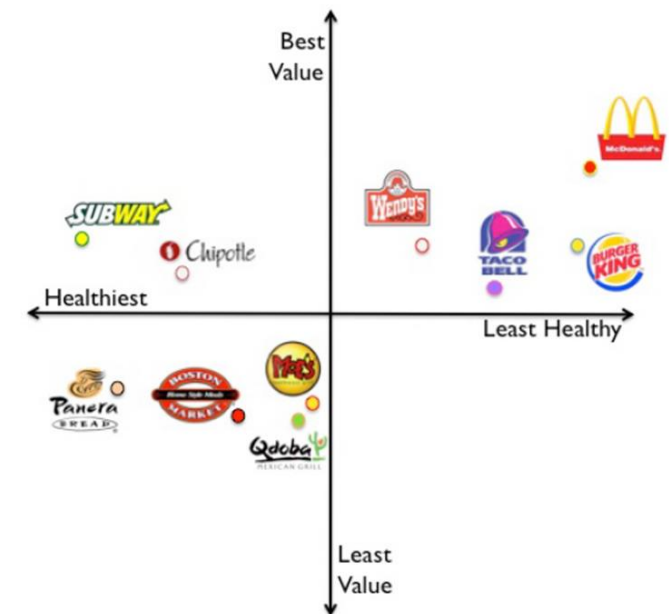


MARKETING AND SALES WEEK 7

Promotion and Place

Recap from last time



OBJECTIVES OF PROMOTION

Change consumer psychology:

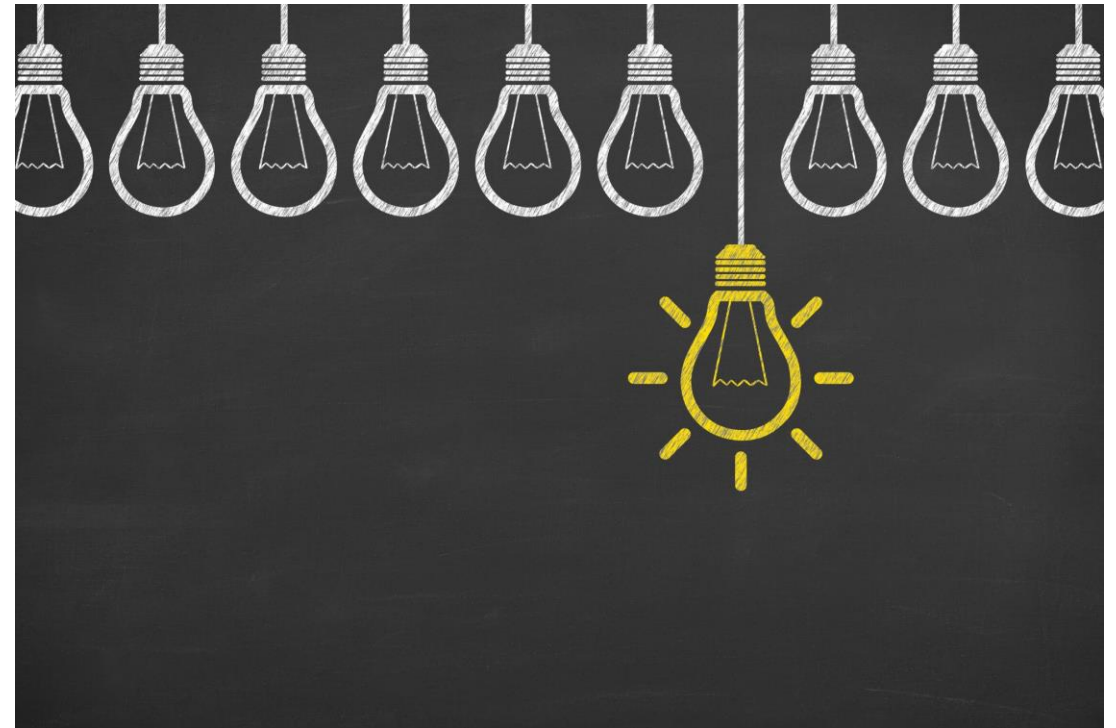
- Differentiate, reinforce, inform, persuade
- Change/reinforce attitudes
- Get into purchase consideration set
- Create brand awareness
- Build brand image
- Re-position the brand

