



MASARYKOVA UNIVERZITA

PV231 Class 3
**Integrated Marketing
Communications Strategy Course**
Faculty of Informatics
SSME Program

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



EVROPSKÁ UNIE



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



MASARYKOVA UNIVERZITA

PROGRAM Room B204

- 09:00 - 10:45 Lecture
- 10:45 - 11:00 Short Break
- 11:00 - 11:30 Lecture
- 11:30 - 12:00 Team Work

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

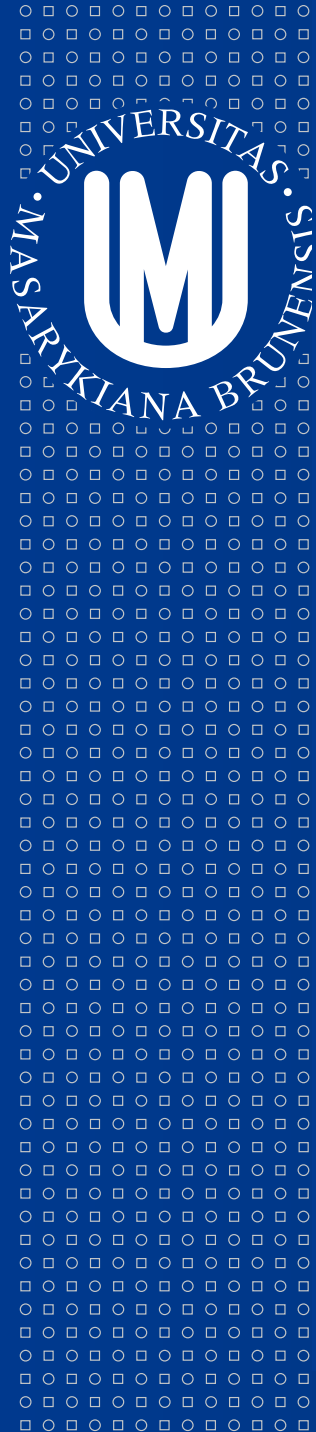
PV231 Integrated Marketing Communications SPRING 2011



Project Deliverables

www.muni.cz

Research Report May 23th	Creative Brief May 25th	Final IMC Plan DRAFT May 30th	Creative Pitch May 30th	Final IMC Presentation June 2nd	Final IMC Plan June 2nd
MARKET ANALYSIS Industry & Category Overview	Project Goal & Overview	Executive Summary	Short 5-7 minute presentation of the plan ideas	20-minute presentation of all ideas in front of the client	Executive Summary
Consumer Behavior Analysis	Research Insight Summary	Research Report			Research Report
Competitive Analysis	Audience, Message, Media Overview	IMC Plan Communication Strategy: Audience, Message			IMC Plan Communication Strategy: Audience, Message
Brand/Product/ Service Analysis & SWOT	Schedule & Budget	Execution Strategy: Media, Schedule, Budget, Measurement Creative Strategy: Branding Ideas, Creative/Design			Execution Strategy: Media, Schedule, Budget, Measurement Creative Strategy: Branding Ideas, Creative/Design
Research Insights	Visual/Creative Strategy Overview	Conclusion			Conclusion



RESEARCH EXERCISES



Research:

Historical & Cultural Connection

- Based on your research and knowledge of our history and culture, find **TWO** historical & cultural connection traits.





Research: Developing an insight

- What are the insights from:
 - Market (Industry/Category)
 - Consumer Behavior
 - Competitive Analysis
 - Brand Analysis & SWOT
 - Your interviews

- What is THE BIG IDEA based on your research and project work?

- MY BIG IDEA IS

- Based on my BIG IDEA , the goal of my strategy will be to.....

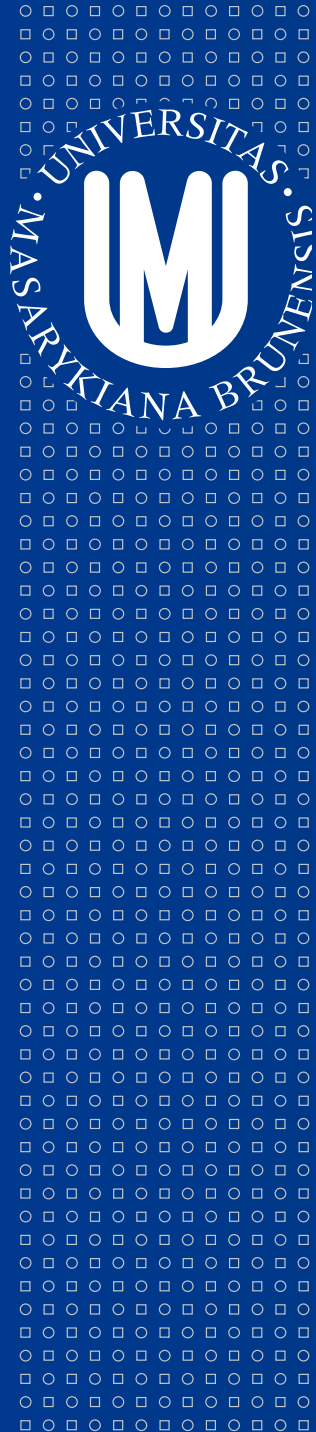




Competitive Positioning Map

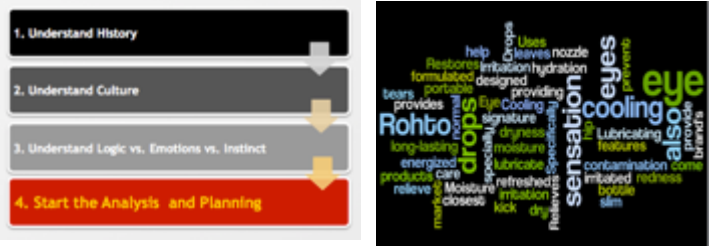
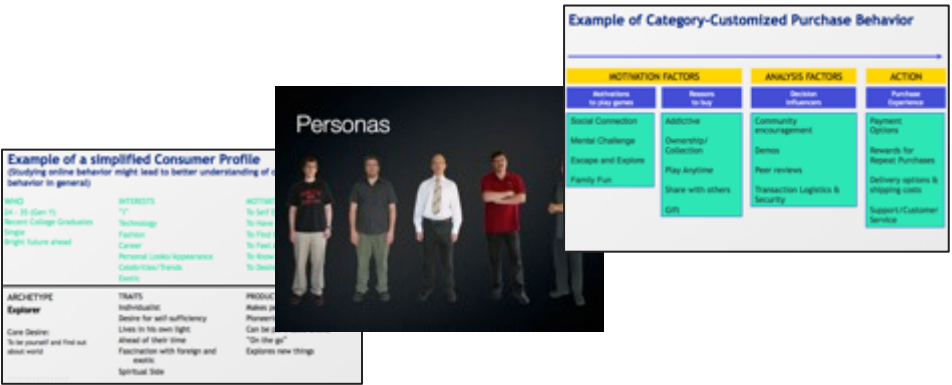
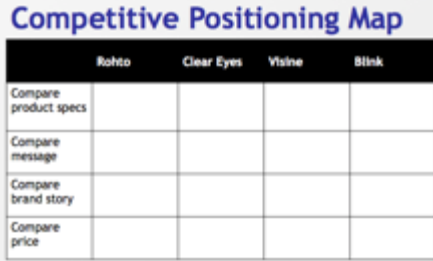

	Rohto	Clear Eyes	Visine	Blink
Compare product specs				
Compare message				
Compare brand story				
Compare price				





