

Assignment 2 - Internal Marketing

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Brief overview

The underlining factor is that due to mislabeled ingredients, we have had to recall all chocolate bars from shelves. This not only has affected the business financially, but has also tarnished our reputation to customers.

Our plan of action so far has been to try and regain the customers trust, by releasing an apologetic statement as well as responding to any customers who were negatively affected by our bad pr mismanagement.

An example of a good apology is Richard Branson's tv interview after the virgin train crash in Cumbria. He stated *'I've been in the transportation business for nearly 25 years. We have transported half a million passengers and fortunately have never had to be in this situation before. One can only imagine what it was like for the passengers.'* (Isaac A, 2020)

I really enjoy this apology as it gave the context needed, while also being sympathetic to the passengers involved.

Necessary Collaborations

Sales team- the goal of a sales team is to reach/exceed sales goals (betterteam, 2019). So this means a pr disaster can really hinder the progression and success of a sales team. A lack of trust between customer and business can lead to a complete downfall in sales, unless the issue is addressed properly and professionally. It is important to work closely with the sales team to ensure that they keep good relations with important clients, who can help take the product to the next level. External investors who have shares in the product need to be persuaded that their share is still profitable. Is it also important to prepare answers for difficult questions that clients/future clients may have about the bad pr in up and coming presentations. Another way sales can help overcome the bad pr is to monitor the success of the product recall, and to identify where the business can restore money where necessary.

(Forbes, 2018) states that the best salespeople are good storytellers, not product pushers. They want to close the deal, but more importantly, they work to solve their prospects' problems. They answer questions, identify trends, find more information and make comparisons. Which I think explains exactly what the sales team need to do during this situation. They should focus less on pushing sales of said product ,and focus more on how they are gonna restore the product, improve it and then sell it.

Marketing team - The marketing department is responsible for creating and disseminating images, messages and ideas that best communicate the brand values. Additionally, you must ensure that all company departments convey these messages in a consistent and unified way (Verdoy, Å. 2013). When it comes to bad pr, marketing is one of the first sectors to take some blame. This means its vital that the marketing team bounce back, and to collaborate with sales and other departments to use everyone's skills to the best of their ability. As the reference states, marketers strive to communicate the brand values to the best of their ability. This product recall should be looked as a challenge rather than a burden; to focus on winning back the hearts

of the consumer public and to let sales focus on re-impressing the clients. Despite focusing on each department's strengths it's even more important to combine the two expertise, marketing can help sales with their creativity and sales can help marketing with their planning and strategy.

Smmarketing, (2017) states that 90% of the content created for sales by marketing is never used by sales, as data from The American Marketing Association show. This rivalry can harm your business's growth instead of working in tandem. This shows that maybe eradicating the rivalry between 2 departments that have so much in common is not the most productive nor effective way to run a business, especially when trying to resolve a pr issue as potentially detrimental as this. Smmarketing, (2017) further backs this by stating 'When sales and marketing work together, metrics soar, costs decrease, and life cycles are more concise. In fact, companies with closely aligned sales and marketing functions have 36% higher customer retention rates.' As a chocolate bar business is mainly product focused, 2 departments such as sales and marketing are primarily product focused, whereas departments like HR and legal are more focused on the welfare of the business. Despite these differences all departments should all work together to resolve this pr issue, as an increase in welfare equals an increase in productivity. Which is proven from statistics previously discussed.

Internal Marketing

whatis.com (2019) defines internal marketing as 'the promotion of a company's objectives, products and services to employees within the organization. The purpose is to increase employee engagement with the company's goals and fostering brand advocacy.' This definition really underlines the importance of communication between departments during a pr crisis, and how crucial internal marketing is as a method of creating an organised, clear and well thought out strategy to overcome such issue.

The purpose of internal marketing is to update the organisation of the key messages and timelines during a situations of confusion and conflict. To regain calmness and control to accelerate productivity within an organisation. One important step for internal marketing is to produce smart objectives.' An objective is a statement which describes what an individual, team or organisation is hoping to achieve. Objectives are 'SMART' if they are specific, measurable, achievable, realistic and, timely (or time-bound)' (CMI), 2011. Smart objectives are important to go over in any business as it helps the business go about its goals in a more logical, prioritising manner. It cuts out any unnecessary bits of work that can hinder the businesses ultimate aims. For a product recall this is no exception. It is a must that all departments are aware of the smart objectives set out by the management team. It is also a must that these objectives are agreed with by all staff, as any conflicting opinions about the objectives during the implementing stage can decrease the chances of this bad pr being recovered and furtherly developed.

I have identified 5 smart objectives that I believe will best suited to the business's overall aims when overcoming this situation.

1. To release an apology statement in a contextual empathetic manner, to be released by the press and accessed by as much of the public as possible. Furthermore to help increase our customer reputation within a few months.
2. To ensure current clients that such disaster shall not be repeated, by presenting how improvements will be made in the future by pitches and meetings. This should retain all investors, promoters and stakeholders despite such incident.
3. To respond to and help customers that have been affected by the incident, by heavily and professionally replying on social media platforms and review websites. This should furtherly retain existing customer loyalty and to portray us as a business of welfare of the customers.
4. To redesign and improve on packaging and labelling quality. This should include a much clearer display of ingredients, allergies and nutrition. This should be planned and implemented as soon as possible for an efficient re-release of the product.
5. To engage with the audience more on re release of the product, by producing a vegan dairy free version of the product to show that we care about all different types of customers, and to regain loyalty by ensuring that the dairy free version stays dairy free.

Communication channels

To ensure that the response to the bad pr is seen by as many customers and clients as possible, it is essential that a large amount of appropriate channels of communication are used. (Business dictionary, 2020) defines communication channels as 'A medium through which a message is transmitted to its intended audience, such as print media or broadcast (electronic) media.' The chocolate bar business will utilise these channels to portray the best message to the widest amount of audience possible. Channels as such include: national newspaper journalists, TV interviews, electronic media such as social media and websites, as well as personal apology letters to those who were directly affected by the incident. Without any communication channels used, there would be no way for the business to regain lost reputation as there would be no method of getting the important message across.

Tools for Monitoring

Once a plan has been implemented to recover reputation from bad pr, it is essential that the plan of actions have been monitored to ensure that the recall is handled well by customers, and that the apology has been taken seriously and on board. A good example of a monitoring tool that defines what they are about is hootsuite.com, which states that 'Search streams in the Hootsuite dashboard let you monitor conversations relevant to your business, your industry, and your products. You can monitor what people are saying based on keywords, hashtags, locations, and even specific users.' (Hootsuite.com, 2019). Social media monitoring is most commonly used in modern times, as social media has become the hotspot for customer opinions, customer trends and customer influences, which all need to be monitored and assigned to a part of the business where necessary.

Recommendations for future strategies

To ensure that there are no future pr disasters to occur, it is vital that a good solid pr strategy is put in place. 'A PR strategy enables you to consider every aspect of communicating a message

in the best possible way. It will also help you to maximise the success of your PR efforts and help to grow your business'. (Huffpost, 2016). Different ways to go about a pr strategy is to consider your target audience and to stick with it, to ensure that no opposing audiences affected. It is also important to strictly stick to the smart objectives that have been identified. Trying to conflict or change smart objectives mid implementation can lead to confusion and disorganization between departments. Finally, it is important to clearly label correct ingredients and allergens on all existing and new products to ensure there is no repeat of the same pr issue.

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