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

But what is satisfaction?

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

Marketing Guru
Meaning of marketing is the pursuit of achieving customer 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

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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

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

Failing to plan is planning to fail
- Objective
- Strategy
- Singleminded proposition
- Promise
- Fulfilment
- Unique selling point USP
- Call to action
- 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.
Repetition, uniformity, consistency - cumulative awareness

Familiarity leads to favourability

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

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