Change consumer purchasing behaviour:

- Stimulate trial, regain lost customers, increase usage

Other objectives:

- Break into new market, obtain information about consumers



COMMUNICATIONS MIX

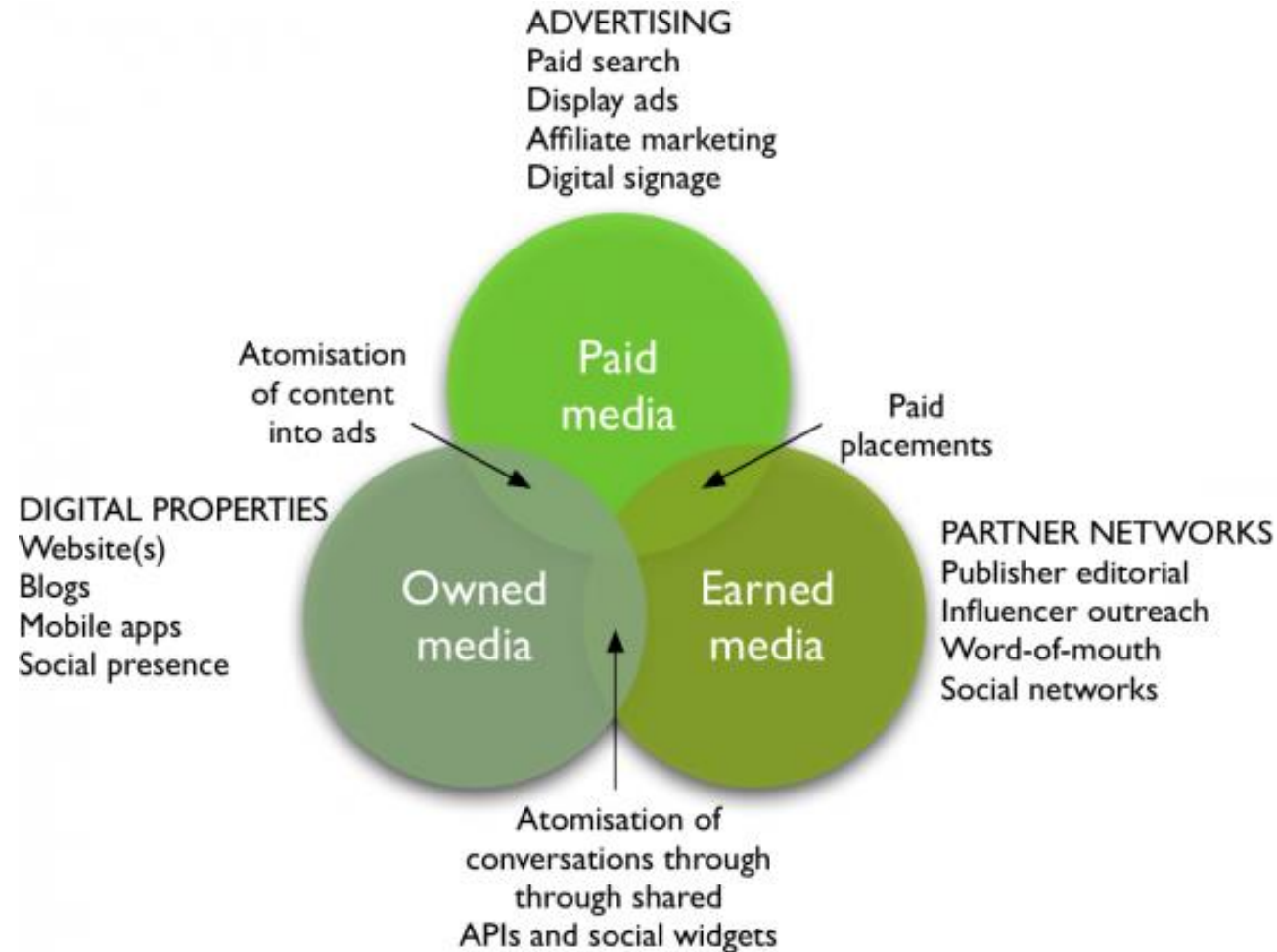
A company's overall marketing communication strategy is called the "Communications" or "Promotional" mix.

