




Advertising and Marketing Overview


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Learning Objectives

- The 4 P's + 1
- Marketing
- Advertising
- Branding
- Differences between disciplines



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Business has only two functions - marketing and innovation.

Milan Kundera

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Marketing Defined

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.




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The 4 Ps of Marketing

- Product (or service / offering)
- Price (position)
- Place (distribution)
- Promotion



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The 4 P's of Marketing

Product

Places where Promotional Products can play a role:

- Container Premiums
- Special Packs
- Limited or commemorative packaging



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The 4 P's of Marketing

Price

List Price, discounts, financing, leasing options, allowances.

Value-Add vs. Discount becomes a strategic incentive promotion decision




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The 4 P's of Marketing

PLACE

The rise of "Experience" Marketing, of taking promotions to the audience, of moving the "place" of the 4-P's to where the brand can be acted upon, interacted with and totally engaged!



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The 4 P's of Marketing Strategy


Promotion

How the target groups are informed about the brand. This includes advertising, selling, sales promotion, public relations and all the tools of the modern marketer.

Awareness – Image – Story – Reason to Act - Engagement





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PRODUCT → SOLUTION
PRICE → VALUE
PLACE → ACCESS
PROMOTION → INFORMATION

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People: the 5th P



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People include:

- * Employees
- * Suppliers
- * Shareholders
- * Channel Partners
- * Media
- * Government
- * CUSTOMERS!



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The 6th P - Purpose



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Strategic Marketing



- Marketing based on a focused overarching objective, such as
 - Leader or Challenger
 - Differentiation in product, service level
 - Price positioning
 - Efficiency, innovation
 - Pioneer
 - A "hedgehog" concept
 - Specialized knowledge of a discipline, industry or tactic.

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Niche Marketing



- Niche marketing refers to finding a segment of the general market for a service or product line.
- One then develops a solution for the needs of that segment and then markets to it to get the word out.

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Niche Marketing




- An industry (healthcare, financial)
- An activity, hobby, interest (golf, travel, poker, basketball, running)
- A segment such as safety, sales promotion, wellness, engagement, recruiting, executive gifts.
- A product category (awards, apparel, writing instruments, premiums/incentives)
- A buyer group – admins, procurement, C-level, age, gender.

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Types of Marketing




Cause Marketing or Cause-Related Marketing

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Types of Marketing



Database Marketing

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Types of Marketing

 Loyalty Marketing



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Types of Marketing

 Shopper Marketing

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Types of Marketing

Five R's
of Relationship Marketing

-  Deliver the **Right Message**
-  To the **Right Person**
-  At the **Right Time**
-  Via the **Right Way**
-  At all times, be **RELEVANT!**

Relationship Marketing

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Guerrilla Marketing



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Guerilla Marketing



- Term was coined by Jay Conrad Levinson in 1984 in a book by that title.
- Geared for smaller marketers but adopted by creative giants as well.
- Unconventional, sometimes aggressive.

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Viral Marketing



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Viral Marketing



What do Bill Gates & Viral Marketing Have in Common?

People naturally want to share things that are interesting, funny, helpful or make them look smart.


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Word of Mouth

Word of Mouth

For word of mouth to happen, people must talk and people must listen.



REASONS PEOPLE TALK

- They fully understand something.
- It enhances something about themselves.
- They are compelled to talk about something.

REASONS PEOPLE LISTEN

- They trust the person talking.
- They understand the backstory.
- It's interesting which gets them interested.


Word of Mouth...
Natural conversation between real people!

Inspired by John Moore from BrandAutopilot.com • Prepared by IDEA SANDBOX • idea-sandbox.com •
Word-of-mouth - source: Idea Sandbox

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Word of Mouth Marketing



- It is a planned strategy.
- Makes the brand part of the conversation.
- People usually do not just "happen" to talk about companies, no matter how loyal they are.

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Word of Mouth Marketing

Viral Marketing
- Usually online
- YouTube videos
- Controversy, shock, or surprise rules

Buzz Marketing
- Sensational in nature
- Theatrical, dramatic, significant in impact
- May peak and trough quickly

Enduring WOM
- Offline and online
- Remarkable products or services
- May be unique but not necessarily front-page news

- Most trusted
- Implied endorsement
- Promotional products facilitate word of mouth conversations and endorsements.