RESEARCH RECAP

Research Report

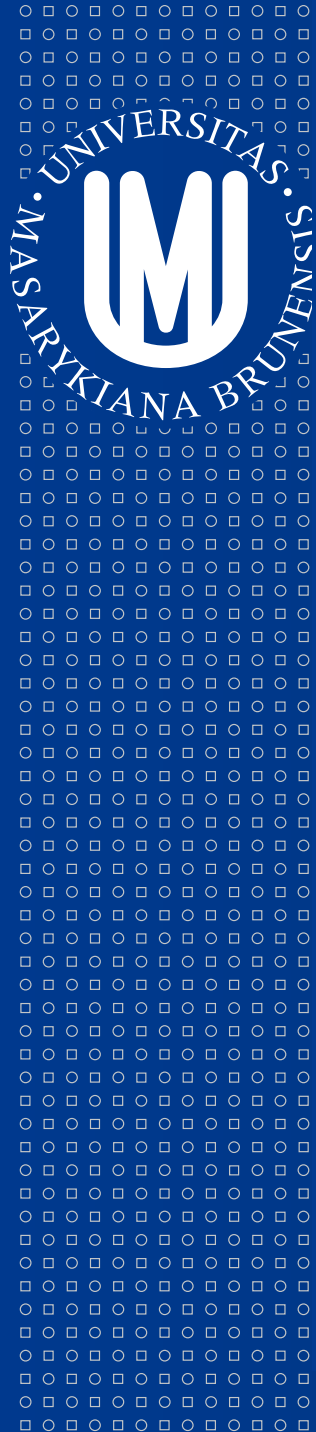
<p>Market (Industry/ Category)</p>	<p>Understand history & culture.</p> <p>Describe the conditions & climate, show trends.</p>	<p>Use Google insights Wordle</p> 																																																								
<p>Consumer Behavior</p>	<p>Create consumer profile/ personas & describe decision-making process.</p> <p>Include the results from you INTERVIEWS.</p>	 <p>Example of a simplified Consumer Profile (Studying online behavior might lead to better understanding of behavior in general)</p> <table border="1"> <thead> <tr> <th>BIPO</th> <th>INTERESTS</th> <th>ACTIVITIES</th> </tr> </thead> <tbody> <tr> <td>Age: 25 (Gen Y)</td> <td>Technology</td> <td>To Surf</td> </tr> <tr> <td>Recent College Graduate</td> <td>Fashion</td> <td>To Shop</td> </tr> <tr> <td>Single</td> <td>Career</td> <td>To Post</td> </tr> <tr> <td>Bright future ahead</td> <td>Personal Goals/Achievements</td> <td>To Study</td> </tr> <tr> <td></td> <td>Controversial Topics</td> <td>To Study</td> </tr> <tr> <td></td> <td>Exotic</td> <td></td> </tr> </tbody> </table> <p>ARCHETYPE Explorer</p> <p>Care Decoder: To be yourself and find out about world</p> <table border="1"> <thead> <tr> <th>TRAIT</th> <th>PROUD</th> </tr> </thead> <tbody> <tr> <td>Individualistic</td> <td>Wants to be successful</td> </tr> <tr> <td>Desire for self-sufficiency</td> <td>Powerful</td> </tr> <tr> <td>Lives in his own light</td> <td>Can't let</td> </tr> <tr> <td>Ahead of their time</td> <td>Explores new things</td> </tr> <tr> <td>Fascination with foreign and exotic</td> <td></td> </tr> <tr> <td>Spiritual Side</td> <td></td> </tr> </tbody> </table> <p>Example of Category-Customized Purchase Behavior</p> <table border="1"> <thead> <tr> <th>MOTIVATION FACTORS</th> <th>ANALYSIS FACTORS</th> <th>ACTION</th> </tr> </thead> <tbody> <tr> <td>Wants to do good</td> <td>Reason to buy</td> <td>Purchase Experience</td> </tr> <tr> <td>Social Connection</td> <td>Additive</td> <td>Payment Options</td> </tr> <tr> <td>Health Challenge</td> <td>Ownership/Collection</td> <td>Rewards for Repeat Purchases</td> </tr> <tr> <td>Escape and Explore</td> <td>Play anytime</td> <td>Delivery options & shipping costs</td> </tr> <tr> <td>Family Fun</td> <td>Share with others</td> <td>Transaction Logistics & Security</td> </tr> <tr> <td></td> <td>Gifts</td> <td>Support/Customer Service</td> </tr> </tbody> </table>	BIPO	INTERESTS	ACTIVITIES	Age: 25 (Gen Y)	Technology	To Surf	Recent College Graduate	Fashion	To Shop	Single	Career	To Post	Bright future ahead	Personal Goals/Achievements	To Study		Controversial Topics	To Study		Exotic		TRAIT	PROUD	Individualistic	Wants to be successful	Desire for self-sufficiency	Powerful	Lives in his own light	Can't let	Ahead of their time	Explores new things	Fascination with foreign and exotic		Spiritual Side		MOTIVATION FACTORS	ANALYSIS FACTORS	ACTION	Wants to do good	Reason to buy	Purchase Experience	Social Connection	Additive	Payment Options	Health Challenge	Ownership/Collection	Rewards for Repeat Purchases	Escape and Explore	Play anytime	Delivery options & shipping costs	Family Fun	Share with others	Transaction Logistics & Security		Gifts	Support/Customer Service
BIPO	INTERESTS	ACTIVITIES																																																								
Age: 25 (Gen Y)	Technology	To Surf																																																								
Recent College Graduate	Fashion	To Shop																																																								
Single	Career	To Post																																																								
Bright future ahead	Personal Goals/Achievements	To Study																																																								
	Controversial Topics	To Study																																																								
	Exotic																																																									
TRAIT	PROUD																																																									
Individualistic	Wants to be successful																																																									
Desire for self-sufficiency	Powerful																																																									
Lives in his own light	Can't let																																																									
Ahead of their time	Explores new things																																																									
Fascination with foreign and exotic																																																										
Spiritual Side																																																										
MOTIVATION FACTORS	ANALYSIS FACTORS	ACTION																																																								
Wants to do good	Reason to buy	Purchase Experience																																																								
Social Connection	Additive	Payment Options																																																								
Health Challenge	Ownership/Collection	Rewards for Repeat Purchases																																																								
Escape and Explore	Play anytime	Delivery options & shipping costs																																																								
Family Fun	Share with others	Transaction Logistics & Security																																																								
	Gifts	Support/Customer Service																																																								
<p>Competitive analysis</p>	<p>Describe competitive environment & create Competitive Positioning Map.</p>	 <p>Competitive Positioning Map</p> <table border="1"> <thead> <tr> <th></th> <th>Rohto</th> <th>Clear Eyes</th> <th>Visine</th> <th>Blink</th> </tr> </thead> <tbody> <tr> <td>Compare product specs</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare message</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare brand story</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare price</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Rohto	Clear Eyes	Visine	Blink	Compare product specs					Compare message					Compare brand story					Compare price																																			
	Rohto	Clear Eyes	Visine	Blink																																																						
Compare product specs																																																										
Compare message																																																										
Compare brand story																																																										
Compare price																																																										
<p>Brand analysis & SWOT</p>	<p>Describe the current brand environment, create a Branding Map and SWOT table</p>	 <p>BRANDING MAP</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>MESSAGE</td> <td></td> <td>SMOKE</td> </tr> <tr> <td>SHAPES</td> <td></td> <td>SOUND</td> </tr> <tr> <td>RIUALS</td> <td></td> <td>TASTE</td> </tr> <tr> <td>TRADITIONS</td> <td></td> <td>SMELL</td> </tr> <tr> <td>SYMBOLS</td> <td></td> <td>TOUCH/TEXTURE</td> </tr> </tbody> </table> <p>SWOT ANALYSIS</p> <table border="1"> <thead> <tr> <th>STRENGTHS</th> <th>WEAKNESSES</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> Regulation Sales & Time Efficiency Office Environment Innovative Approach </td> <td> <ul style="list-style-type: none"> Location No Web Presence </td> </tr> <tr> <th>OPPORTUNITIES</th> <th>THREATS</th> </tr> <tr> <td> <ul style="list-style-type: none"> New Image Stability Growth/Office New Team Leadership Approach </td> <td> <ul style="list-style-type: none"> Local Competition Not Enough Employees Benefits Awareness </td> </tr> </tbody> </table> <p>IDEAS</p>				MESSAGE		SMOKE	SHAPES		SOUND	RIUALS		TASTE	TRADITIONS		SMELL	SYMBOLS		TOUCH/TEXTURE	STRENGTHS	WEAKNESSES	<ul style="list-style-type: none"> Regulation Sales & Time Efficiency Office Environment Innovative Approach 	<ul style="list-style-type: none"> Location No Web Presence 	OPPORTUNITIES	THREATS	<ul style="list-style-type: none"> New Image Stability Growth/Office New Team Leadership Approach 	<ul style="list-style-type: none"> Local Competition Not Enough Employees Benefits Awareness 																														
MESSAGE		SMOKE																																																								
SHAPES		SOUND																																																								
RIUALS		TASTE																																																								
TRADITIONS		SMELL																																																								
SYMBOLS		TOUCH/TEXTURE																																																								
STRENGTHS	WEAKNESSES																																																									
<ul style="list-style-type: none"> Regulation Sales & Time Efficiency Office Environment Innovative Approach 	<ul style="list-style-type: none"> Location No Web Presence 																																																									
OPPORTUNITIES	THREATS																																																									
<ul style="list-style-type: none"> New Image Stability Growth/Office New Team Leadership Approach 	<ul style="list-style-type: none"> Local Competition Not Enough Employees Benefits Awareness 																																																									



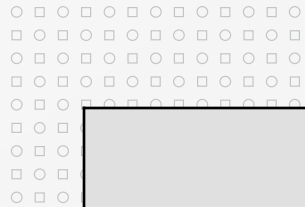
Key things to remember ABOUT STRATEGIC PLANS

WHAT * **WHY** * **HOW**

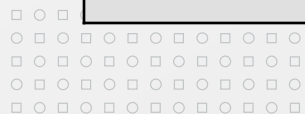




CREATIVE BRIEF or PROPOSAL



	BRANDING MAP		
MESSAGE			SIGHT
SHAPES			SOUND
RITUALS			TASTE
TRADITIONS			SMELL
SYMBOLS			TOUCH/ TEXTURE





Creative Brief Format

- Creative Brief is a proposal for a creative/marketing strategy or tactic. It's a widely used format in the ad/marketing world. It consists of:
 - Overview of your idea, branding map
 - Audience (Who is your target audience(s)?)
 - Message (What is the message you will try to communicate?)
 - Media (How will you communicate your message?)
 - Budget (Estimated costs of your proposed tactic/strategy)
 - Timeline (Estimated timeline of your proposed tactic/strategy)
 - Creative Image (Show your proposed creative images)



“What if...” Chicago Chapter Awareness Campaign:

Initial Creative Brief Draft

Overview/Goal

To increase awareness of paralysis & CDRF in Chicago

Audience

Chicago residents. Focus on potential donors - more affluent, college educated, living in Chicago and prominent suburbs.

Other focus: healthcare, sports, car accidents, family

Message

Chicagoans impacted by any form of paralysis would share their stories in a series of emotionally charged ads. Images would include real people from Chicago – men, women, children – in a black and white photography (journalistic authenticity). The stories would be told in 2-3 short sentences highlighting the “What If” theme. “What If” theme focuses on uncertainty and unpredictability in life. One day you are normal, the next day you cannot move.

Media

Direct mailing pieces, posters – Pro Bono printer

Outdoor – CTA trains ads Pro Bono

Magazines – Michigan Avenue, CS, Chicago Magazine Pro Bono?

Internet through various Chicago sites/partners

Video – stories could be made into videos

Schedule

End of February

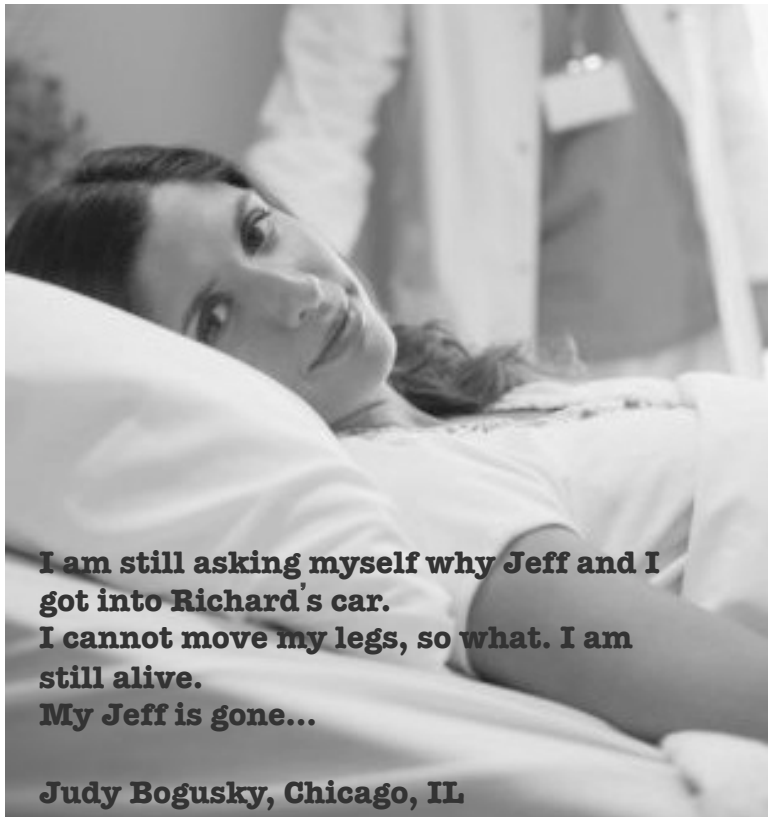
Budget



create...
change

What if ...woman

www.christopherreeve.org/chicago/judybogusky



WHAT IF ...

...IT HAPPENED TO **YOU**

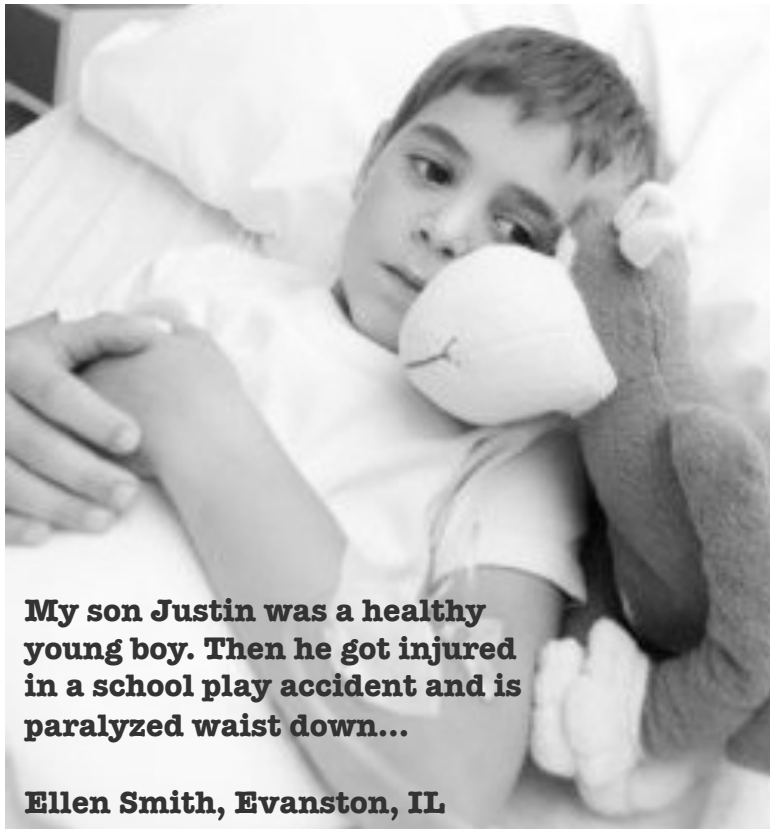


**CHRISTOPHER & DANA
REEVE FOUNDATION**
TODAY'S CARE. TOMORROW'S CURE.



What if ...child

www.christopherreeve.org/chicago/JustinSmith



My son Justin was a healthy young boy. Then he got injured in a school play accident and is paralyzed waist down...

