

Marketing Management

Assessment 1

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Executive Summary

This study analyses the marketing strategies of the organisation and along with that, it has provided an elaborate analysis of how the organisation maintains digital advantage within their marketing procedures. The marketing strategies of the organisation have been clarified and a specific emphasis has been provided on the improvements.

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Introduction

Procter and Gamble are one of the largest organisations which specialise in consumer goods company. This paper will provide an analysis of the marketing practices of Procter and Gamble and will look into the theories that are followed by them. It will ensure that, marketing strategies for working in favour of the organisation. The multimedia plan and along with that different theories have also been provided.

Overview of company

Procter & Gamble (P&G) is one of the largest consumer goods companies in the world (Procter & Gamble, 2023). It has a portfolio of well-known brands in a variety of categories, including family care, beauty, grooming, and health care. The world's largest manufacturer of consumer products, Procter & Gamble (P&G) is an American conglomerate with headquarters in Cincinnati, Ohio. It has been around since 1837 and now has a presence in more than 180 different nations. Cleaning supplies, personal care products, and even goods for maintaining personal hygiene are just some of the many categories in which P&G excels (Meeker, McCoy and Timke, 2019). Its most famous products include Crest toothpaste, Tide detergent, and Pampers diapers. P&G is dedicated to sustainability and has established targets to lessen its negative effects on the environment and increase employee diversity and inclusion. It has a market valuation that places it among the world's biggest companies.



Procter & Gamble

Fig 01: Procter and Gamble

Source: (Procter & Gamble, 2023)

Communication

The term "communication" refers to the act of conveying information, ideas, and messages from one person or group to another. Communication is the act of sending and receiving messages via any medium, whether vocal, written, nonverbal, or technological (Erlangga and Sos, 2020). Factors like cultural differences, language difficulties, and personal biases might impede mutual comprehension of a message, which is necessary for effective communication. Interactions on all levels, from interpersonal to corporate to social, rely heavily on effective communication. It's a must-have for collaborating on projects and connecting with like-minded people.

Communication Model

The Shannon-Weaver model is a popular communication model that includes the following components:

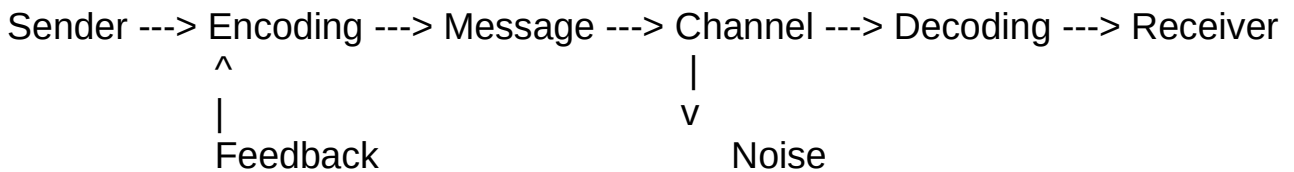


Figure: Shannon-Weaver model

Source: Self-made

- A message's sender is the person or organization that first communicates with the recipient.
- Encoding is the process of transforming a message into a form suitable for transmission via a particular medium.
- The message is the data or concept being sent.
- Communication channels include in-person encounters, electronic mail, and telephone calls.
- The receiver's job is to decode the message and figure out what it means.

- One who receives a transmission, or a group of such individuals.
- It is called "feedback," which is the recipient's response to the sent information (Xu and Zhang, 2021).
- Noise is defined as any kind of interference or distortion that degrades the quality of a transmission.

This form of communication might be used in several settings inside P&G, including between workers, customers and suppliers, and with the general public. By learning and using this model, P&G can assure efficient communication by taking into account elements like message precision, channel preference, and response mechanisms (Lv, Hu and Lv, 2019). It also helps P&G figure out how to overcome linguistic and cultural obstacles to guarantee that everyone involved in a conversation is on the same page.

