

Marketing Communications to achieve change

OR

How to become a marketing expert in 27 minutes

Part 1 Alchemy of Marketing Communications. How do they work?

Part 2 Getting marketing messages on-target

Part 3 Making marketing compelling

Part 4 Hints and Tips

Part 5 Summary

Congratulations!

You are now enrolled
for the 27 minute
Marketing Degree course

Part 1
Alchemy

Definition of Marketing

Identify, anticipate and
fulfil what it's perceived
people want and need now
and in the future



Dalai Lama

Meaning of life is the
pursuit of happiness



Marketing Guru

Meaning of marketing is
the pursuit of achieving
customer satisfaction

But what is satisfaction?

- Tangible and Intangible
- Fulfilment - Purchase - Repeat Purchase
 - Loyalty - Recommendation - Advocacy
- For internals: Buy-in - Acceptance
 - Involvement - Cooperation
 - Contribution - Satisfaction

Marketing communications can be used to:

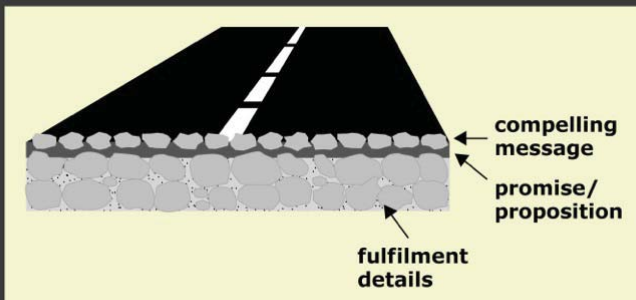
- Solve a problem or issue
- Ease or overcome a difficulty
- Make things easier

Did you hear the one about the man with a frog on his head?



Marketing is like building a road

- Where is it going?
- Who are the users?



Delivering smart communications with a compelling message via a sugar coated pill



Now, please can I put my fingers in your mouth?

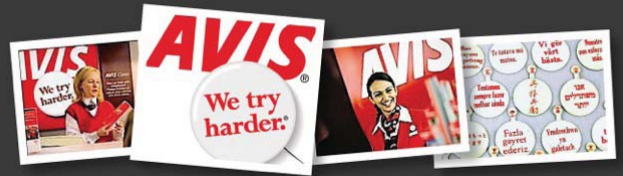


Part 2 Messages on target

- Understand who you want to develop a dialogue and rapport with
- Decide what you want people to believe
- Define what the desired response is



- Converting "I'm thoroughly underwhelmed" to "I'm really delighted"
- What's in it for me?
- Relevance or excitement



We try harder ... er, don't we?

- Promise
- Fulfilment or Delivery

Awareness
Interest
Desire
Action



- Internal and external audiences
- Influencers, gatekeepers and decision makers
- Persuasion and influencing
- Changing habits and behaviour
- Overcoming inertia

"Say again"



Part 3
Making
Marketing
compelling

Failing to plan is planning to fail

- | | |
|---|---|
| <input type="checkbox"/> Objective | <input type="checkbox"/> Fulfilment |
| <input type="checkbox"/> Strategy | <input type="checkbox"/> Unique selling point USP |
| <input type="checkbox"/> Singleminded proposition | <input type="checkbox"/> Call to action |
| <input type="checkbox"/> Promise | <input type="checkbox"/> Desired response |

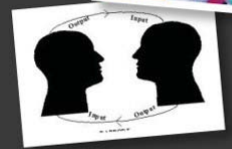
It's not what it is,
it's what it does



- Promote the benefits and advantages
- Sell the sizzle, not the sausage
- Try and own the high ground

Develop a rapport
and dialogue -
engage the audience

- Create empathy
- Be simpatico
- Be persuasive



The Day of the
Triffids has come
home to roost

Social media has a
place in the mix

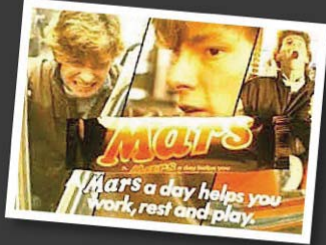
It may not
be true
but it's
accurate!

Don't let the
truth stand in
the way of a
good story!

Visibly,
visibly,
visibly,
visibly,
visibly.



Repetition, uniformity,
consistency -
cumulative
awareness



Familiarity
leads to favourability

Part 4
Hints
and Tips

3 stages of purchase:



1. Lust/desire (slow dribble)
2. Rationalisation
3. Cold light of day

(Plus buyer's
remorse or
post-purchase
decision confirmation)



You can't cry over spilt milk
after the horse has bolted

Excuse me, what's the difference between these apples?



- Perceptions, attitudes, opinions, points of view
- Overcoming negatives and objections
- Differentiate in a meaningful way or consider packaging

Nice cup of tea, Mr Twining?

- Never assume
- Assumption is the mother of all #@%#-ups

OR

- Assumption makes an ASS out of U and ME



Part 5
Summary

Your perspective must be
from the outside looking in
- avoid the can't see the
wood for the trees syndrome



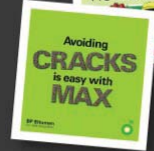


Be compelling

Persuade your audience they want to go to the airport and get on the plane

Keep communications simple

- Understand what you want people to believe or do
- Provide compelling reasons and motivation
- Reasons to believe or suspension of disbelief?
- Use applied psychology



The truth is so precious that she should always be attended by a bodyguard of lies