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Advertising Defined

- ad-ver-tis-ing
- 1: the action of calling something to the attention of the public especially by paid announcements (Merriam Webster)
- Description or presentation of a product, idea, or organization, in order to induce individuals to buy, support, or approve it. (Investor Words)

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Advertising

- Frequency
- Reach
- Targeted
- Cost Per Thousand Impressions

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Forms of Advertising - TV

- :30, :60 second ads
- Infomercials
- Mass – SuperBowl
- Niche – Food Network
- Fragmented
- Upwards of 85 channels
- DVRs, OnDemand, PPV



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Forms of Advertising - Radio

- :30 and :60 seconds
- Fragmented
- Drivers, Office Workers
- Satellite Radio
- Affiliation with
 - genre,
 - host,
 - community



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Forms of Advertising - Outdoor



- Location, Location, Location
- Short attention
- Directional for attractions
- Commuters, travelers, locals

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Forms of Advertising - Magazine

- Four color
- Targeted
- Can communicate details
- Frequency
- Pass along



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Forms of Advertising - Newspaper

- Time Focus – great for sales
- Geographic target
- Older Audience
- Short ad life



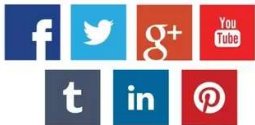
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Forms of Advertising - Internet

Online Advertising



- Banner Ads • Pay Per Click • Contextual
- Affiliate • Email • Behavioral • Videos



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Forms of Advertising - Mobile



- Location based
- Younger audience
- The USA is about 10 yrs behind Japan and 5 yrs behind Europe
- Opt-in only
- Very personal



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Forms of Advertising – Direct Mail

- Highly Targeted
- Reaches audience at home or office
- Potential for creativity
- Can communicate lots of information
- Measureable



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Targetability!



- Direct Mail:
- The only tangible medium that matches promotional products in terms of targetability.




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Magic Word!

- Direct mail...
- Allows for high impact, measurable and test-able copy.
- Can introduce multiple senses, multiple emotional triggers.



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Direct Marketing Association

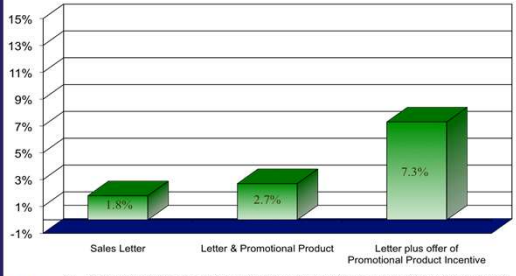


- “Lumpy” Mail has a much higher open and response rate vs. flat mail.
- Direct marketing is a valuable strategic use and distribution vehicle for promotional products

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Promotional Product + Direct Mail = SALES POWER

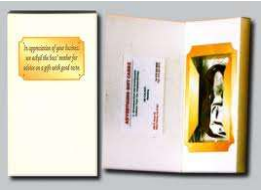


Mail Type	Sales Power (%)
Sales Letter	1.8%
Letter & Promotional Product	2.7%
Letter plus offer of Promotional Product Incentive	7.3%

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Direct Mail and Promotional Products



- The inclusion of a promotional product to a mail promotion increased the **response rate by 50%**
- The use of promotional products as an incentive to respond generated **four times** as many responses as a sales letter alone
- The use of a promotional product as an incentive to respond reduced the **cost per response** by two-thirds.

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Brand: Defined

by Seth Godin

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer.

A brand's value is merely the sum total of how much extra people will pay, or how often they choose, the expectations, memories, stories and relationships of one brand over the alternatives.