"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)



TYPES OF MEDIA



CHANNELS AND VEHICLES

If you think of your marketing plan, and the message that you would want to communicate to current and future guests, how many different channels could we use to share that message?

Word of mouth

TV

Newspaper/Magazine

Radio

Signage

Internet

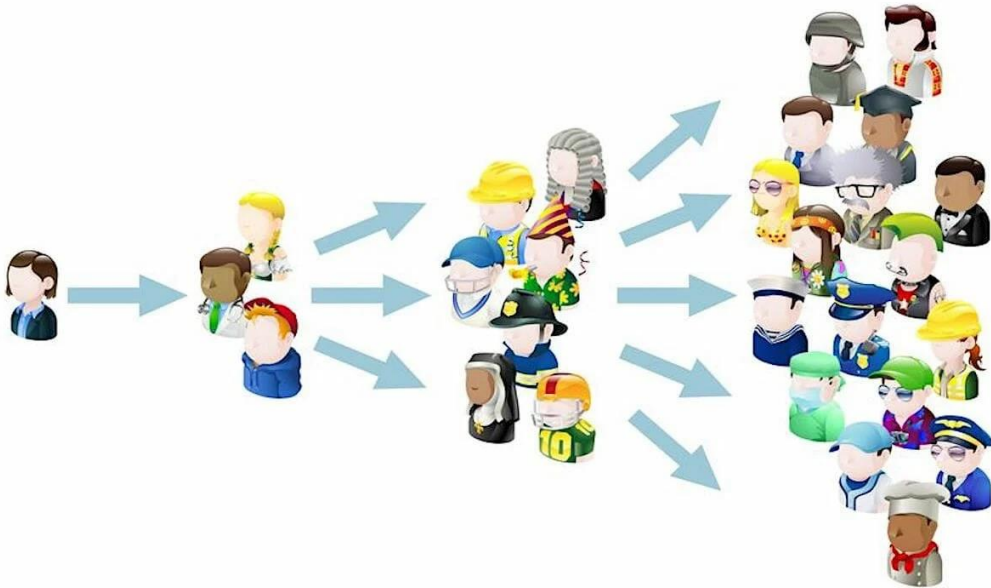
Direct mail

Telephone.

What vehicles could we use?

Message (what message do we want to send re: AIDA)

and like other media there are many combinations that could be used within one channel.



Marketing Channels: Explained in 10 minutes



IT'S A SOCIAL WORLD



I'm going to be so productive today!

Right after I scroll through my entire Instagram feed.

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)

THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

PART ARTIST

WRITTEN CONTENT



Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

VISUAL ASSETS



Visual content grabs consumers' attention, making it a valuable marketing resource.

SOCIAL MEDIA



Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

EMAIL MARKETING



Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

PART SCIENTIST

PERFORMANCE TRACKING



Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

OPERATIONS



With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

ANALYTICS



Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

CAMPAIGN PERFORMANCE



Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.

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?**

BENEFITS FOR RESTAURANTS

- Allows small businesses to compete at the same level as large businesses.
- Allows a business to 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