Integrated Marketing Communications (IMC)

The goal of the strategy method known as "Integrated Marketing Communications" (IMC) is to provide customers with a unified and consistent experience across all marketing channels. Advertising, PR, sales promotions, direct marketing, and personal selling are just a few of the marketing communication channels that need to be coordinated and integrated to ensure that all messages are consistent and working toward the same objective (Percy, 2023). Integrating Marketing Communications (IMC) seeks to improve marketing operations by developing a consistent brand message across all media. IMC promotes brand recognition, client retention, and revenue generation by coordinating various channels of communication.

Innovative marketing strategies for raising brand awareness

Advertising: P&G uses television advertising to reach a wide audience and make brand awareness. The company's ads are often sensational and focus on the benefits of its products, such as stripped clothes or soft skin (Tien, Phu and Chi, 2019). P&G has used television ads to play up social issues, such as gender equality and grouping diversity.

Digital Marketing: P&G utilizes different kinds of digital marketing platforms for engaging with customers and for promoting products online. The company has also built a strong presence on different social media platforms including Facebook, Instagram and Twitter. P&G's social media campaigns are often interactive and encourage consumers to partake in their experiences with the company's products (Ilyas *et al.*, 2020). The company also uses search engine optimization (SEO) and pay-per-click (PPC) advertising to drive dealings to its website and step-up online sales.

Product Sampling: P&G uses product sampling to introduce new products to consumers and promote them to try on its products. The company offers free samples of its products through its website and social media channels (Whitler and Wilder, 2023). P&G also partners with retailers to volunteer at in-store product sampling events, where consumers can try on its products before making a purchase.

Cause Marketing: P&G uses marketing to create a positive image for its brand and show its undefined sociable issues (Reeves, Chandra and Kim, 2022). The company has partnered with organisations such as United Nations Children's Fund and Feeding America to raise sentience and funds for various causes. P&G's cause-selling campaigns have been successful in creating brand loyalty among consumers who support the company's values.

Influencer Marketing: P&G uses influencer selling to reach a younger audience and promote its products through social media (Whitler, 2021). The company partners with social media influencers who have a boastful following to endorse its products and create seethe around new launches. P&G also has old micro-influencers, who have smaller followings but are more targeted and can be more cost-effective.

Event Sponsorship: P&G sponsors events to produce brand awareness and elevate its products (Kang and Matsuoka, 2023). The company has sponsored events such as the Olympic Games and the Superintendent Bowl. P&G also sponsors beauty pageants and music festivals to reach particular target markets.

Do not discuss the existing strategy of P&G you need to recommend new online and offline promotional strategies.

Branding and Brand Equity

Branding refers to the practice of giving a company's goods and services an easily recognizable and memorable identity apart from those of its rivals. Branding's ultimate goal is to improve the public's opinion of a business and its offerings. The equity of a brand describes its worth and reputation in the consumer market. It includes the brand's physical assets such as advertising and marketing as well as intangible assets such as customer loyalty and word-of-mouth advertising (Keller and Brexendorf, 2019). Brand equity is the extent to which consumers are ready to pay a higher price for a product or service associated with a particular brand.

Keller's Model

Dimension	Definition	Relation to P&G
Brand Salience	The awareness of a brand in the minds of consumers. It includes attributes like brand recognition, brand recall, and top-of-mind awareness.	P&G is a well-known brand that has a high level of brand salience. Its products, such as Tide, Crest, and Pampers, are recognizable and familiar to many consumers (Yadavalli, 2021). The company's advertising campaigns and sponsorships further reinforce its brand salience.

Brand Performance	The ability of a brand to deliver functional benefits to consumers, such as quality, reliability, and effectiveness.	P&G's products are known for their high quality and effectiveness. For example, Tide is a popular laundry detergent that is known for its ability to clean clothes effectively. Crest toothpaste is known for its ability to fight cavities and promote oral health (Iyer <i>et al.</i> , 2019). This strong brand performance has helped to build consumer trust and loyalty to P&G's products.
Brand Imagery	The intangible aspects of a brand, include its personality, values, and associations. It includes factors like user imagery, usage imagery, and personality imagery.	P&G has created a positive brand image through its commitment to sustainability and social responsibility. The company has set goals to reduce its environmental impact and promote diversity and inclusion within its workforce (Dam and Dam, 2021). Its products, such as Pampers diapers, are also associated with caring for babies and promoting their health and well-being. These positive associations and imagery help to enhance P&G's brand equity.