Ellen Smith, Evanston, IL

WHAT IF ...

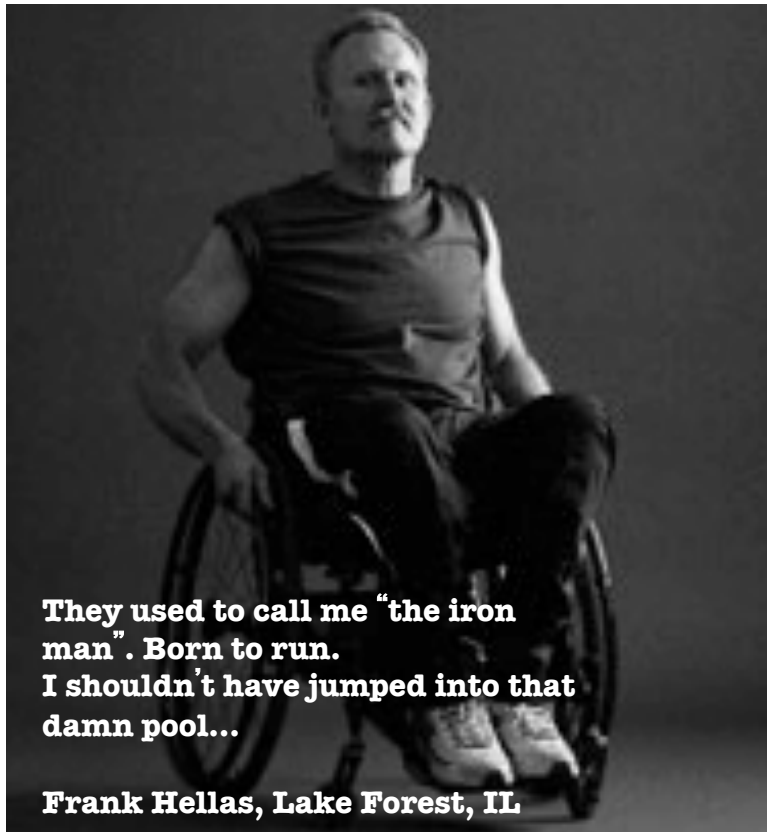
...IT HAPPENED TO **YOU**



create...
change

What if ...man

www.christopherreeve.org/chicago/FrankHellas



They used to call me “the iron man”. Born to run. I shouldn’t have jumped into that damn pool...

Frank Hellas, Lake Forest, IL

WHAT IF ...

...IT HAPPENED TO **YOU**

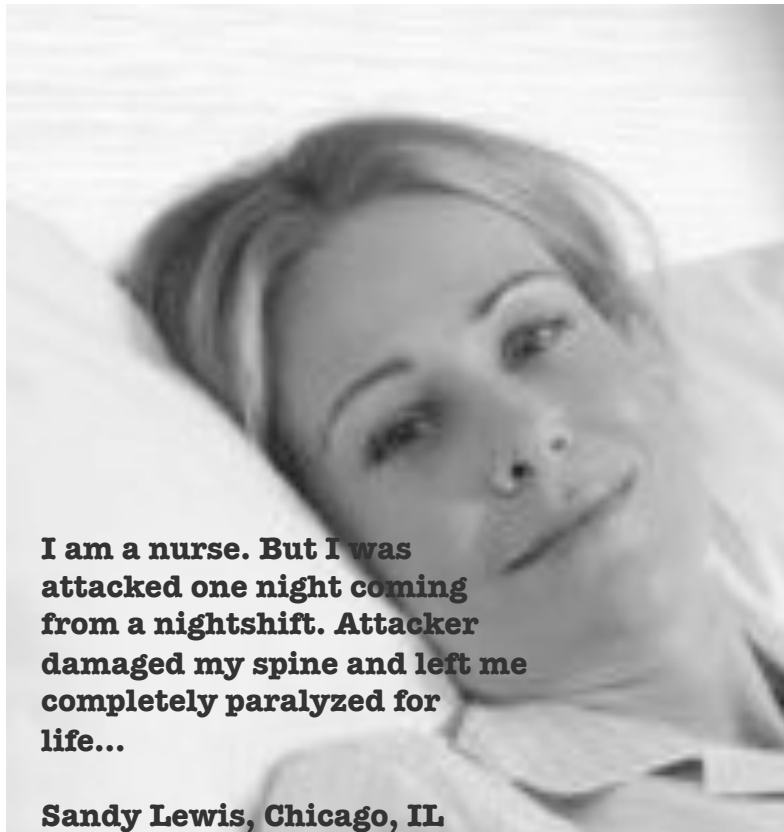


**CHRISTOPHER & DANA
REEVE FOUNDATION**
TODAY'S CARE. TOMORROW'S CURE.



What if ...woman

www.christopherreeve.org/chicago/SandyLewis



WHAT IF ...

...IT HAPPENED TO **YOU**

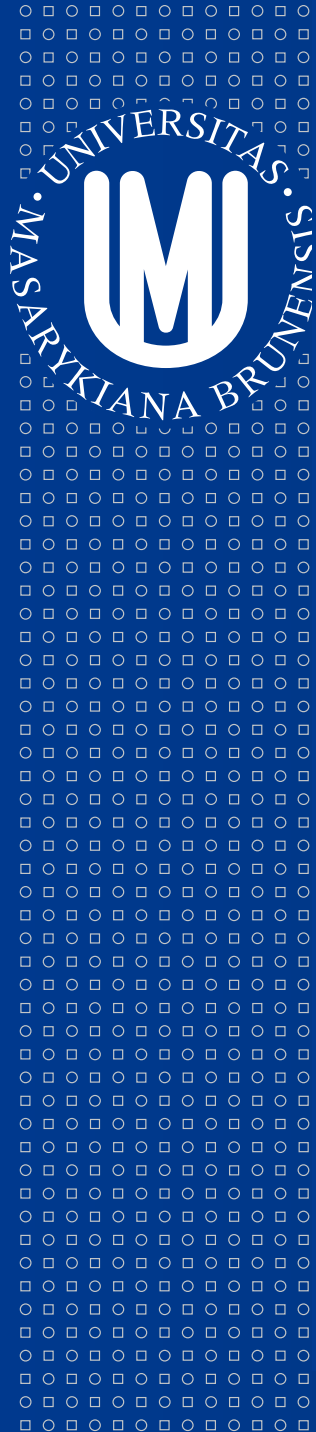


**CHRISTOPHER & DANA
REEVE FOUNDATION**
TODAY'S CARE. TOMORROW'S CURE.



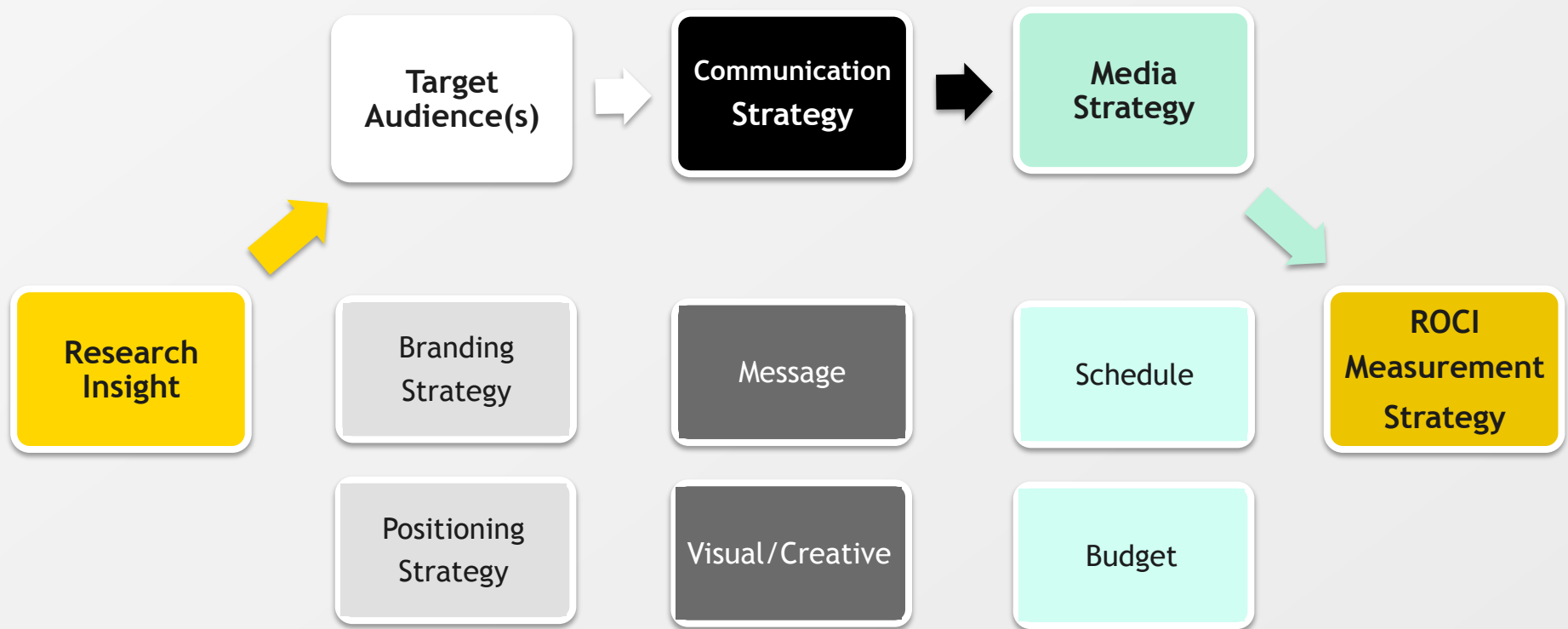
Creative Brief Tips

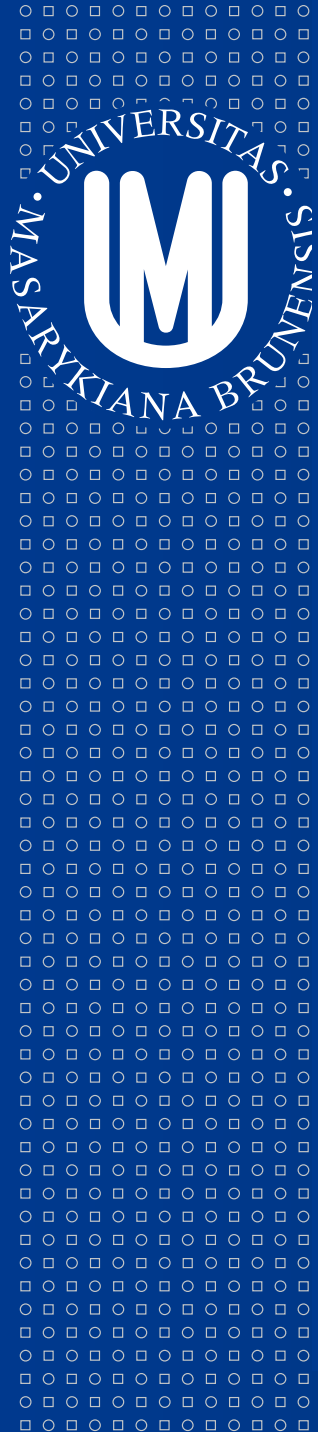
1. Don't write for me! Write for the client!
2. Avoid student paper writing and format
3. Give them WHAT, WHY and HOW
4. SPELLCHECK!!!
5. Nothing is not meant to be easy (challenge yourself)
6. The key is to change/expand your thinking
7. Professional look
8. Please make sure you use the right language and tone appropriate for your client.
Think constructively and set your subjective feelings on the side to view the problem in a clear light.
9. Don't forget summary/conclusions
10. Don't forget page numbers
11. Break the text with sections, charts/images, table, bullet points, altered fonts, relevant images, etc.
12. If you decide to use images in your briefs, make sure they are a good resolution. There is no excuse for having blurry images in your documents. It looks very unprofessional. Make sure all of your images are royalty-free or purchase or given credit in references. www.sxc.hu
13. Make sure the document is legible
14. Name your files properly (Sandra Kumorowski CreativeBrief 102110.pdf)