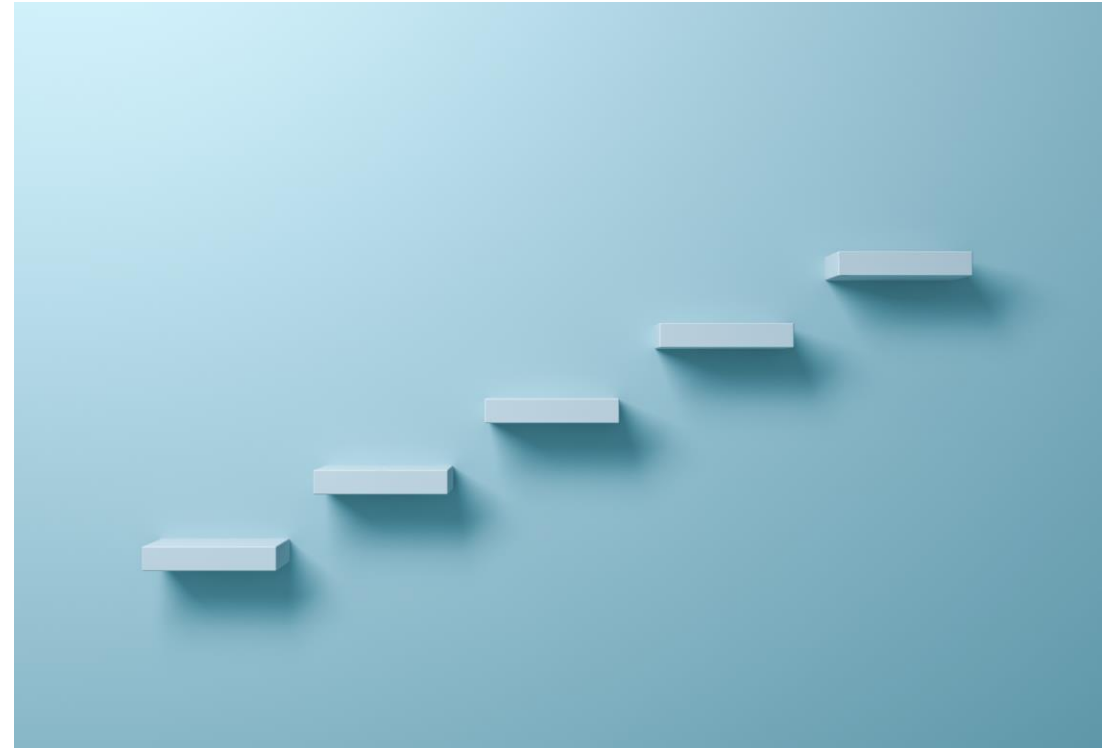
AIDA

The AIDA marketing model is a marketing, advertising and sales approach methodology designed to provide insight into the customer's mind and represent the steps needed to cultivate leads and generate sales.



AIDA

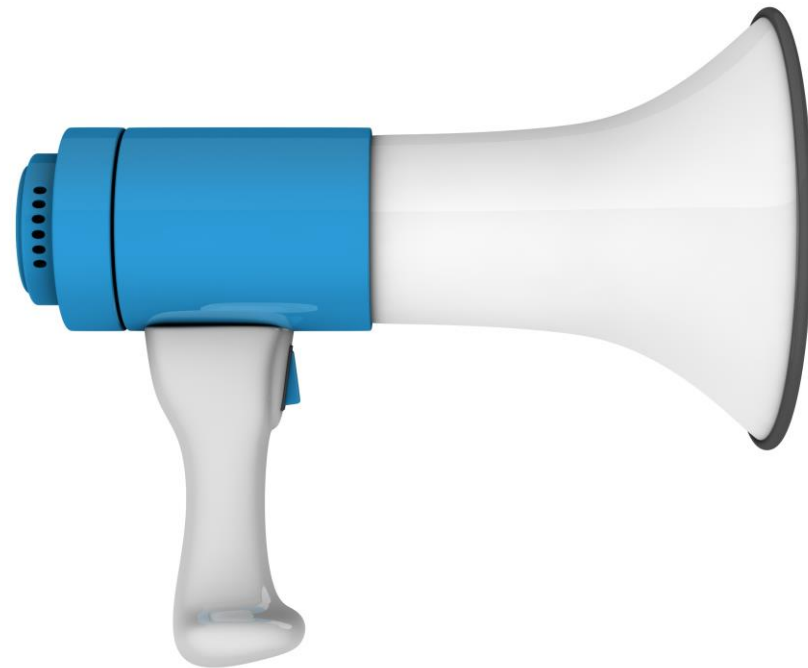
As an acronym, AIDA breaks down into the steps required for successful marketing: Attention, Interest, Desire and Action. The AIDA marketing model is a cornerstone of modern marketing, to the extent that missing one step is thought to almost guarantee an unsuccessful result.



