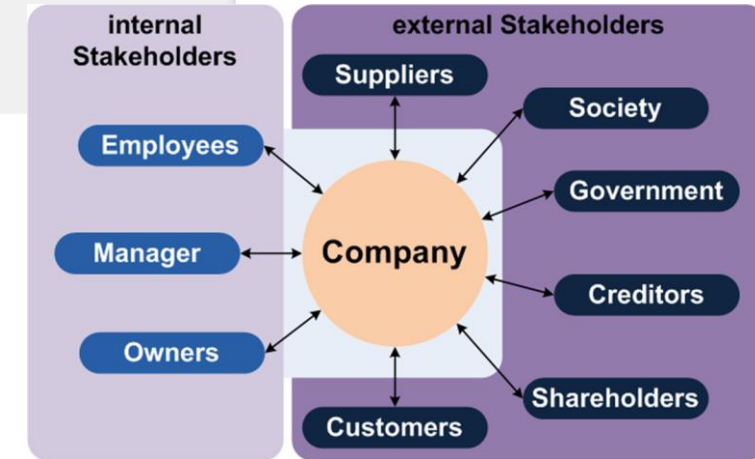
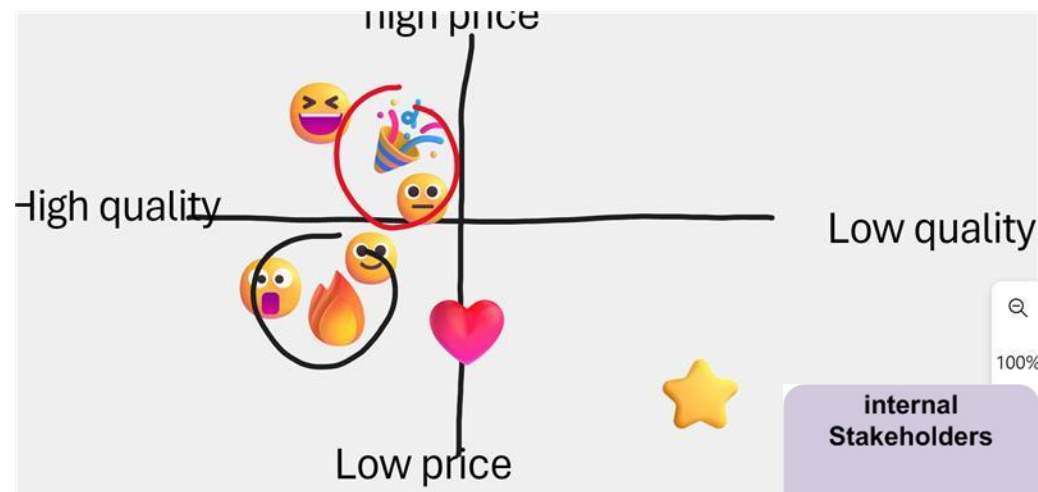
This and all sessions will be recorded so that you can watch them again



- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and “present” your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.



Recap



External analysis

- What does PESTLE stand for?
- What tools can we use to compare ourselves to other similar businesses?
- Who else are our 'partners' and what is a stakeholder?

Aims For Today



- To cover the final stages of our marketing plan –
Tactics, actions, control

Marketing Plan

Tactics, Action, Control



Tactics
(promotions)

What are our options in terms of promoting a product?

- How many kinds of publicity/advertising/contact can you think of?
- Take 5 minutes to list as many as you can.



Traditional Marketing & Digital Marketing

Traditional Channels	Digital Channels
■ Television ■ Radio ■ Periodicals (magazines) ■ Leaflets ■ Billboards ■ Exhibitions	■ Search systems ■ Social media ■ Web sites ■ Video games ■ Mobile applications ■ E-mail ■ Digital art



Promotional/Communications Mix

A company's overall marketing communication strategy is called the "Communications" or "Promotional" mix.

"The specific blend of advertising, public relations, personal selling, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships." (Kotler & Armstrong, 2018)

In the era of mass communications and emerging mobile technologies, an organization must build an adequate mix of marketing communications (Todorova, 2015)



The Promotional Mix Explained | McDonald's Examples



Marketing channels...

A marketing channel is the people, organizations and activities that make goods and services available for use by consumers. It transfers the ownership of goods from the point of production to the point of consumption. Examples include trade shows, industry events, targeted emails, outbound calling, display advertising and direct sales.