IMC STRATEGY DEVELOPMENT PROCESS

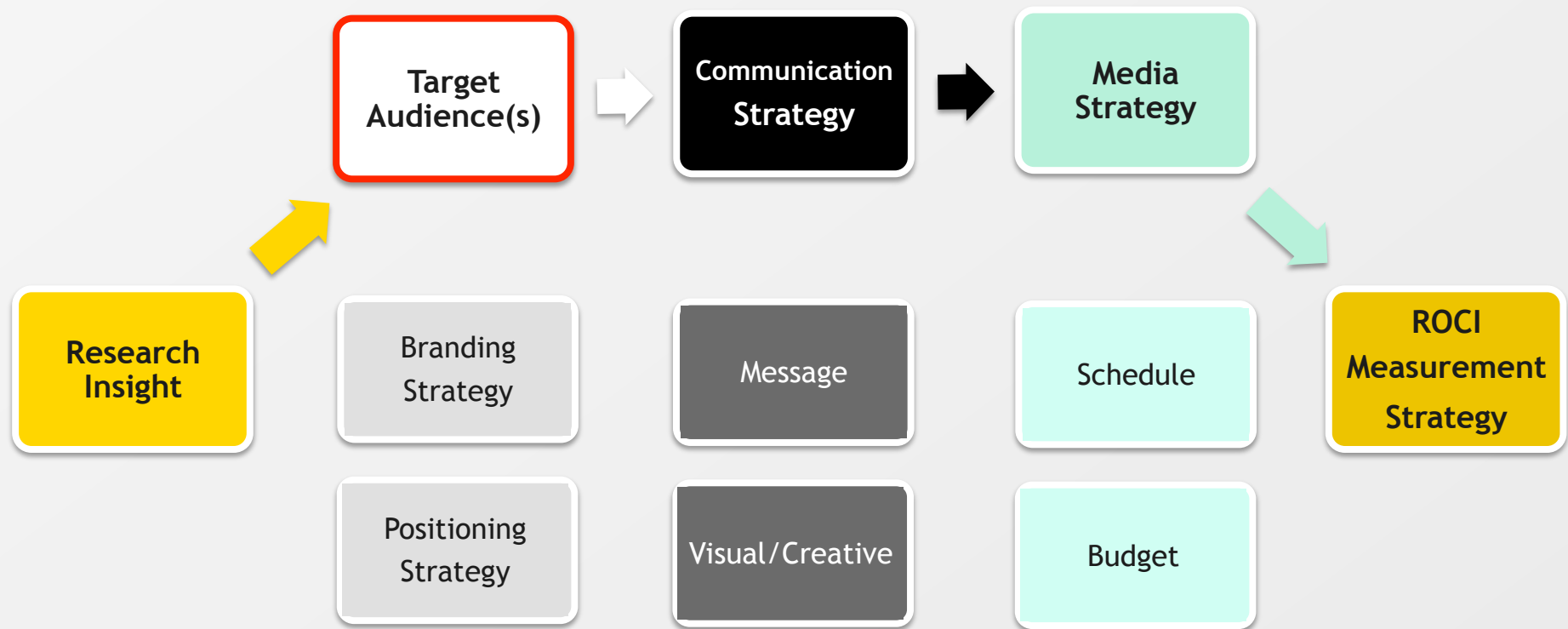
IMC Planning Process: Developing an IMC Plan





BRANDING STRATEGY

IMC Planning Process: Developing an IMC Plan





NUTRITIONAL INSTITUTE (PARENT BRAND)



HEALTH NUTS RADIO (PARTNER BRAND)



V1 (REVISED)

V2

GREEN LATTE (SUB BRAND)



V1 (REVISED)

V2 (REVISED)

