

Marketing Management

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Managing Mass Communications



Advertising

Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.

The Five M's of Advertising

- Mission
- Money
- Message
- Media
- Measurement

Advertising Objectives

- Informative advertising
- Persuasive advertising
- Reminder advertising
- Reinforcement advertising

Factors to Consider in Setting an Advertising Budget

- Stage in the product life cycle
- Market share and consumer base
- Competition and clutter
- Advertising frequency
- Product substitutability

Developing the Advertising Campaign

- Message generation and evaluation
- Creative development and execution
- Social responsibility review

Deciding on media and measuring effectiveness



Media Selection

- Reach
- Frequency
- Impact
- Exposure

$$E = R * F$$

$$WE = R * F * I$$

Choosing Among Major Media Types

- Target audience and media habits
- Product characteristics
- Message characteristics
- Cost

Place Advertising

- Billboards
- Public spaces
- Product placement
- Point-of-purchase

Measures of Audience Size

- Circulation
- Audience
- Effective audience
- Effective ad-exposed audience

Deciding on media timing and allocation

Macroscheduling

Microscheduling

Seasons &
Business cycles

Short period of time

Factors Affecting Timing Patterns

- Buyer turnover
- Purchase frequency
- Forgetting rate

Sales Promotion

Collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.

Sales Promotion Tactics

Consumer-directed

- Samples
- Coupons
- Cash refund offers
- Price offs
- Premiums
- Prizes
- Patronage rewards
- Free trials
- Tie-in promotions

Trade-directed

- Price offs
- Allowances
- Free goods

Using Sales Promotions

Establish objectives

Select tools

Develop program

Pretest

Implement and control

Evaluate results

Public relations



Public Relations Functions

- Press relations
- Product publicity
- Corporate communications
- Lobbying
- Counseling

Major Tools in Marketing PR

- Publications
- Events
- Sponsorships
- News
- Speeches
- Public Service Activities
- Identity Media



Managing Personal Communication



Direct Marketing

Use of consumer-direct channels to reach and deliver goods and services to customers without using market middlemen.

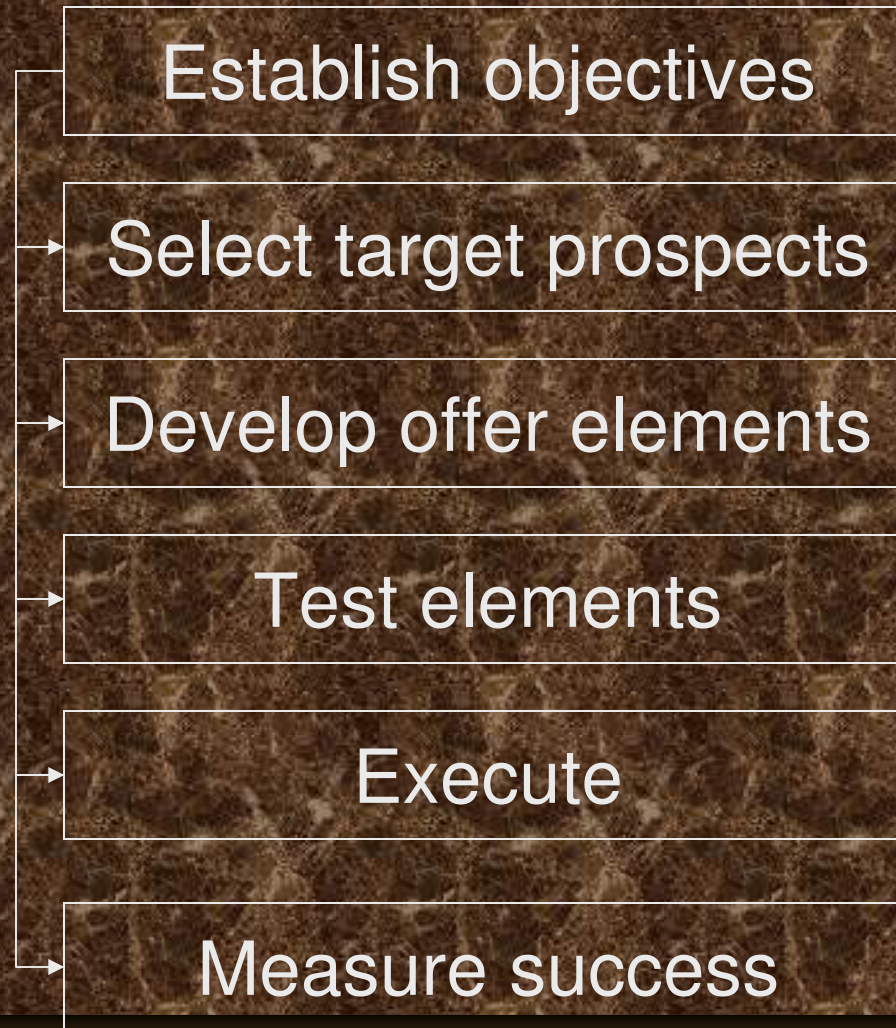
Public Issues in Direct Marketing

- Irritation
- Unfairness
- Deception/fraud
- Invasion of privacy

Direct mail



Constructing A Direct-Mail Campaign



Catalog marketing



Telemarketing



Interactive marketing



Designing an Attractive Web Site

- Context
- Content
- Community
- Customization
- Communication
- Connection
- Commerce

