

Marketing Communications as an Introduction





Marketing Communications = MarComm

- Marketing communications is a great deal more than simply about advertising.
- Getting the right message to the right people is one of the most important factors in determining the success of this sector.

- Marketing communications is a subset of the overall subject area known as marketing.
- Marketing has a marketing mix that is made of 4 P's : price, place, promotion, product, also includes people, processes and physical evidence, when marketing services (known as the seven P's).



Knowing Our Customers...

- What is Customer :

A person, company, or other entity which buys or consume goods and services produced by another person, company, or other entity.

A party that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers





Marketing Concepts :

Management philosophy according to which a firm's goals can be best achieved through identification and satisfaction of the customers' stated and unstated needs and wants.

Branding

- In order to succeed our marketing activity, we have to focused on ‘Branding’.

“Branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem”



A good brand will achieve through :

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretes User Loyalty





How to succeed in branding :

- Understand the needs and wants of our customers and prospects.
- Integrating our brand strategies through our company at every point of public contact.

- Our brand resides within the hearts and minds of customers, clients, and prospects.
- It is the sum total of their experiences and perceptions, some of which you can influence, and some of that you cannot.



Strong Brand ???

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building our brand.

After all your brand is the source of a promise to our consumer. It's a foundational piece in your marketing communication and one you do not want to be without





Relationship Marketing :

It is the key to our marketing strategy, because :

It will increase our sales without increasing marketing budget by nurturing, retaining and maintaining relationships with existing customer based.

Marketing Value :

“You’ll get this point when the customers had the mental estimation with your products or services”



Thank You