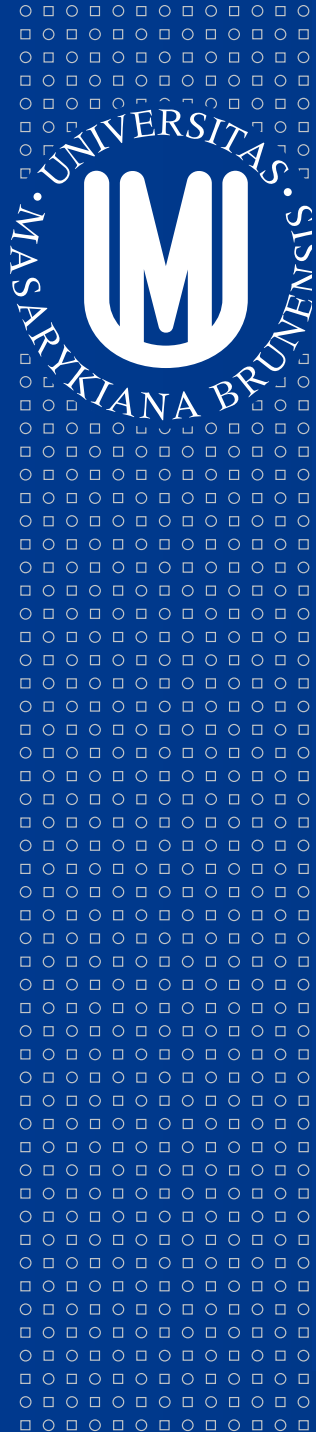


SUGGESTED FINAL HEALTH NUTS RADIO BRANDING



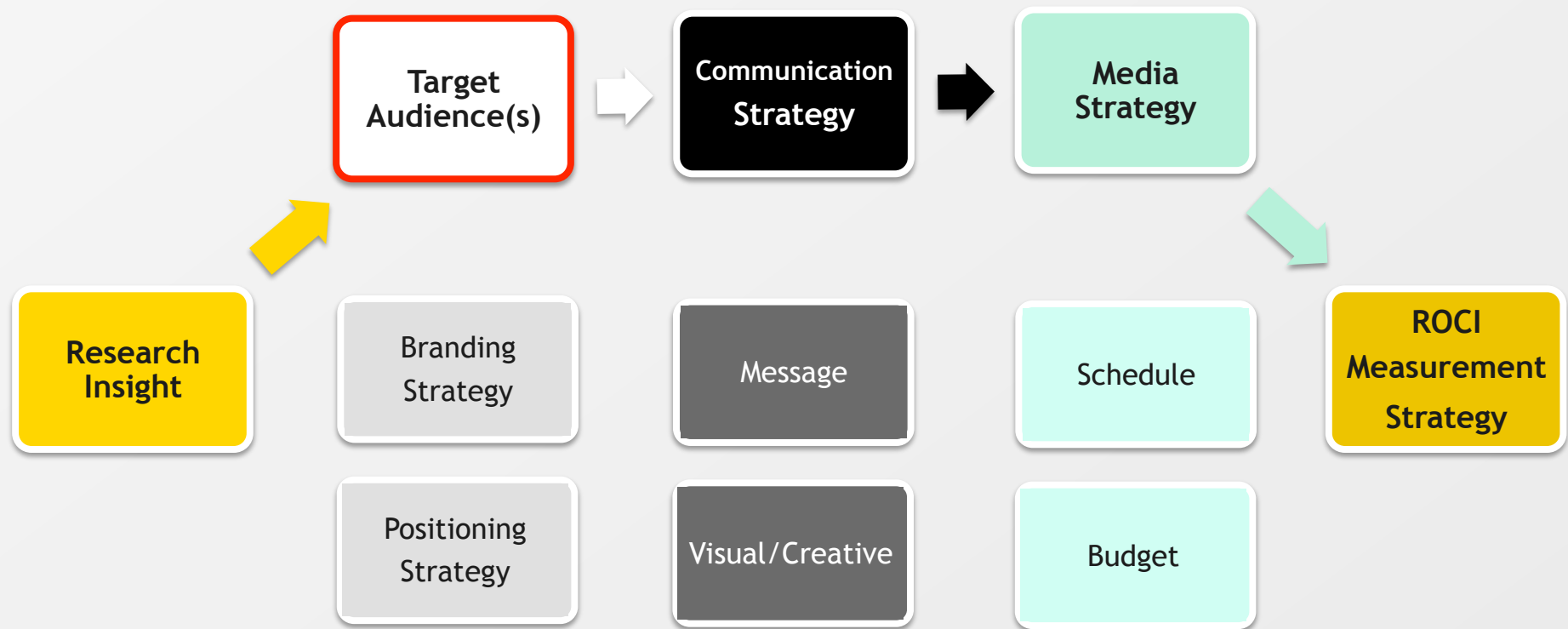
SUGGESTED FINAL GREEN LATTE BRANDING





POSITIONING STRATEGY

IMC Planning Process: Developing an IMC Plan

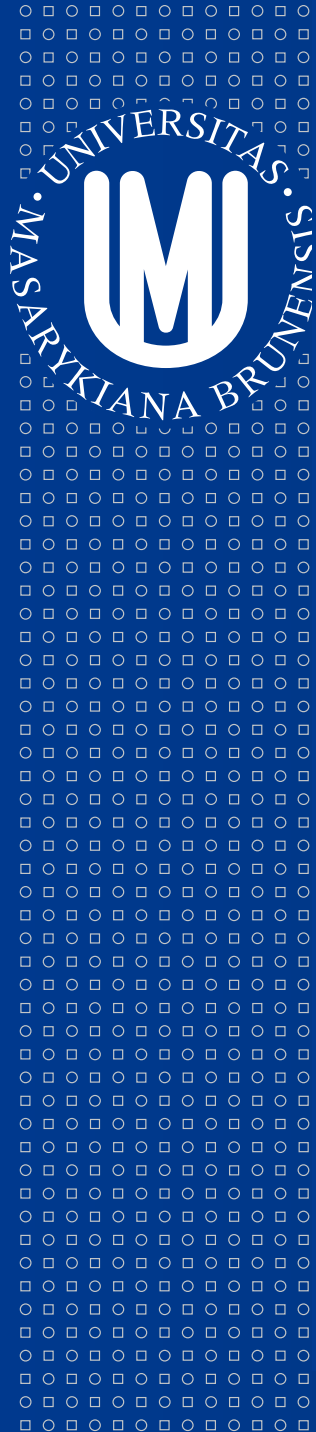




Competitive Positioning Map

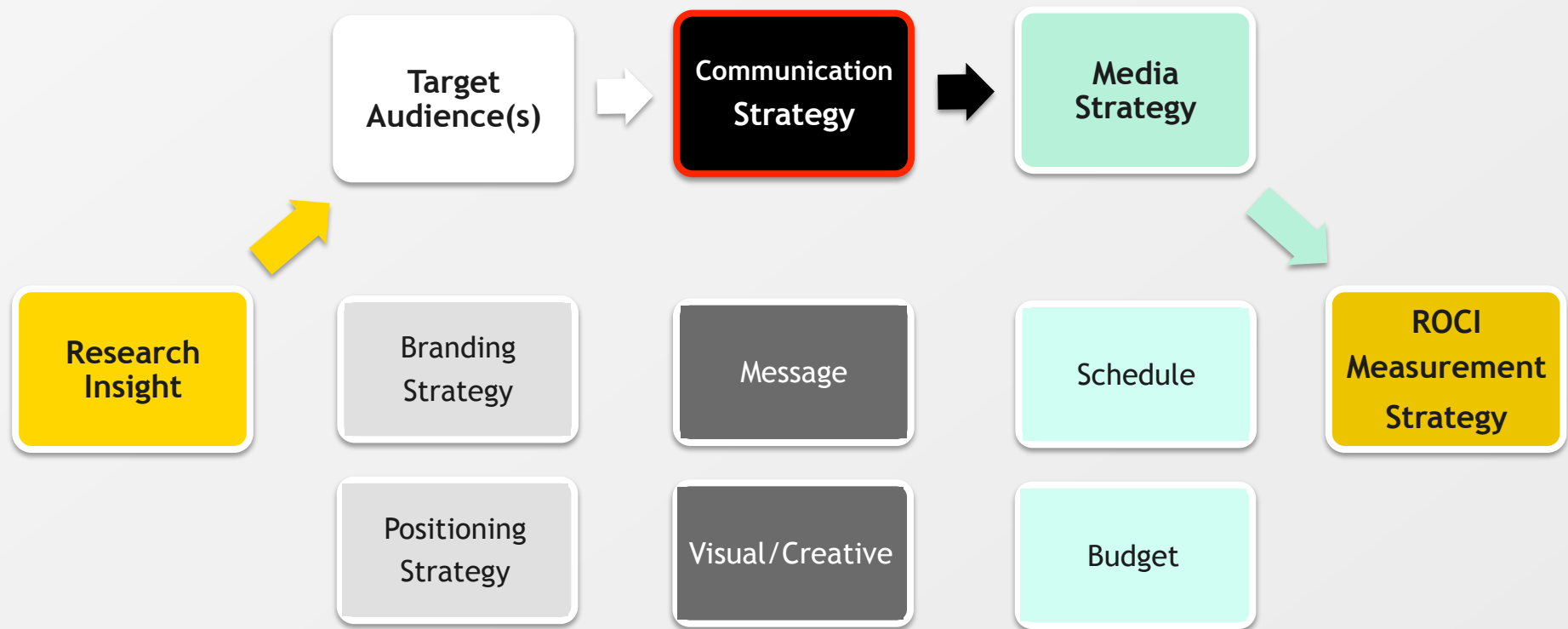
	Rohto	Clear Eyes	Visine	Blink
Compare product specs				
Compare message				
Compare brand story				
Compare price				





COMMUNICATION STRATEGY

IMC Planning Process: Developing an IMC Plan





Communication

- MESSAGE (What is it you are trying to communicate to your target audience?)
- VISUAL (How do you communicate your message visually?)
- MEDIUM (What medium do you use to communicate your message?)





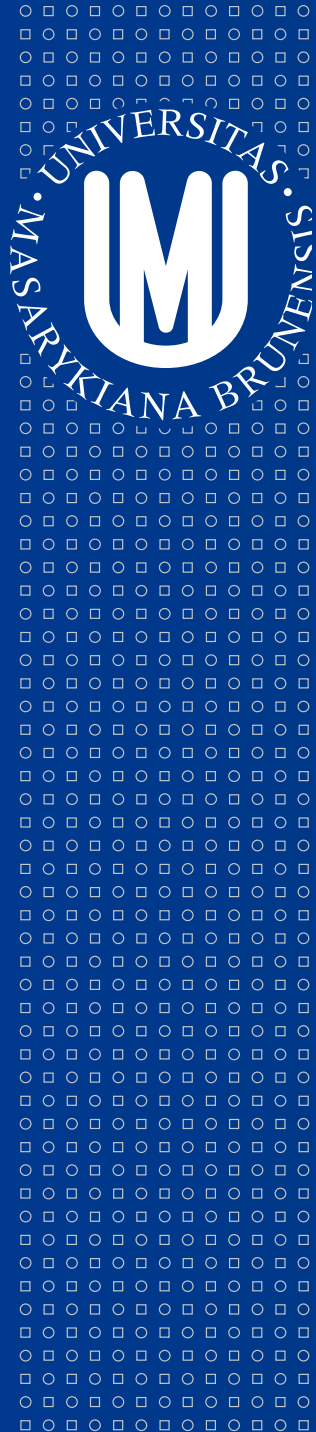
IMC Communication Planning Matrix

There are both short-term & long-term behavioral effects!!!

	Brand Messages	Brand Incentives	
Short-term returns (fiscal year)	Awareness Image Recognition	Trial Increased usage Stockpiling	Business Building
Long-term returns (future years)	Trust Reliability Perceived quality Advocacy	Retention Migration Cross purchase	Brand Building

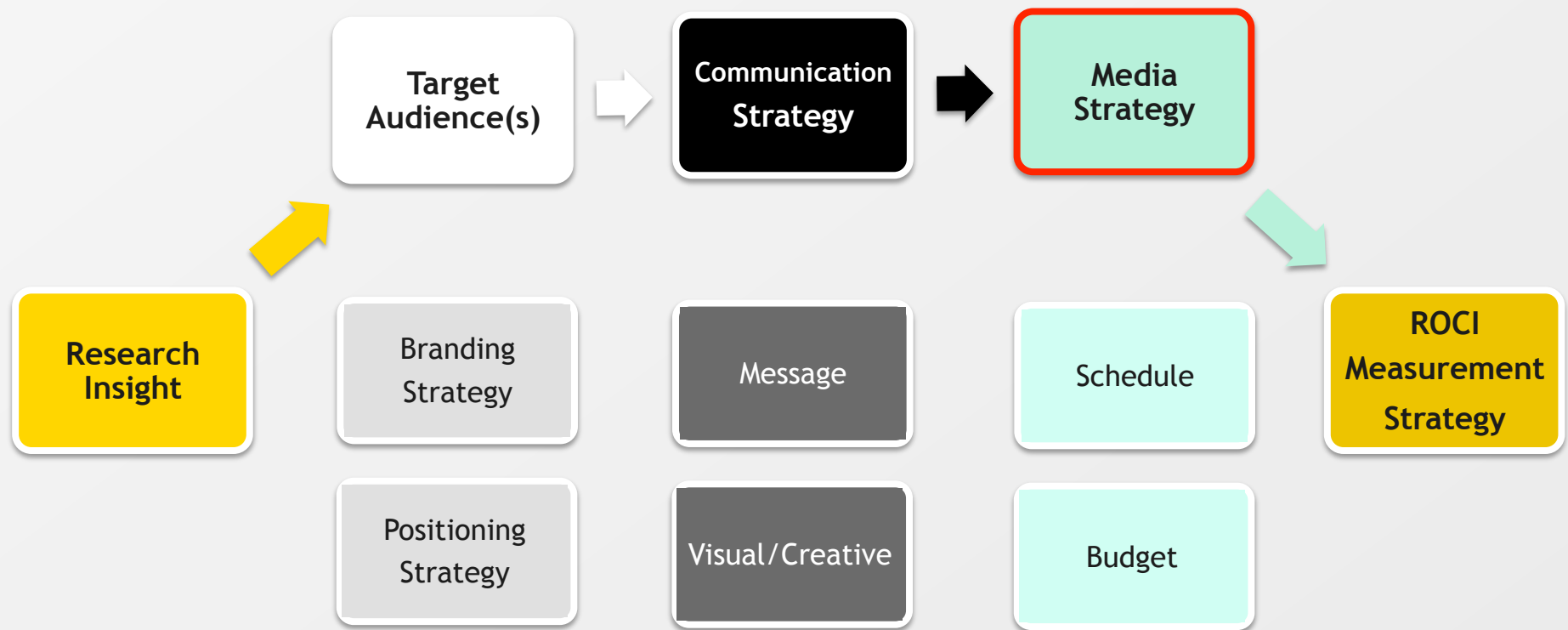
Increase, accelerate, stabilize cash flow
Build or enhance shareholder value





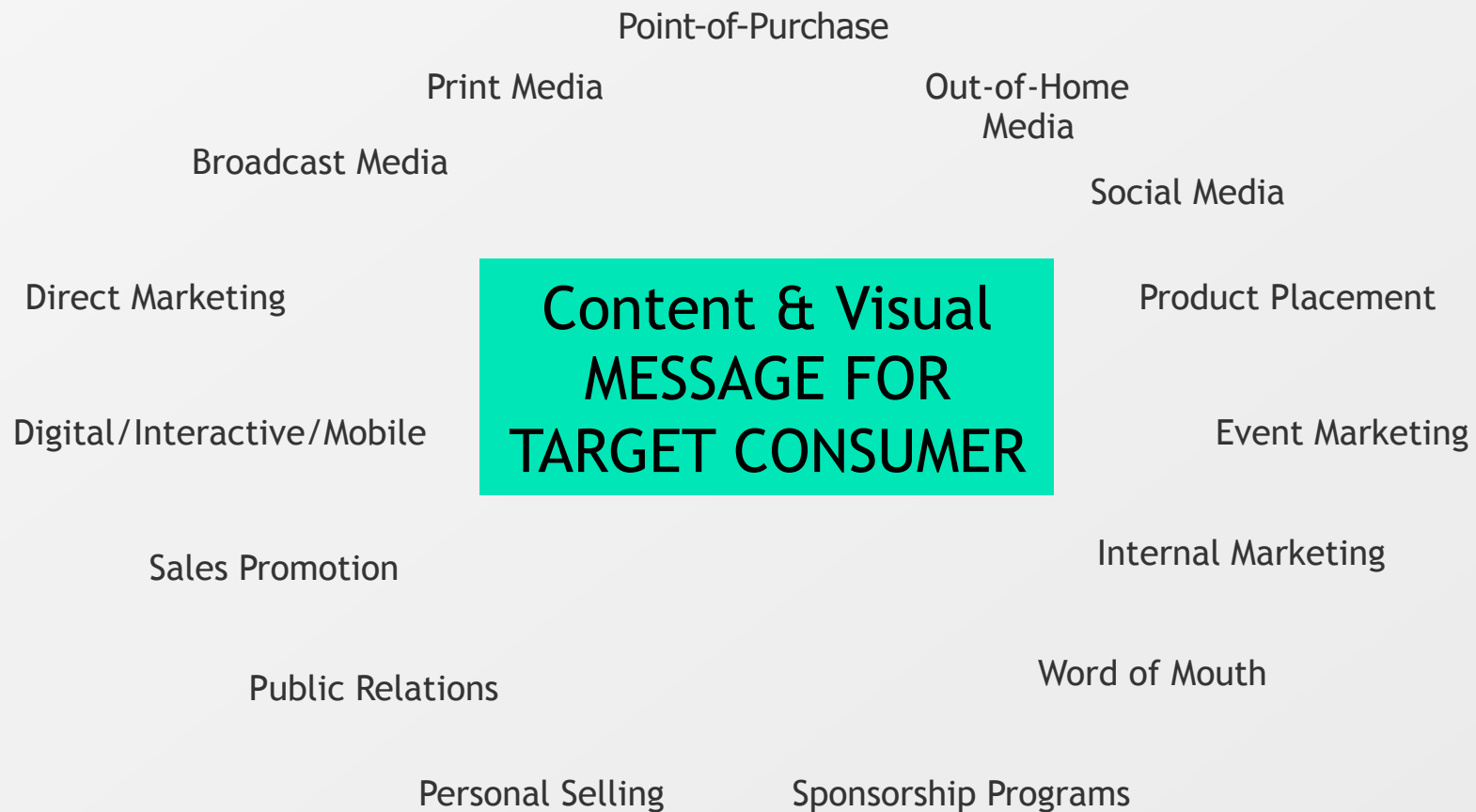
MEDIA STRATEGY INTRO

IMC Planning Process: Developing an IMC Plan





Media Tactics





Media Categories

BROADCAST MEDIA

Television

Radio

PRINT MEDIA

Magazine

Newspapers

SUPPORT & NON-TRADITIONAL MEDIA

Outdoor
Aerial Advertising
Mobile Billboards
In-Store Media
Transit Ads
In-Flight
Movie Theaters
Promotional Products
Branded Entertainment
Miscellaneous Other
Media
Direct Mail
Internet





Word of Mouth

OVERVIEW





What is Word of Mouth?