Ease of Use and Attractiveness

Ease of use

Downloads quickly

First page is easy to understand

Easy to navigate

Attractiveness

Clean looking

Readable fonts

Good use of colors and sounds

Increasing Visits and Site Stickiness

- Deep information with links
- Changing news of interest
- Changing offers
- Contests and sweepstakes
- Humor and jokes
- Games

Online Ads

- Banner ads
- Microsites
- Sponsorships
- Interstitials
- Search-related ads
- Content-targeted advertising
- Alliances
- Affiliate programs

e-Marketing Guidelines

- Give the customer a reason to respond
- Personalize the content of your emails
- Offer something the customer could not get via direct mail
- Make it easy for customers to unsubscribe

Information Quality

Learning Capability

Playfulness

System Quality

System Use

Service Quality

Design Quality of
Web Sites

attractiveness

dependable

reliable

trustworthy

meeting demand

pleasing customers

Function Type	Metrics	Literature Support
Information	Number and volume of Web pages Number of images, animations, audio clips, and video clips Volume of image/animation/audio/video data	1, 11, 18, 33, 38, 39, 42, 50, 59
Communication	Number and medium/protocol of point-to-point communication channels (e.g., email, instant messaging, videoconferencing) Number and medium/protocol of broadcast communication channels (e.g., FAQs, guest books, discussion groups, chat rooms)	11, 26, 31, 42
Downloading	Number and volume of downloadable files Number of downloading sources	22, 40, 45, 53
Transaction	Number of online applications Number of identity-sensitive applications Number of transaction forms Number of securely processed forms Number of real-time inquiry forms Number of real-time update forms Number of input data items	14, 25, 28, 31, 33, 42

Designing sales force



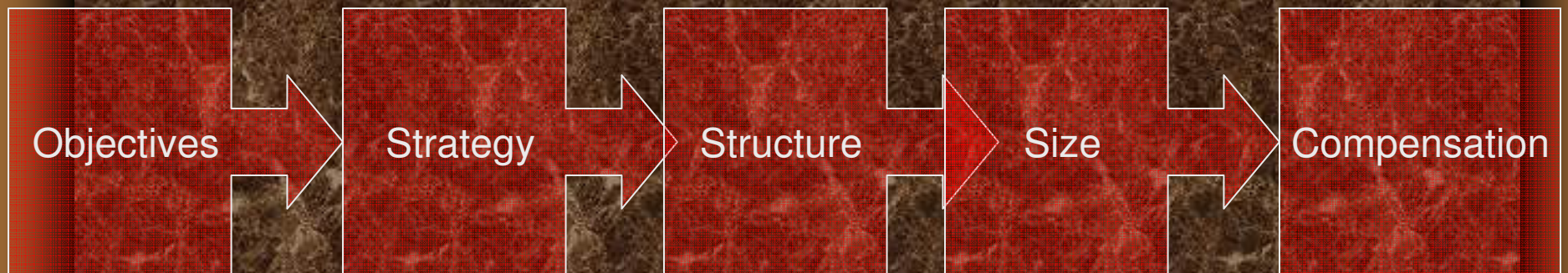
Cost of sales calls

- Sales call cost \$200 to \$300
- 4 sales call per order making total of \$800 to \$1200 per order
- Increase productivity

Types of Sales Representatives

- Deliverer
- Order taker
- Missionary
- Technician
- Demand creator
- Solution vendor

Developing the Sales Force



Sales Tasks

- Prospecting
- Targeting
- Communicating
- Selling
- Servicing
- Information gathering
- Allocating

Tactics

Consumer promotions

Price reductions
Coupons
Vouchers
Competitions
Free goods
Premium offers
Trade-in offers
Stamps
Guarantees
Events
Displays

Trade promotions

Dealer loaders
Loyalty bonuses
Sale or return
Range bonuses
Credit
Delayed invoicing
New product offers
Competitions
Trade-in offers
Free services
Training
Reciprocal buying

Salesforce promotions

Bonuses
Commissions
Coupons
Free gifts
Competitions
Vouchers
Free services
Points
Money equivalents