Brand Judgments/Feelings/Resonance	The emotional and psychological responses that consumers have towards a brand, including their overall evaluation, feelings, and resonance with the brand. It includes factors like brand loyalty, brand attachment, and brand community.	P&G has built a strong brand community through its various social media platforms, where consumers can interact with the brand and share their experiences. The company also offers loyalty programs, such as the P&G Good every day program, which rewards consumers for making sustainable choices (Ko, 2019). These programs help to foster brand loyalty and attachment among consumers. Additionally, P&G's products, such as Pampers diapers, are associated with emotional benefits like caring for babies, which can create a strong emotional connection with the brand. These factors contribute to P&G's overall brand resonance.
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Customer Touchpoints

Stage	Touchpoints
1. Awareness	TV and online ads, social media influencer partnerships, search engine results, and product displays in stores (Carah, Brown and Hickman, 2022).

2. Consideration	Product reviews and ratings, online product descriptions and specifications, in-store product displays and packaging, and social media interactions with the brand.
3. Purchase	Online purchases through P&G's website or third-party retailers, in-store purchases at physical retail locations (King, 2022),
4. Post-Purchase	Product usage, customer service interactions, loyalty program rewards, follow-up emails or surveys.

Customer lifecycle of P&G

The customer lifecycle of Proctor and Gamble can be broken down into four identity stages: Awareness, Acquisition, Retention, and Advocacy.

Awareness: The first stage of the customer lifecycle is awareness. In this stage, Proctor and Chance aim to raise the sentiment of its products and brand (Bilgeri *et al.*, 2019). This can be achieved through various marketing activities such as advertising, populace relations, and social media. The companion also leverages its strong distribution network to control that its products are easily accessible to potential customers.

Acquisition: Once a client becomes witting of Proctor and Gamble's products, the succeeding stage is acquisition. In this stage, the company aims to convert potential customers into actual buyers (Baragiola and Mauri, 2022). To achieve this, invigilate Gamble offers a straddle of promotions, discounts, and loyalty programs. The company also invests in product innovation and undefined to ensure that its products stay relevant and likeable to customers.

Retention: The retentiveness stage is convergent on ensuring that customers preserve to use Proctor and Gamble's products. This is achieved through a straddle of initiatives such as customer service, personalised marketing, and product education (Njuguna, 2022). The company also leverages information analytics to understand client behaviour and preferences, allowing it to ply a more personalised experience.

Advocacy: The final exam stage of the customer lifecycle is advocacy. In this stage, invigilate and Gamble aims to sprain its satisfied customers into advocates who elevate its products to others. This can be achieved through initiatives so such as referral programs and user-generated content (Yaldaie, 2021). The companion also invests in corporate social responsibility initiatives, which can help to build a strong brand figure and advance customer advocacy.

Proctor and Gamble's customer lifecycle is focused on raising awareness, acquiring customers, retaining them, and turning them into advocates (Quach *et al.*, 2020). By investing in product innovation, personalised marketing, and client service, the company is capable of building strong relationships with its customers and producing an ultra-nationalistic customer base.

Multimedia channel strategy of P&G

The company has a well-established multimedia channel strategy that helps them reach its target audience through various digital and traditional media channels.

One of the key elements of P&G's multimedia system strategy is its focus on digital marketing. The companion has a strong online presence and uses various integer channels such as social media, search engines, and mobile apps to reach their audience (Mkamboi, 2021). P&G uses social media platforms like Facebook, Twitter, Instagram, and YouTube to wage with their consumers and build stigmatise awareness. They also use search engine merchandising to ensure their products appear at the top of seek engine results pages when consumers seek applicable keywords. P&G too uses traditional media channels like television, radio, and publish media to reach their

target audience. The company invests heavily in TV advertising, and its commercials are often aired during prime time slots on nonclassical television system networks. P&G also uses print media such as newspapers and magazines to advertise their products, especially in countries where digital media is not as widespread.