Oscar Wilde

“There is only one thing in the world worse than being talked about , and that is not being talked about.”

WORD OF MOUTH IS ...

A natural, genuine, honest process...

The voice of the customer...

The act of consumers providing information to other consumers...

People seeking advice from each other...

Consumers talking about your products, services, or brands they have experienced...





What is Word of Mouth Marketing (WOMM)?

WORD OF MOUTH MARKETING IS ...

Built on the most natural desire of consumers to share their experiences with family, friends, and colleagues.

Creating marketing strategies for your product or service that will give people a reason to talk about them.

There must be something remarkable (Godin) about your product or service that will make people talk and talk passionately about their experience with your service or product.

WOMM HAS VARIETY OF SUBCATEGORIES





How to Word of Mouth?

Give people a reason to talk about your products and services

Tell the truth

Surprise and wow

Continue to surprise and wow

Be consistent

ULTIMATE GOAL

Have advocates for your product/service!
IT' S FREE MARKETING

Source:<http://www.womma.org>



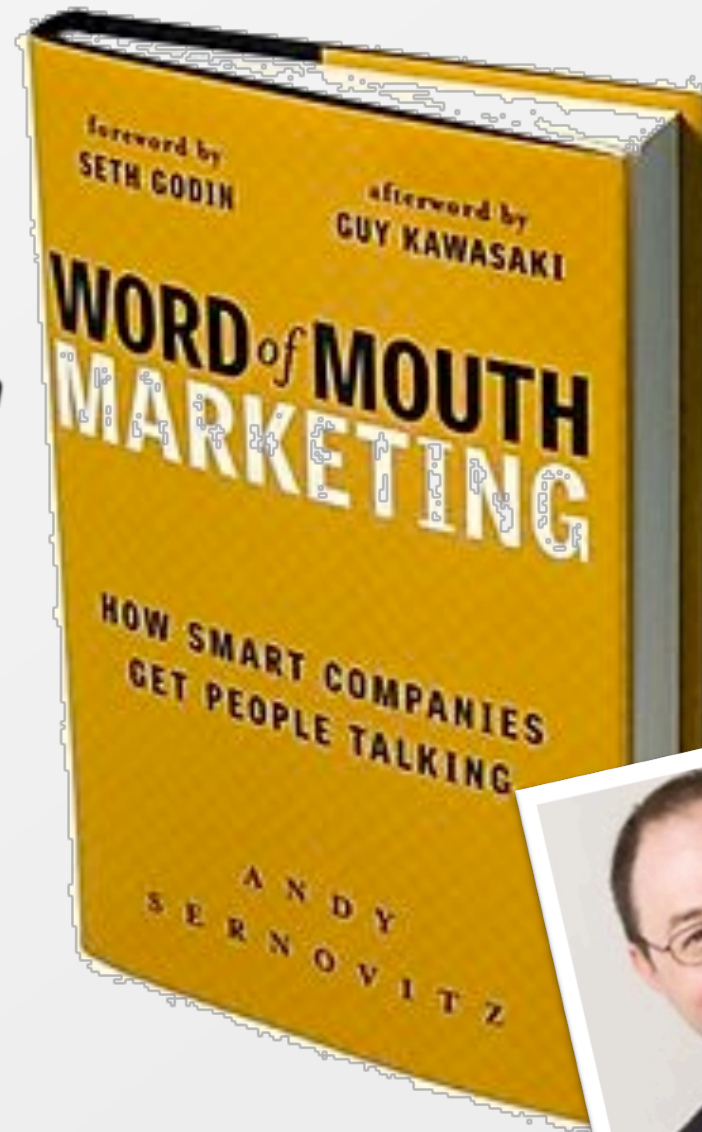


Why to Word of Mouth?

- ***Happy customers are your biggest endorsement.***
- ***Happy customers build your brand.***

Word of Mouth Guru Andy Sernovitz

- *Word of Mouth Association*
- www.womma.org
- *Andy's Blog*
- www.damniwish.com





MASARYKOVA UNIVERZITA

www.muni.cz

Broadcast & Print

MEDIA





Broadcast Media

TELEVISION



RADIO





Print Media

MAGAZINES



NEWSPAPERS



How many read magazines?

How many read newspaper?






MASARYKOVA UNIVERZITA

www.muni.cz

Support Media

OVERVIEW





Support Media Role: To reach those people in the target audience that primary media (TV, print, etc.) may not have reached and to reinforce, or support, their messages.

SUPPORT MEDIA

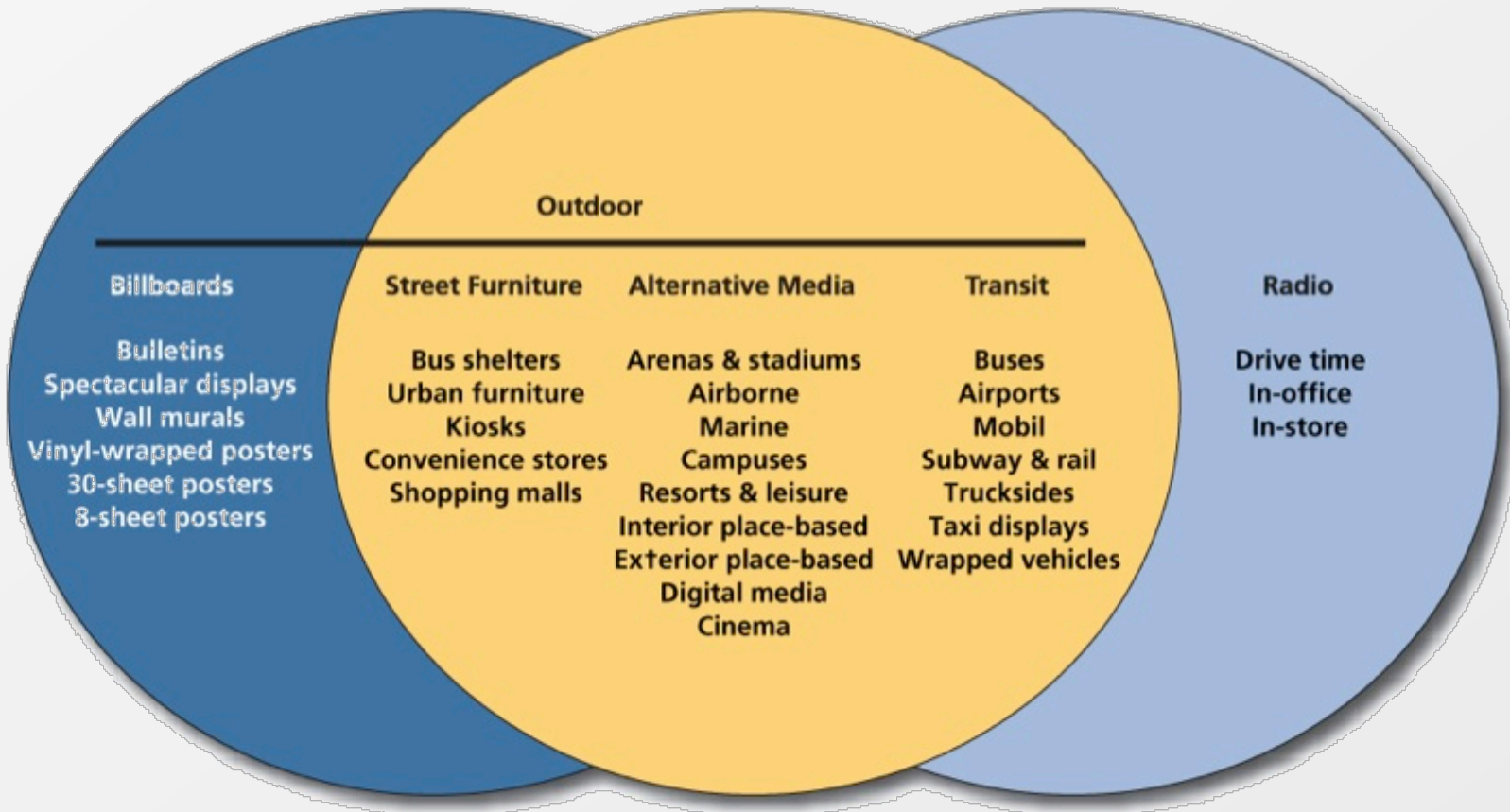
Outdoor
Aerial Advertising
Mobile Billboards
In-Store Media
Transit Ads
In-Flight
Movie Theaters
Promotional Products
Branded Entertainment
Miscellaneous Other Media
Direct Mail
Internet