[Definition of Marketing Channel - Gartner Marketing Glossary](#)



Types of Channels

- Social Media Platforms
- Web sites
- Retailers
- Agent
- TV/Radio (media)
- Digital advertising
- Events
- Influencer marketing
- Search Engine Optimization (SEO)
- Word-of-Mouth(WoM)

Discussion



- What is digital marketing?
- Do you think it replaces traditional marketing and if so why?



15 mins

Definitions of Digital Marketing

- Digital marketing is the marketing of goods and services via digital technologies.
- Achievement of marketing objectives through the use of digital media and technology.
- The use of digital technologies to create **integrated, targeted and measurable communications** that help to acquire and retain customers while **building deeper relationships** with them (Digital Marketing Institute, n.a.).

Role of Digital Marketing

- Digital marketing isn't time limited
- Two-way communication between the company and its clients
- Attraction of the target audience to the processes
- Simple access to the resources

(Girchenko and Ovsianikova, 2016)

Its a social World

What was the first thing you did when you woke up this morning?



I'm going to be so productive today!

Right after I scroll through my entire Instagram feed.

You wouldn't be alone one survey of people from 31 countries reported that 96% of them use their smartphone within an hour of waking up often before they get out of bed

(Lee & Calugar-Pop 2016)

So how connected are our customers?

APR
2021

OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

 INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER
OF GLOBAL
INTERNET USERS



4.72
BILLION

INTERNET USERS AS A
PERCENTAGE OF TOTAL
GLOBAL POPULATION



60.1%

ANNUAL CHANGE
IN THE NUMBER OF
GLOBAL INTERNET USERS



+7.6%
+332 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 56M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



92.8%

12

SOURCES: KEPIOS (APR 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APIII; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q4 2020). SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

**we
are
social**

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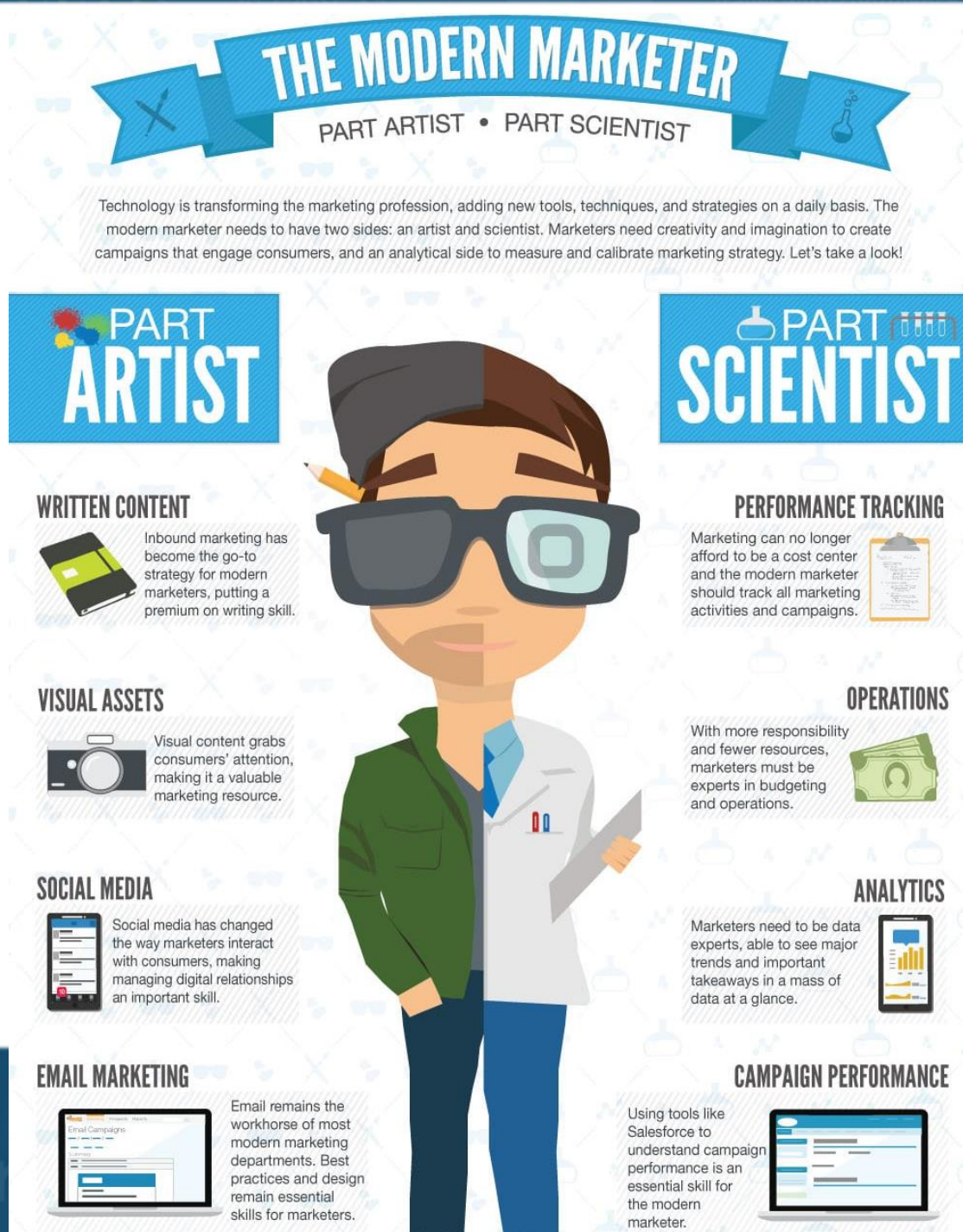
HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Digital Marketing Applications