Another element of P&G's multimedia channel strategy is its focus on influencer marketing. The company partners with popular influencers on social media platforms to promote their products to their followers (He *et al.*, 2022). P&G's influencer selling campaigns have been highly successful, with influencers endorsing their products in ingenious ways that resonate with their followers. P&G likewise uses experiential marketing to engage with their consumers. The company hosts various events such as product launches, pop-up stores, and brand activations to yield consumers a firsthand experience of their products. These events help establish brand loyalty and create a lasting stamp on consumers. P&G's multimedia channel scheme is a well-rounded approach that leverages both numbers and traditional media channels to reach its targeted audience (Yaxley, 2020). The company's focus on digital marketing, influencer marketing, and empirical marketing has helped them build a strong market and establish a loyal customer base.

Managing and evaluating the journey of customers

Research: P&G has invested highly in market research for understanding the needs of the customers and for specifying their preferences (Kuehnl, Jozic and Homburg, 2019). This has helped the organisation to innovate products that are focused upon the expectations of the customers to provide them with an optimal experience.

Customer segmentation: P&G segments its customers on various factors such as demographics, behaviour, and preferences (Hamilton *et al.*, 2021). This allows them to make targeted marketing campaigns and tailor their products to touch the specific needs of different client segments.

Touchpoints: P&G maps out the touchpoints that customers have with their brand, from the initial awareness of products to the post-purchase experience (Jaakkola and Terho, 2021). This helps them identify areas where they can improve the customer experience and create a positive brand image.

Customer feedback: P&G solicits feedback from its customers through various channels such as surveys, social media, and customer service interactions (Gu, 2022). This feedback helps them place areas for improvement and work changes to their products and services to meet their customers' needs.

Brand ambassadors: P&G has a web of brand ambassadors who act as advocates for their products (Guthrie, 2020). These ambassadors share their experiences with P&G products on social media and other platforms, creating formal word-of-mouth marketing and building brand loyalty.

Post-purchase experience: P&G focuses on providing a positive post-purchase experience for their customers (Goyal and Deshwal, 2022). This includes providing superior customer service and ensuring that customers are satisfied with their purchases.

The stakeholder theory of P&G

Stakeholder theory is a management philosophy that argues that businesses should consider the interests of all stakeholders, including customers, employees, suppliers, communities, and shareholders (Zhang, 2021). Proponents of stakeholder theory trust that businesses can make long-term profits by attracting and investing in their stakeholders. P&G's commitment to stakeholder theory is echoed in its corporate mission statement: "We will play branded products and services of superior quality and respect that ameliorate the lives of the world's consumers, now and for generations to come. As a result, consumers will repay us with leading sales, profit, and value

creation, allowing our people, our shareholders, and the communities in which we live and process to prosper."

The company's commitment to stakeholder theory can be seen in several areas:

Customers: P&G is committed to delivering high-quality, affordable products that meet the needs of its customers (Torelli, Balluchi and Furlotti, 2020). The company invests heavily in research and undefined to ensure that its products are innovative and meet the ever-changing inevitably of consumers.

Employees: P&G recognizes that its employees are key stakeholders and is committed to creating a work undefined that fosters growth and development (Brin and Nehme, 2019). The company offers a range of benefits and opportunities for career advancement to its employees.

Suppliers: P&G works closely with its suppliers to ascertain that they meet the company's standards for quality, safety, and sustainability (Vitolla *et al.*, 2019). The company is committed to edifice long-term relationships with its suppliers based on interactional trust and respect.

Communities: P&G is committed to being a responsible corporate citizen and qualifies for a positive impact in the communities where it operates. The keep company supports a range of social and situational initiatives and works closely with local organisations to address community needs.

Shareholders: P&G recognizes that its shareholders are important stakeholders and is sworn to deliver long-term value to them. The company focuses on sustainable growth and profitability and a regular basis communicates its progress.