**Create your own unique medium
(CDRF sign)**





Out-of-Home Media - A Diverse Cross-Section of Formats

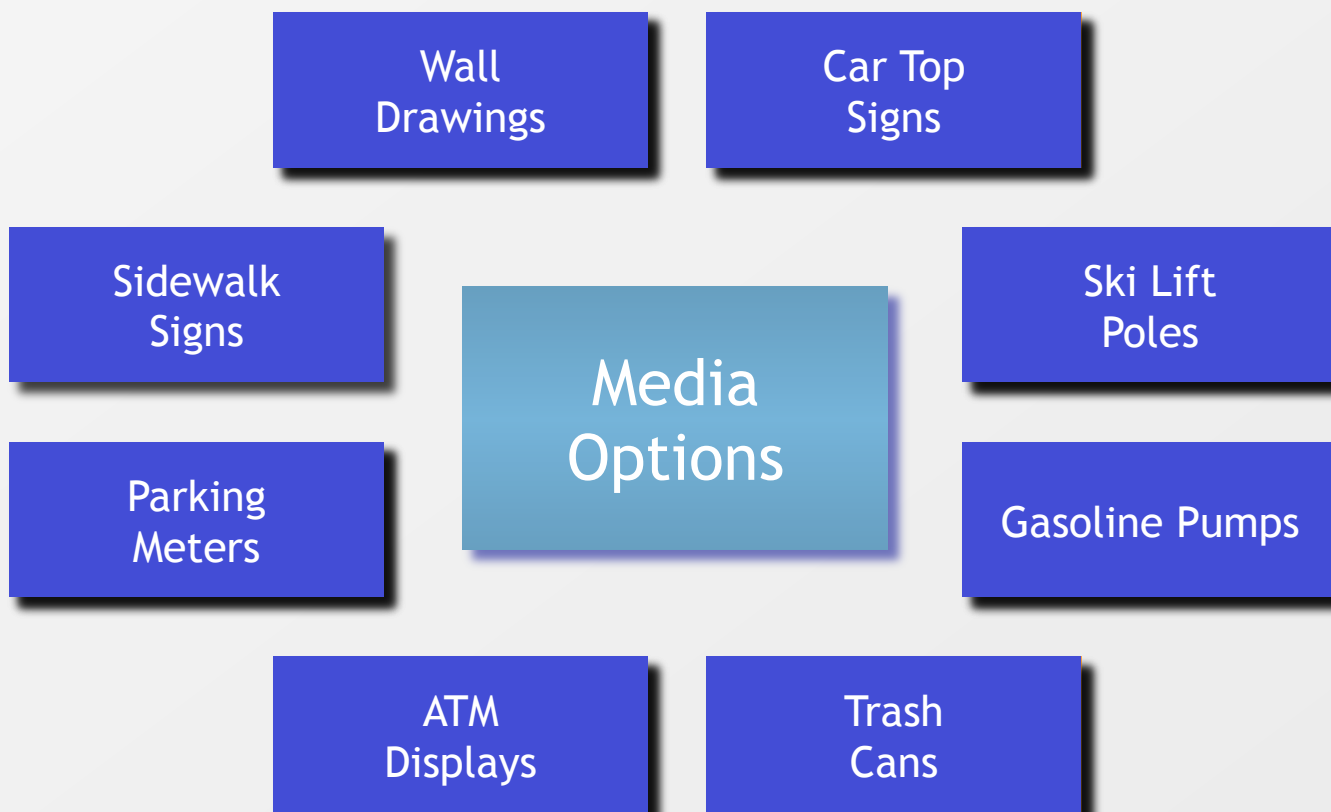


Source: OAAA.





Other Miscellaneous Outdoor Media





Other Out-of-Home Media

Aerial Advertising

Sky Banners

Blimps

Sky Writing

Mobile Billboards

Trucks

Vans

Trailers

In-Store Media

Signs

Video

Kiosks





Transit Advertising Media

Platform
Posters

Station
Posters



Terminal
Posters

Inside
Cards

Outside
Posters





In-Flight Advertising

Magazines

Catalogs



Radio

Videos



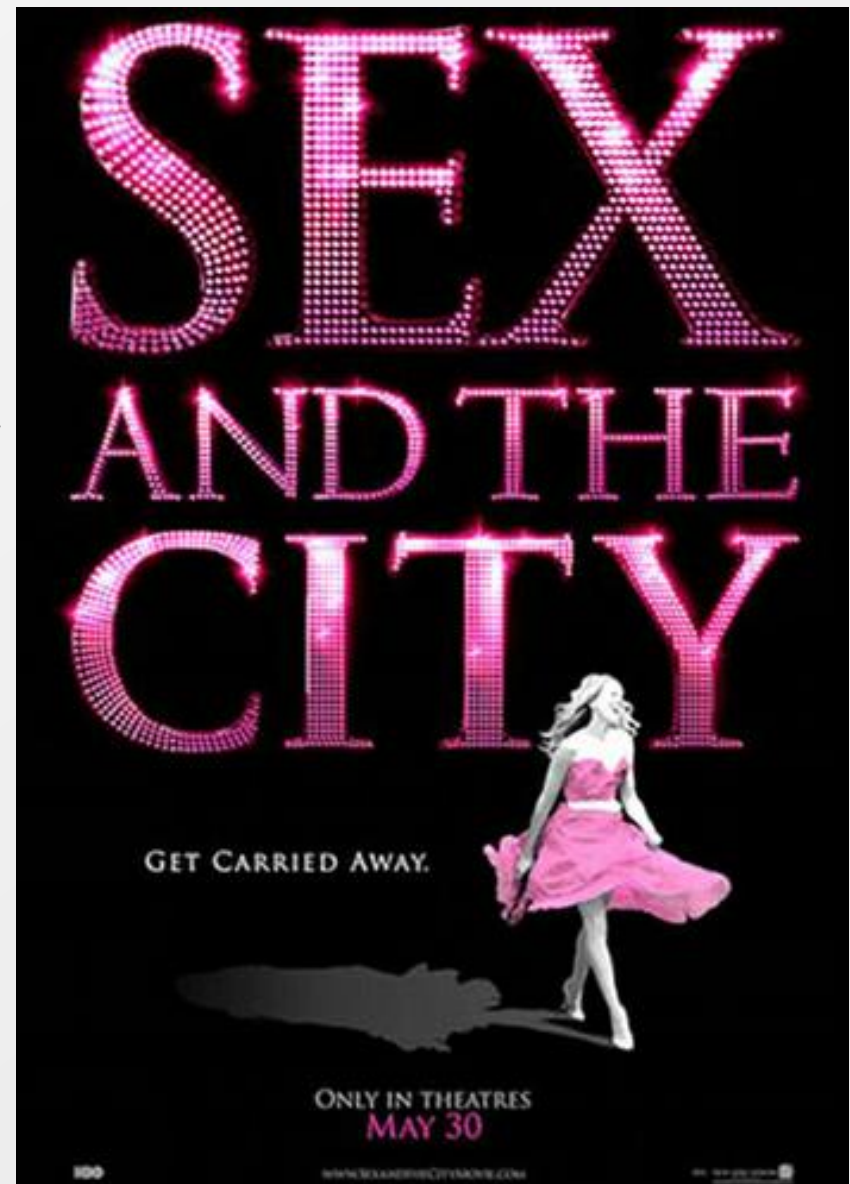


Advertainment

Advertainment includes product placement - where a brand is intentionally and strategically placed in a show, product integration - where a product becomes part of the plot, and branded entertainment - where the entertainment is actually produced specifically to promote a brand.

“Advertainment has found its way into books, movies and television with a new generation being captured through video and computer games,” says Professor Russell. “And its growth is continuing to outpace that of traditional advertising.”

Professor Russell, who has researched the world of advertainment and its implications for consumers, says **audiences aspire to the often unrealistic lifestyles portrayed in their favorite shows**, and this can have damaging societal consequences.





Miscellaneous Other Media

Parking lot
ads

Videogame
ads



Bathroom
ads

Others

Place-based
media





MASARYKOVA

Bathroom Ads: Prague





MASARYKOVA UNIVERZITA

www.muni.cz

Digital Marketing

OVERVIEW





THE AGE OF DIGITAL

Drivers of change





Digital Marketing

DIGITAL MARKETING

INTERACTIVE MARKETING

INTERNET MARKETING

- EMAIL
- VIDEO/WEBINARS
- VIRAL
- RSS
- SEO/SEM
- WEBSITE/MICROSITES
- SOCIAL MEDIA
- NEWSLETTER (ConstantContact)
- DIGITAL DATABASES (CRM) (TheListInc)
- INSTANT MESSAGING (Skype)
- WIDGETS (ClearSpring, Reeve Foundation)
- BLOGGING
- PRWeb

MOBILE MARKETING

- SMS/MMS
- IN-GAME
- BLUETOOTH
- MUSIC
- INSTANT MESSAGING (Skype)
- DIGITAL PRESS KITS

DIGITAL OUTDOOR

- BANNER/DISPLAY ADS



2. Your offline brand is not enough ...and sometimes even not necessary

The screenshot shows the YouTube channel page for 'Will It Blend?'. At the top, the Google logo is visible. The channel name 'Will It Blend?' is prominently displayed in a stylized font. Below the channel name, there are navigation links for 'Videos', 'Favourites', 'Playlists', 'Groups', 'Friends', and 'Subscribers'. The channel's profile information includes a 'Subscribe' button, a channel icon, and statistics: 'Style: VLogging', 'Joined: 30 October 2006', 'Last Sign In: 19 hours ago', 'Videos Watched: 5,371', 'Subscribers: 135,765', and 'Channel Views: 2,716,725'. A description of the channel is provided, along with the company name 'Blendtec' and its website 'http://www.blendtec.com'. A list of achievements is shown, including '#35 - Most Subscribed (All Time) - Global', '#13 - Most Subscribed (All Time) - Directors - Global', and '#31 - Most Subscribed (All Time) - Partners - Global'. A 'Report profile image violation' link is also present. The main video player shows a 'YouTube LIVE' event titled 'Will It Blend? - YouTube Live' scheduled for 'NOV 22 2008 5 PM PST / 8 PM EST'. The video player interface includes a progress bar at 0:07 / 0:53. Below the video player, there is a section for 'Will It Blend? - YouTube Live' with statistics: 'From: Blendtec', 'Views: 529,704', and 'Comments: 2,894'. At the bottom, there are links for 'Videos (79)' and 'Subscribe to Blendtec's videos'. The footer of the page contains the text 'Google Confidential and Proprietary'.

Google Confidential and Proprietary

14



MASARYKOVA UNIVERZITA

www.muni.cz

Social Media

OVERVIEW





Use of Social Media

1. Be creative!
2. Go beyond Facebook, Twitter, YouTube or utilize them in a more creative way!
3. For your client, suggest an innovative way to use SM

Main Role?

Supportive Role?



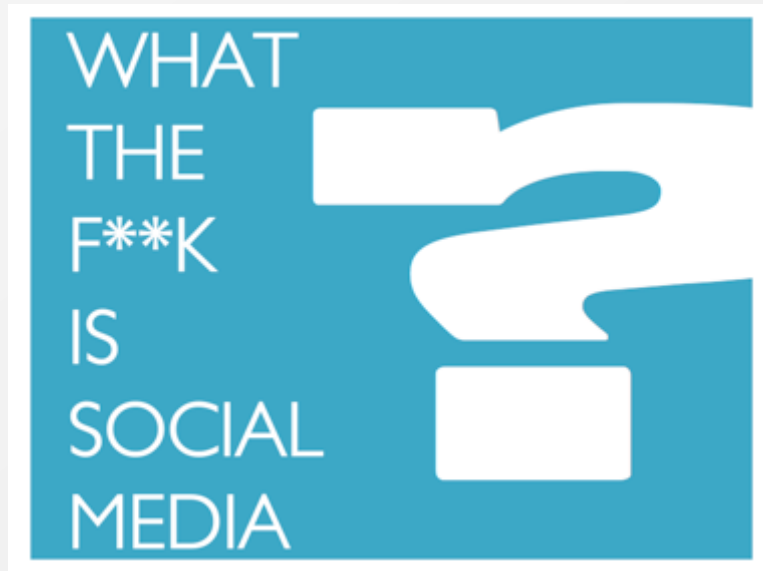


What is Social Media?

One of the most buzzed about presentations on Social Media

By Marta Kagan

Entered into World's Best Presentation Contest



<http://www.slideshare.net/mzkagan/what-the-fk-is-social-media-one-year-later>



<http://bonafidemarketinggenius.com/2008/07/02/worlds-best-presentation/>



MASARYKOVA UNIVERZITA

www.muni.cz

Mobile

OVERVIEW





Mobile reaches where other media cannot!

Art meets mobile meets social media.



SMS as graffiti.

The idea is that you send in your text message to the central system and then the messages are projected on to buildings (interior or exterior) in specific shapes or formats.