ATTENTION

Attention:

To make customers aware of offerings, a marketer needs to catch their attention. Various approaches are implemented to get the attention of potential customers, like the placement of an ad in an unusual but noticeable place. Personalised messages, like those used in one-to-one marketing, are harder to ignore than generic proposals. Shock value advertising, such as the use of graphic images, also garners attention by provoking sharp emotional reactions.



INTEREST

Interest:

Customer interest must be piqued and held long enough to gain information about the product. One approach to maintaining interest is presenting concise and well-paced information, delivered by an interesting character, voice actor or mascot.



DESIRE

Desire:

Desire is often built up by selling on a product's features, showing superiority over similar products and demonstrating versatility. Essentially, this is the presentation of a product or service's value proposition, the compelling benefits that induce a consumer to select this particular offering, leading to the decision to purchase.



ACTION

Action:

If the customer has come this far, there is interest. The final step is closing the sale and convincing the customer to act on interest, which may involve overcoming objections and making a call to action (CTA). In the CTA, a product may start at a higher price that may be lowered. Products might be offered two-for-one and/or with free shipping. Improving the perceived value can motivate the undecided customer. However, if the other steps are performed well, the customer should be left with a lasting positive impression of the product even if they choose not to purchase.



ACTIVITY

- Develop a poster for a new restaurant about to open using AIDA on PosterMyWall
- [4.3K+ Free Teaching Aid Templates \(postermywall.com\)](https://www.postermywall.com)



COMMUNICATIONS MIX (ONLINE)

- Similar to the traditional communications mix, the same activities are continued online in the RACE digital planning framework (RACE is marketing funnel, but applied to digital marketing).
- The RACE mnemonic summarizes 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, ACT, CONVERT, ENGAGE



ACTIVITY

- Watch adverts (EDF and restaurants)
- What is the advert message re: AIDA
- What would the next steps be (for example, if attention and interest is the message, how would you convey desire and action?)
- [The EDF Energy orange dancing toy thing \(youtube.com\)](https://www.youtube.com/watch?v=5K8j8j8j8j)
- <https://youtu.be/RWMIUhImdFs>
- Find a restaurant advert to demonstrate AIDA

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!

RESEARCH RE: WEBSITE

- Analyse a website (restaurant brand) and find out about their traffic and potential customers:
- Top 3 countries they receive traffic from?
- The most and least popular ages ranges?
- Browsing habit information?
- What social media sites are driving the most/least traffic?
- What else do their customers search for?
- [Check Website Traffic \(similarweb.com\)](https://www.similarweb.com)