- An advertising medium
- A direct-response medium
- A platform for sales transactions
- A lead-generation method
- A distribution channel
- A customer service mechanism
- A relationship-building medium
- Data capture opportunity



What is Digital Marketing?

Big Data, Social footprints & The Goldmine!



This is the impression or mark that we make when we visit sites.

When we visit websites and web communities, we leave a **digital trail** behind... your footprints become a source of **Big data**

Much research on what can be revealed about you by the footprints that you leave has been carried out, one notably by Dong (2015) who found that **personal traits are clear** including whether your parents were divorced could be established!

Benefits for Restaurants?

- Allows small businesses compete at the same level as large businesses.
- Allows a business communicate directly with the target market in an informal setting.
- Enables a business to build a relationship of trust and credibility with the target audience.
- Ability to conduct detailed market research.
- Global reach
- Visual nature of the media



Communications Mix (Online)

Similar to the traditional communications mix.

- The RACE mnemonic summarises the key online and multichannel marketing activities that need to be managed as part of digital marketing communications.
- RACE covers the full digital touch points in the customer lifecycle or “Funnel”.



Reach: involves building awareness of a brand, its products and services on other websites and in offline media in order to build traffic by driving visits to different web presences like your main site, microsites or social media pages. It involves maximising reach over time to create multiple interactions using different paid, owned and earned media touchpoints

SEO – Search engine optimisation



Act is short for Interact. For most businesses the main aim of Act is to generate online leads. So, it's about persuading site visitors or prospects take the next step, the next Action on their customer journey when they initially reach your site or social network presence. It may mean finding out more about a company or its products, searching to find a product or reading a blog post.



