

MarComm Process I

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Marketing Process

- The marketing communication process can be very complex but it is based on the universal model used in all forms of communication which includes a sender, the message, receivers, a medium and, in the case of two-way communication, feedback.

However, this universal model needs to be presented in the context of marketing communications in order that its relevance to marketing is understood.

The purpose of a marketing communication campaign can be best described by reference to the hierarchy of communication effects, there are :
Awareness, Knowledge, Liking,
Preference, Conviction and Purchase.

Awareness :

If most of the target audience is unaware of the object, the communicator's task is to build awareness, perhaps just name recognition, with simple messages repeating the product name. Consumers must become aware of the brand. This isn't as straightforward as it seems. Capturing someone's attention doesn't mean they will notice the brand name. Thus, the brand name needs to be made focal to get consumers to become aware. Magazines are full of ads that will capture your attention, but you'll have trouble easily seeing the brand name.

Knowledge :

The target audience might have product awareness but not know much more; hence this stage involves creating brand knowledge. This is where comprehension of the brand name and what it stands for become important. What are the brand's specific appeals, its benefits? In what way is it different than competitor's brands? Who is the target market? These are the types of questions that must be answered if consumers are to achieve the step of brand knowledge

Liking :

If target members know the product, how do they feel about it? If the audience looks unfavourably towards the product to communicator has to find out why. If the unfavorable view is based on real problems, a communication campaigns alone cannot do the job. For product problem it is necessary to first fix the problem and only then can you communicate its renewed quality.

Preference :

The target audience might like the product but not prefer it to others. In this case, the communicator must try to build consumer preference by promoting quality, value, performance and other features. The communicator can check the campaigns success by measuring audience preference before and after the campaign.

Conviction :

A target audience might prefer a particular product but not develop a conviction about buying it. The communicator's job is to build conviction among the target audience.

Purchase:

Finally, some members of the target audience might have conviction but not quite get around to making the purchase. They may wait for more information or plan to act later. The communicator must need these consumers to take the final step, perhaps by offering the product at a low price, offering a premium, or letting consumers tried out. This is where consumers make a move to actually search out information or purchase.

Diffusion of Marketing Process :

1. Advertising

Form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services.

2. Selling Promotion

Several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales.

3. Public Relations & Publications

Generating publicity and disseminating news and information to customers, the media and the public. Additional responsibilities include, promoting events, achievements of target or program as well as other items of general interest.

4. Personal & Direct Selling

Oral communication with potential buyers of a product with the intention of making a sale. The personal selling may focus initially on developing a relationship with the potential buyer, but will always ultimately end with an attempt to "close the sale"

The background features a soft gradient from light pink at the top to a warm orange at the bottom. Overlaid on this are several overlapping circles of varying sizes and shades of pink and orange. Each circle is defined by multiple thin, concentric lines, giving them a hand-drawn or sketchy appearance. The circles are scattered across the frame, with some partially cut off by the edges.

THANK YOU