

MARKETING PROCESS II

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Communication Process

- The communication process is a simple model that demonstrates all the factors that can affect communication.
- Communication is effective if the message that is received is the same one that is sent.



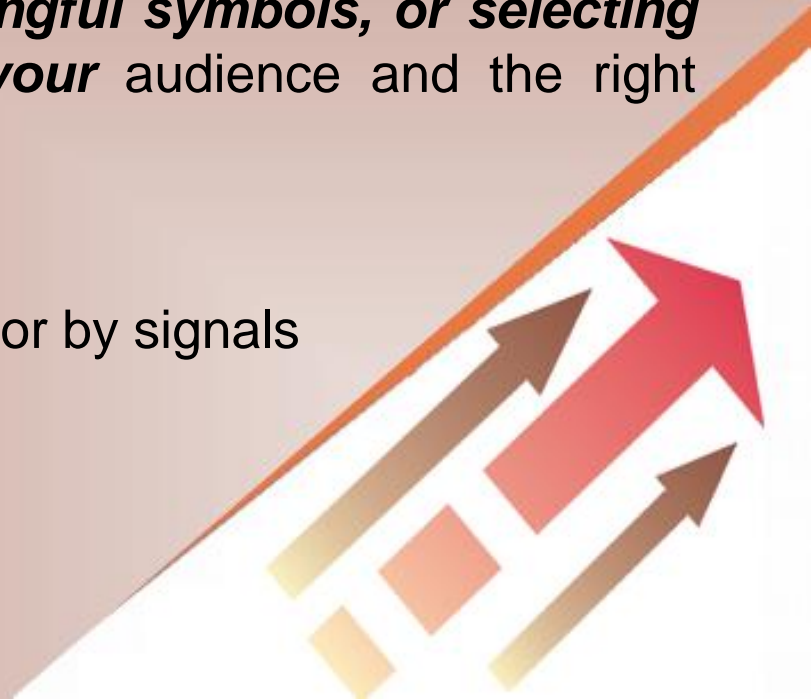
The key elements of Communication Process

- **Sender :**

The communicator or sender is the person who is sending the message. There are two factors that will determine how effective the communicator will be. The first factor is the ***communicator's attitude. It*** must be positive. The second factor is the ***communicator's selection of meaningful symbols, or selecting the right symbols depending on your*** audience and the right environment.

- **Message :**

A communication in writing, in speech, or by signals



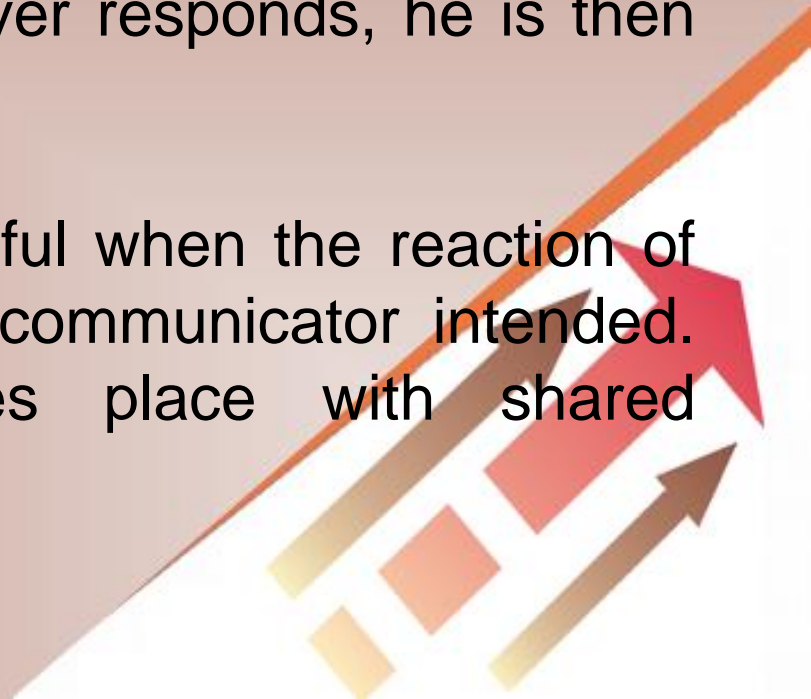
- **Receiver :**

The receiver is simply the person receiving the message, making sense of it, or understanding and translating it into meaning.

Now think about this for a moment: the receiver is also a communicator.

How can that be? (When receiver responds, he is then the communicator.)

Communication is only successful when the reaction of the receiver is that which the communicator intended. Effective communication takes place with shared meaning and understanding.



- **Feedback :**

Feedback is that reaction I just mentioned. It can be a verbal or nonverbal reaction or response. It can be external feedback (something we see) or internal feedback (something we can't see), like self-examination.

It's the feedback that allows the communicator to adjust his message and be more effective. Without feedback, there would be no way of knowing if meaning had been shared or if understanding had taken place.



The obstacles of communication

- **Internal :**

Fatigue, poor listening skills, attitude toward the sender or the information, lack of interest in the message, fear, mistrust, past experiences, negative attitude, problems at home, lack of common experiences, and emotions.

- **External :**

Noise, distractions, e-mail not working, bad phone connections, time of day, sender used too many technical words for the audience, and environment




When communicating, watch out for the obstacles.

1. Monitor the actions of the receiver.
2. Watch her/his body language.
3. Check to make sure the message the receiver received is the one sent by asking questions and listen.



Communication Effects on Marketing Program

1. Increasing the percentage of target consumers who associate specific features or benefits with the company's brand
 2. Increasing number of target consumers who prefer the client company's brand rather than competing brands
 3. Increasing company's brand trial among non-users
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- A decorative graphic in the bottom right corner of the slide. It features a thick orange line starting from the bottom left and pointing towards the top right. Overlaid on this line are several arrows of varying colors (brown, red, and gold) and shapes (solid and outlined), all pointing in the same upward and rightward direction, symbolizing growth and progress.

4. Increasing company's brand trial rate among existing consumers. Even when promotion managers attempt to translate sales objectives, they are not sure what really constitutes adequate levels of awareness, knowledge, liking, preference or conviction.



THANK YOU