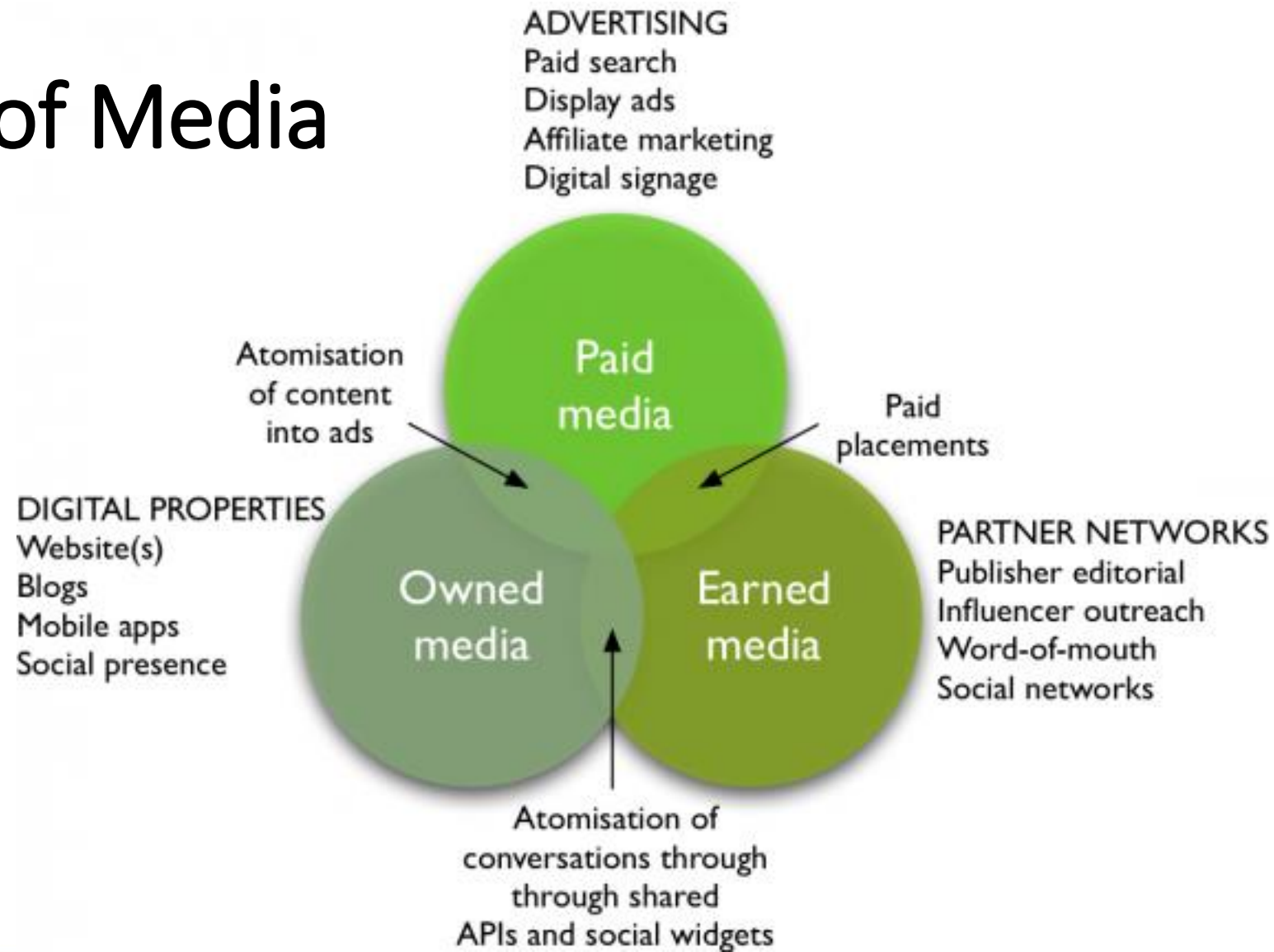
Convert: This is simply conversion to sale, online or offline. It involves getting your audience to take that vital next step which turns them into paying customers whether the payment is taken through online e-commerce transactions or offline channels.