P&G's undefined stakeholder theory has helped the company build a strong reputation for corporate responsibility and sustainability (Al-Shammari, Banerjee and Rasheed, 2022). The company has been recognized by a range of organisations for its sustainability efforts, including the Dow Jones Sustainability Index and the CDP A List for climate change.

P&G's commitment to stakeholder theory has played a key role in the company's success. By prioritising the interests of all stakeholders, P&G has been capable of creating long-term respect and building a strong reputation for organised responsibility and sustainability. As the business landscape continues to evolve, more companies will likely adopt stakeholder theory as an elbow room to create sustainable value and long-term growth.

How does the organisation manage stakeholders' expectations?

Value Proposition

P&G's brand value proposition is centred on delivering superior value to its customers. The Companion invests heavily in search and development to develop products that adjoin the changing needs of its customers (Silva, Nuzum and Schaltegger, 2019). P&G uses marketing to communicate the benefits of its products, such as the cleaning power of Tide, the softness of Pampers, or the precision of Gillette razors. By doing so, P&G manages the expectations of its customers and ensures that its products are undefined on their promises.

Transparency

Transparency is a key component of P&G's selling strategy. The company is committed to providing customers with correct and timely information about its products, including ingredients, packaging, and manufacturing processes. P&G uses marketing to upgrade transparency by providing detailed product entropy on its websites, through social media channels, and in its advertising campaigns. By doing so, P&G builds rely upon its customers and manages their expectations of the quality and safety of its products.

Building Trust

P&G understands that building trust with its stakeholders is essential to its long-term success. The company uses marketing to build trust by accentuating its commitment to the right business practices, corporate social responsibility, and sustainability (Cabral *et al.*, 2019). P&G's merchandising campaigns highlight its efforts to reduce its state of affairs impact, support local anaesthetic communities, and elevate diversity and inclusion. By doing so, P&G manages the expectations of its stakeholders and demonstrates its commitment to creating value beyond financial performance.

Employee Engagement

P&G recognizes that its employees are vital to its success. The company uses marketing to engage employees by promoting its values, culture, and purpose. P&G's marketing campaigns highlight its commitment to employee development, diversity, and inclusion. By doing so, P&G manages the expectations of its employees and demonstrates its commitment to creating a formal work environment.

Shareholder Value

P&G is committed to creating long-term shareholder value. The company uses marketing to communicate its financial performance, growth strategy, and capital allocation priorities (Cabral *et al.*, 2019). P&G's marketing campaigns highlight its focus on innovation, operational excellence, and undefined management. By doing so, P&G manages the expectations of its shareholders and demonstrates its commitment to creating property value.

Community Impact

P&G is committed to qualifying a positive touch on the communities in which it operates. The company uses merchandising to raise its community engagement initiatives, such as supporting education, healthcare, and disaster relief efforts (Adeitan, 2019). P&G's merchandising campaigns highlight its undefined corporate mixer responsibility and property development. By doing so, P&G manages the expectations of its undefined stakeholders and demonstrates its commitment to creating value beyond its undefined business operations.

P&G manages stakeholder expectations through marketing by communicating its stigmatised value proposition, promoting transparency, building trust, engaging employees, creating shareholder value, and puts a positive impact on the community (Sheth, 2020). By doing so, P&G demonstrates its commitment to creating value beyond financial public presentation and building a sustainable business that delivers superior value to all its stakeholders.

Strengths:

P&G is a well-known and respected brand that may help increase interest in its wares. The company's wares may be purchased from a variety of sites, both brick-and-mortar and virtual (Bilgeri *et al.*, 2019). P&G places a premium on happy customers, and the company has established customer care departments and reward programs to ensure their continued patronage.

Weaknesses:

P&G may have trouble connecting with millennials since they tend to ignore conventional forms of marketing. New brands that focus on providing unique and tailor-made experiences for their customers may pose a threat to the company's bottom line (Lawes, 2023). Keeping up with shifting consumer tastes, especially in emerging markets and in areas of social and environmental responsibility, might be difficult for P&G.

In general, P&G's customer journey map might benefit from a stronger emphasis on innovation and customization to meet the evolving demands of the company's clientele. The organisation may improve its customer connections and service quality if its flaws are exposed and fixed.