PLACE

Distribution (channel/s)/Ways to distribute

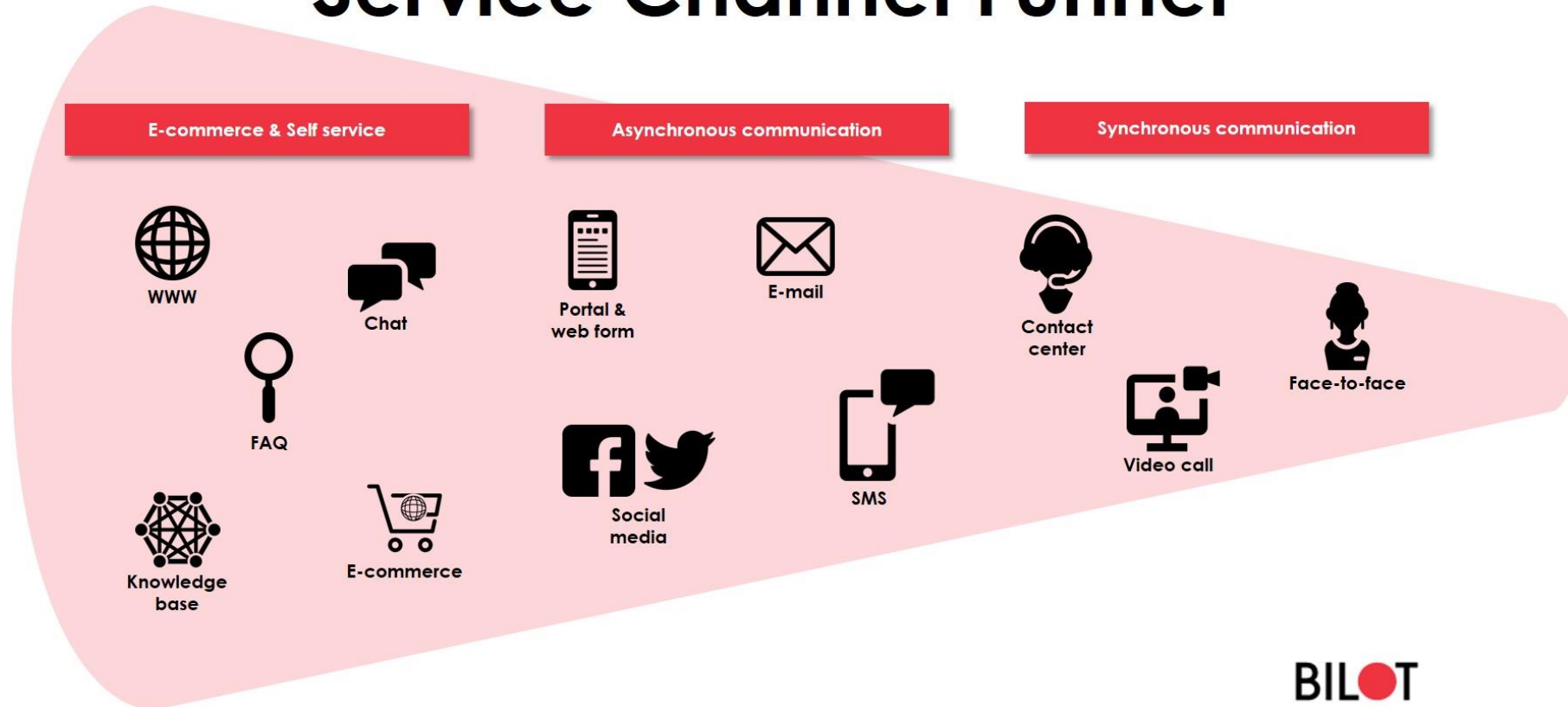
Examples:

- Restaurant
- Takeaway
- Brand/s sold in supermarkets (Starbucks coffee)



PLACE

Service Channel Funnel



BILOT

PLACE

Organizations that extend their presence online with links from other sites

Ads (promotion) follow customers online (place)

Placing ads in front of people who have already expressed an interest in your business

- Here's a scenario: You just performed a search on Google, took a few minutes to sift through the results, and then decided to visit Facebook. Lo and behold, within just a few seconds, what you just searched for on Google is now displaying as an ad on your Facebook feed!
- How is this possible? Is someone following you, logging your searches, and then retargeting you on a completely different website?
- Basically, the website where you're shopping implements a bit of code called a cookie, which enables the site to track your browsing habits, see what you're looking at, and follow you to another site, where the ad showing what you just looked at shows up.
- Remember Similarweb?

RESTAURANT OF THE FUTURE: FOOD ROBOTS

<https://youtu.be/KQkmFZQ-2SA>

REFERENCES

Kotler, P., Keller, K. and Chernev, A., 2021. Marketing management. 16th ed. Pearson.

Lee, P. and Calugar-Pop, C., 2021. The home-based worker. [online] Deloitte Insights. Available at:
<<https://www2.deloitte.com/us/en/insights/industry/telecommunications/global-mobile-consumer-survey.html>> [Accessed 15 May 2022].

Solis, B., 2013. The Ultimate Moment of Truth and The Art of Digital Engagement - Brian Solis. [online] Brian Solis. Available at:
<<https://www.briansolis.com/2013/11/the-ultimate-moment-of-truth-and-the-art-of-engagement/>> [Accessed 15 May 2022].

Todorova, G., 2015. Marketing communication mix. Trakia Journal of Science, 13(Suppl.1), pp.368-374.

See You
Next time!