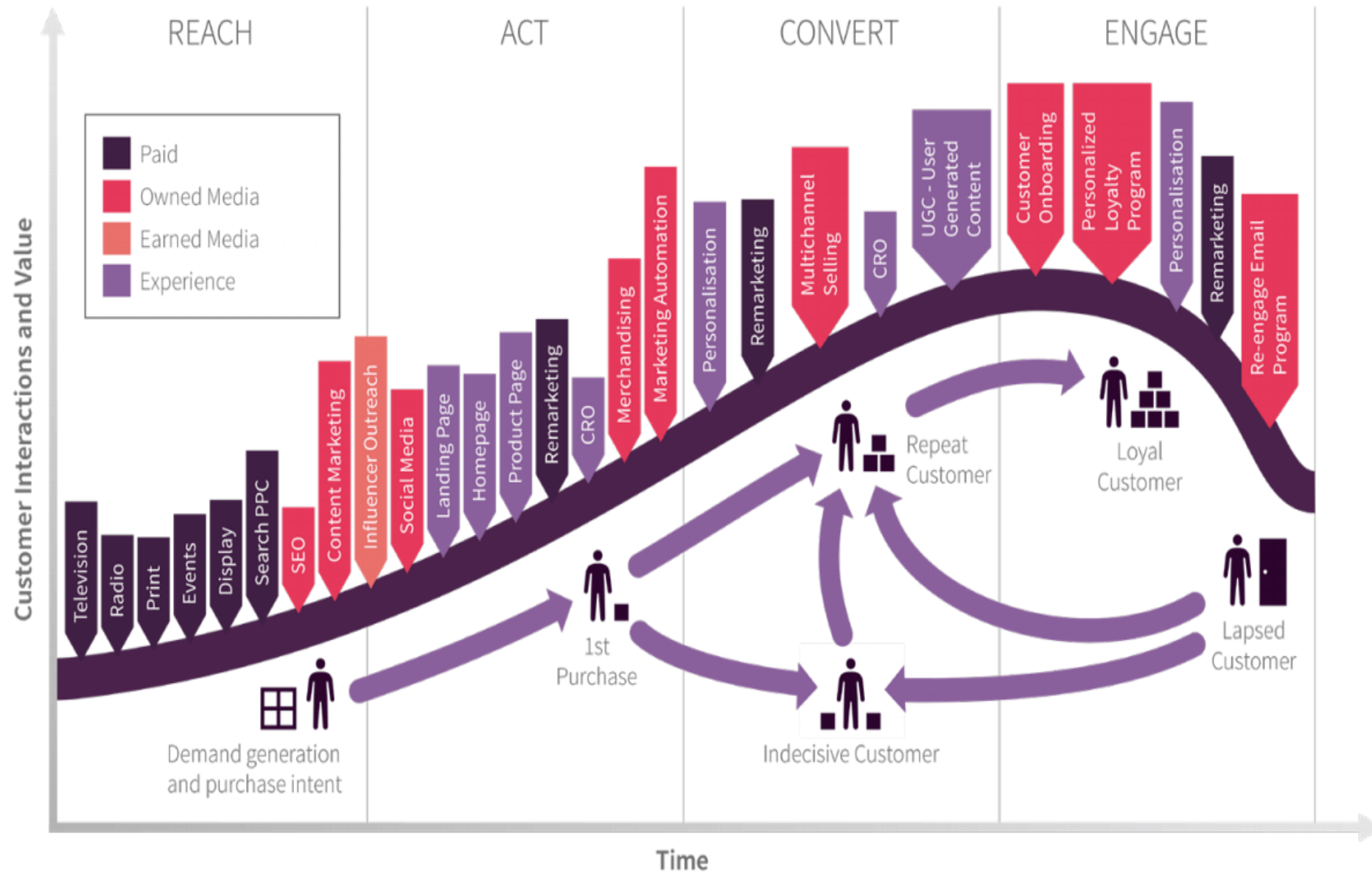


Engage: This is long-term customer engagement and communications that is, developing a long-term relationship with first-time buyers to build customer loyalty as repeat purchases using communications on your site, social presence, email, and direct interactions to boost customer lifetime value



Types of Media





Activity 30 mins

- Five Golden Rules:
 - Create shareable content
 - Make sharing easy
 - Reward engagement
 - Proactively share content
 - Encourage the 'mashup'

Create content for a restaurant (a short video, social media post, photo post, Meme, etc) that you feel is in line with their current social media content (with the 5 golden rules in mind!.)



Action!



- Now you have an idea of what your audience wants, what channels (form of promotion) reaches them best and thought about the types of communications (messages) we want to send 'RACE', it's time to deliver!
- Now we must create a timeline of our communications (Just the communications!)
- Think about at what time of year we should release what types of messages for our brand?
- E.g if we are a beach resort in Spain, should we use promotions in summer or winter?...

Plan your communications mix with a Gantt Chart

A Gantt chart is a project management tool assisting in the planning and scheduling of projects of all actions

Communications Plan

Company Name

Project Lead

Project Start:

				November	December	January	February	March	April	May	June
TASK	Metrics	START	END								
Advertising											
Tv	How many views.	March	August								
Radio	Promotional code	Novemeber	November								
PPC	Click rate	November	November								
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Personal selling											
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Sales promotion											

Activity



What channels would you use for a beach resort in Spain when targeting promotions to British holiday makers?



Control

- Plans should include control systems - performance must be monitored, measured and controlled (how will we measure success? Think about your SMART target and what was identified)
- Identify USP, Features and Benefits
- On your Gannt include a space for what you will measure in order to know that the process is working, consider what can be measured and how
- Discuss how we will measure success? Why?
- What is the objective-New customers, positive attitudes towards brand, Increase profits etc.
- In this section you will discuss your use of metrics and justify your choices,

e.g.

“Promotional discount codes have been used to measure radio communications effectiveness as each time a promotional code is used this can be traced to a successful engagement of the channel.”

TASK	Metrics	START	END
Advertising			
Tv	How many views.	March	August
Radio	Promotional code	Novemeber	November
PPC	Click rate	November	November
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Personal selling			
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Sales promotion			

REFERENCES

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