Total Engagement Model

If you want to establish long-lasting connections with your clients, the Total Engagement Model is a helpful framework. There are three parts to it: mental, emotional, and physical involvement. P&G may use this approach by emphasising customer connection at every stage of the customer life cycle (advertising, product design, customer service encounters, loyalty programs and so on) (Haverila, Haverila and McLaughlin, 2022). P&G can raise client lifetime value by focusing on the whole customer experience rather than individual touchpoints. The company's bottom line and revenue could improve as a result of this.

Recommendations

Embrace digital marketing: In today's whole number age, companies need to have a strong online presence. P&G should continue to enthrone digital marketing strategies such as mixer media, and email marketing, and seek engine optimization (SEO) to reach its targeted audience more effectively.

Use data analytics: P&G should leverage information analytics to gain insights into undefined conduct and preferences (Karuga, 2019). By analysing data, the company can better understand its customers' needs and develop more targeted marketing strategies.

Develop personalised marketing: P&G needs to develop individualised marketing strategies that are complying with their customers (Bilgeri *et al.*, 2019). They can use different sources of data analytics and also use customer insights for producing personalised experiences that will help them in resonating with the customers and build loyalty for their brands.

Focus on content marketing: P&G should continue to enthrone content marketing, which involves creating valuable and engaging content that attracts and retains customers. By creating high-quality

content that addresses customer needs and interests, the Companion can build stronger relationships with its customers and enhance its brand image.

Innovate with new technologies: P&G should continue to introduce new technologies such as augmented reality (AR), the virtual world (VR), and artificial intelligence (AI) (Han *et al.*, 2019). By using these technologies, the company can create more immersive and attractive marketing experiences that resonate with its customers.

Collaborate with influencers: P&G should cooperate with influencers and micro-influencers to strain its target hearing more effectively. By partnering with influencers who have boastful social media followings, the company can reach new customers and establish stronger relationships with its existing ones.

Focus on sustainability: P&G should continue to focus on sustainability in its marketing strategies (Day and Shea, 2021). By highlighting its sustainability efforts and communicating its undefined social and environmental responsibility, the company can establish stronger relationships with customers who are more and more concerned about sustainability.

P&G has a strong pass-over record of innovation in marketing, and it should invest in innovative marketing strategies to stick ahead of the competition. By embracing integer marketing, using data analytics, developing personalised marketing, focusing on content marketing, innovating with new technologies, collaborating with influencers, and focusing on sustainability (Karuga, 2019). Moreover, P&G can bear on to create long-term value for its stakeholders and build stronger relationships with its customers.

Total Engagement Model

According to the Total Engagement Model, P&G might improve the quality of its interactions with customers by investigating additional touchpoints. Possible suggestions for additional places of contact are as follows:

P&G may develop interactive product experiences, such as virtual try-ons for cosmetics or augmented reality-enabled packaging for cleaning supplies (Herz *et al.*, 2022). Customers' positive associations with the brand, as measured by their gut reactions, may rise as a result.

Customers may communicate with one another and share their experiences with P&G goods by joining one of the many social media groups that the company might establish for its many brands. An uptick in community spirit and brand loyalty might result from this.

Personalised product recommendations: P&G could use data-driven insights to provide personalised product recommendations to customers based on their preferences and past purchases (Bilgeri *et al.*, 2019). This has the potential to enhance P&G's marketing efforts and provide a better service to its customers.

P&G can improve the quality of its customer service and forge deeper bonds with its clientele by identifying and implementing previously unconsidered touchpoints into its customer journey map. Customer loyalty and lifetime value might rise as a result of a more interesting, unique, and memorable experience thanks to these touchpoints.

Conclusion

From the above discussion, it can be concluded that P&G has been able to consolidate its marketing practices well enough and this has paid off. The organisation has been innovative and has always interacted with the consumers before lining up any kind of marketing practices. The organisation needs to focus on digital strategies to ensure that, by investing in product innovation, personalised marketing, and client service, the company is capable of building strong relationships with its customers and producing an ultra-nationalistic customer base.

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