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The Process of Branding



- Discover**
 - Look, listen... and learn.
 - Materials review
 - Data analysis
 - Stakeholder sessions
 - Focus groups
- Identify**
 - Let it be known: Who are you, really?
 - Creative brief
 - Creative development
 - Personality, look, feel, and style
 - Creative platform: Messages and visuals
- Plan**
 - Where do you go from here?
 - Long and short term
 - Communication channels
 - Behavior focused: On where audience goes
- Implement**
 - It's time to act. Live your brand.
 - Internal and external venues
 - Well-placed, audience-appropriate materials
 - Right people, right place, right time
- Assess**
 - Your brand evolves. Adjust accordingly.
 - Effectiveness
 - Operational changes
 - Awareness

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Components of a Brand Personality



picture



shape



color



language



name




icon


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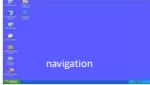
Components of Brand Personality




sound




behavior




navigation



ritual



service



tradition

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What is the difference between Marketing and Advertising?

- The best way to distinguish between advertising and marketing is to think of **marketing as a pie**, inside that pie you have slices of
 - advertising,
 - market research, media planning,
 - public relations, product pricing, distribution,
 - customer support, sales strategy, and community involvement.



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What is the difference between Marketing and Sales?

MARKETING		SALES
POSITIONING	GOAL	REVENUE
STRATEGIC	THINKING STYLE	TACTICAL
TECHNICAL	KNOWLEDGE	EXECUTION
BRAND	AFFINITY	CUSTOMERS
BRAND	PERSPECTIVE	CUSTOMERS

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Q: Why doesn't marketing talk to sales?
A: Nobody knows the answer to this question.

**SELLING IS MARKETING
BUT MARKETING
IS NOT SELLING**

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1. MARKETING: "I'M A GREAT LOVER!"

2. PUBLIC RELATIONS: "I'M A GREAT LOVER. I'M A GREAT LOVER. I'M A GREAT LOVER!"

3. ADVERTISING: "I'M A GREAT LOVER. I'M A GREAT LOVER. I'M A GREAT LOVER!"

4. BRANDING: "I'M A GREAT LOVER. I'M A GREAT LOVER. I'M A GREAT LOVER!"

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Define: Promotional Products



Items used to promote a product, service or company program, including

- advertising specialties,
- premiums, incentives,
- business gifts,
- awards, prizes,
- commemoratives and
- other imprinted or decorated items.

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What is a Marketing Plan?



- A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives.
- It can be for a product or service, a brand, or a product line.
- Marketing plans cover between one and five years.
- A marketing plan may be part of an overall business plan.

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Components of the Marketing Plan

- Situation Analysis
- Objectives
- Target Audience
- Budget
- Creative Strategy
- Media Strategy
- Evaluation Process



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18

Situation Analysis includes:



- Sales History
- Competition
- Current Economic State
- Marketing Channels
- Market Perception
- SWOT analysis



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Objectives



- SMART
- Who, what, where and how much do we want to sell?
- Communications objectives around ideas, feelings, images, brand consistency.

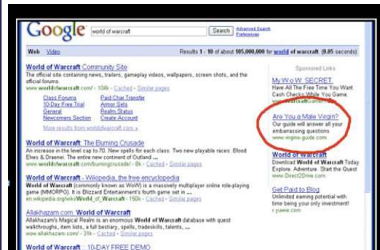


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Target Audience



- Demographics
- Psychographics
- Geographics
- Product usage patterns
- Lifestyle



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Budgets



- A marketing plan must have a budget.
- Budgets need to have ROI.
- To execute a client's plan, you need to know the budget.

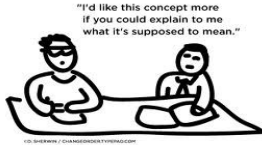


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Creative Strategy

- The message, image, feeling, actions
- Promotional products that reinforce the strategy.
- Creative distribution and packaging
- Creative Copy
- Involve all of the senses
- Think of all brand components
- Consider testing.



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Media Strategy



- Agree on distribution plan.
- Make sure all involved know the plan and the objective.
- Make sure every thing is scheduled and achievable.
- Targets, timing, distribution
- Consider partnerships, causes, social, viral integration.



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Evaluation

- Justify your worth to your client and differentiate yourself from your competitors.
- Measure against preset objectives.
- Always follow-up with your client after their orders were received.

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