The text messages appeared in speech bubbles.



MASARYKOVA UNIVERZITA

www.muni.cz

Websites

OVERVIEW





Alpha & Omega of Web Management

NECESSITY

DESIGN

PURPOSE

CONTENT

KEYWORDS

NAVIGATION

ANALYTICS

SEO

ONLINE PRESENCE & VISIBILITY



Example Website Exciting

CULINARIA

FOOD WINE EVENTS CULINARIA *at HOME* ABOUT US CONTACT

Big event, small event,
same great food.

From his mom's kitchen to working as a caterer, Aaron has been doing this his whole life, and it shows. The result is beautiful, flavorful & unpretentious food. Our menus are completely customizable and we welcome the opportunity to discuss your vision and ensure your special event feels like *your* special event.

telephone: (785) 766-8591
sayhi@culinariafoodandwine.com

© 2009 Culinaria. All Rights Reserved
site by BiKOps Design





Example Website Sophisticated

The screenshot shows a website for 'Hummingbird & Maskarade music publishing'. The header features the company name in a serif font with a large treble clef symbol between the two words. Below the header is a navigation menu with 'HOME' highlighted in yellow, followed by 'ABOUT', 'CATALOGUE', and 'CONTACT'. The main content area has a dark red background. On the left, a white box contains the heading 'Welcome' and three paragraphs of text. On the right, there is a black and white photograph of a band performing in a hall. Below the photograph, a white box contains a list of instrument categories: 'WOODWIND & SAX', 'BRASS & B/BAND', 'VOICE & CHOIR', 'STRINGS', 'GUITAR & HARP', and 'ORCHESTRA & WINDBAND'. The text 'Please select from the categories below.' is positioned to the right of the photograph.

Hummingbird & Maskarade

music publishing

[HOME](#) [ABOUT](#) [CATALOGUE](#) [CONTACT](#)

Welcome

Welcome to Hummingbird and Maskarade music publishing, and the compositions and arrangements of Edward Watson (Hummingbird) and John Meadows (Maskarade).

Our catalogue covers a wide variety of musical styles and ranges from solo instrumental, through chamber music, to orchestral, brass band and wind band.

As experienced musicians (see 'about' page) we are sensitive to the needs of performers and this is reflected in our publications.

Please select from the categories below.

- WOODWIND & SAX
- BRASS & B/BAND
- VOICE & CHOIR
- STRINGS
- GUITAR & HARP
- ORCHESTRA & WINDBAND





Example Website Minimalist





Example Website Vibrant

Agenda Le bar Le restaurant Réservez en ligne Privatisation Contact

le 28 THIERS
Bar Cocktail Restaurant

**Ici, on a fait de l'esprit « lounge »
un art de vivre**

Entrez, prenez un verre
et profitez d'un moment de pure détente ...

Agenda
et actualité du 28 thiers

le 01 août 2010
Le 28 Thiers ferme ses portes du 1 au 18 Août inclus

le 29 juin 2010 à partir de 22h00
le 28 se transforme en salle de concert
Tous les mardis de 22h00 à minuit le 28 a

Réservez une table

Vous souhaitez une table pour

SITE of the DAY





Email Marketing

Benefits

Cost-effective, Time-efficient
Automated, Targeted Reach
Data Driven/Measurable (Clicks/Opens)
Drives Direct Sales

Digital Database CRM



Email Marketing Providers



Strategies

Opt-In, Transactional Emails, E-Newsletters, Surveys, Polls, Coupons
Combine with Web Analytics

<http://www.imediaconnection.com/content/15565.asp>





MASARYKOVA UNIVERZITA

www.muni.cz

Public Relations

OVERVIEW





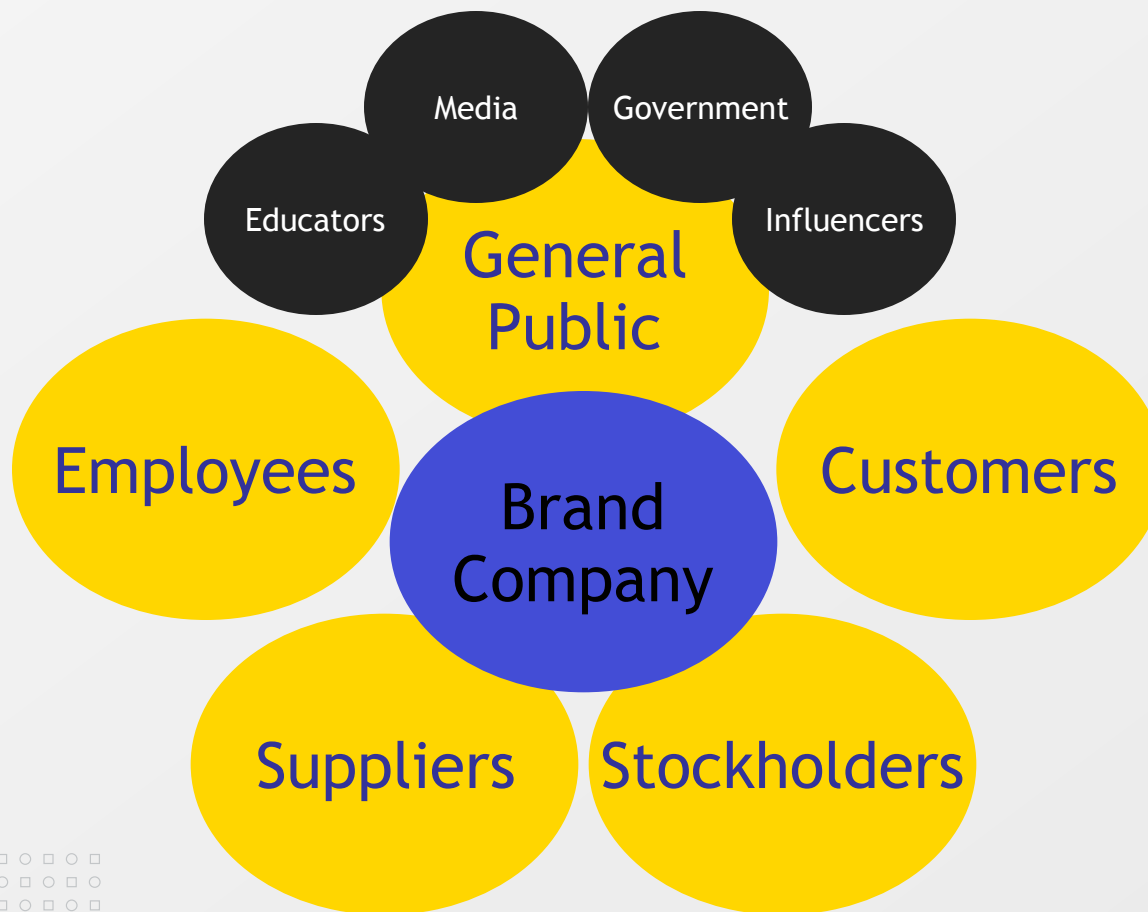
Is there Good Publicity and Bad Publicity???





What is the role of Public Relations?

To manage the relationship with the public





Public Relations Tools

- Press releases
- Press conferences
- Letters to Editors
- Exclusives
- Interviews
- Community involvement
- The Internet





Example of SEO Press Release

HEADLINE



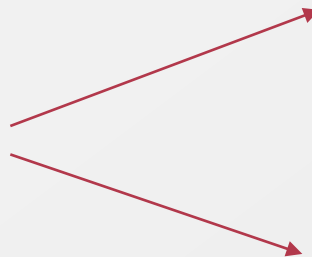
Chicago Artist Tadeusz Seidel Supports Christopher & Dana Reeve Foundation Chicago Chapter Benefit

SUMMARY



Charles Vickery's most committed protégé Tadeusz Seidel yet again shows his support for spinal cord injury research by donating a painting to the silent auction for 'Comedy for a Cure' Benefit event starring E!'s Chelsea Handler.

FIRST 2 PARAGRAPHS



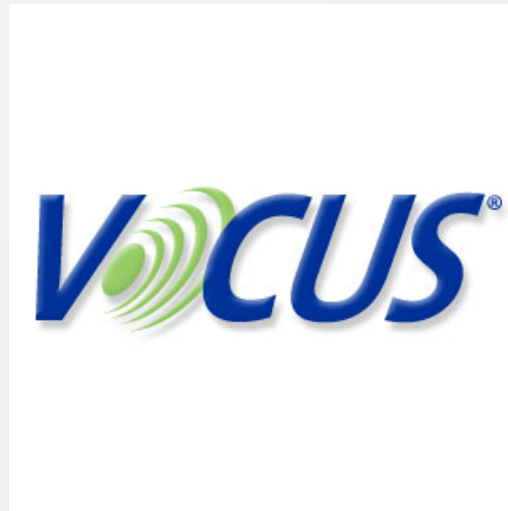
Chicago, IL (PRWEB) September 17, 2008 -- Tadeusz Seidel, Chicago fine artist, announced today his donation of a painting to the silent auction during Christopher and Dana Reeve Foundation's Chicago Chapter Benefit.

The event will be hosted by Chelsea Handler of E!'s Chelsea Lately and will take place on Sunday, October 26, 2008 from 6 p.m. to 9 p.m. at House of Blues Chicago.....





PRWeb & Vocus





MASARYKOVA UNIVERZITA

www.muni.cz

Sales Promotions

OVERVIEW





What is a Sales Promotion?

www.muni.cz

Payless ShoeSource Television Ad - BOGO



Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service.



<http://www.youtube.com/watch?v=yzlpCfB-YnE>



Sales Promotions Examples

- (a) **Buy-One-Get-One-Free (BOGOF)** - which is an example of a self-liquidating promotion. For example if a loaf of bread is priced at \$1, and cost 10 cents to manufacture, if you sell two for \$1, you are still in profit - especially if there is a corresponding increase in sales. This is known as a PREMIUM sales promotion tactic.
- (b) **Customer Relationship Management (CRM)** incentives such as bonus points or money off coupons. There are many examples of CRM, from banks to supermarkets.
- (c) **New media** - Websites and mobile phones that support a sales promotion. For example, in the United Kingdom, Nestle printed individual codes on KIT-KAT packaging, whereby a consumer would enter the code into a dynamic website to see if they had won a prize. Consumers could also text codes via their mobile phones to the same effect.
- (d) **Free gifts** e.g. Subway gave away a card with six spaces for stickers with each sandwich purchase. Once the card was full the consumer was given a free sandwich.
- (f) **Discounted prices** e.g. Budget airline such as EasyJet and Ryanair, e-mail their customers with the latest low-price deals once new flights are released, or additional destinations are announced.





Sales Promotions Examples

- (g) **Joint promotions** between brands owned by a company, or with another company's brands. For example fast food restaurants often run sales promotions where toys, relating to a specific movie release, are given away with promoted meals.
- (h) **Free samples (aka. sampling)** e.g. tasting of food and drink at sampling points in supermarkets. For example **Red Bull** (a caffeinated fizzy drink) was given away to potential consumers at supermarkets (by a promotions team).
- (i) Vouchers and coupons, often seen in newspapers and magazines, on packs.
- (j) **Competitions, contests and prize draws**, in newspapers, magazines, on the TV and radio, on The Internet, and on packs. **Coach**
- (k) Cause-related and fair-trade products that raise money for charities, and the less well off farmers and producers, are becoming more popular. (Christopher Reeve chains)
- (l) Financing deals - for example, 0% finance over 3 years on selected vehicles.





MASARYKOVA UNIVERZITA

www.muni.cz

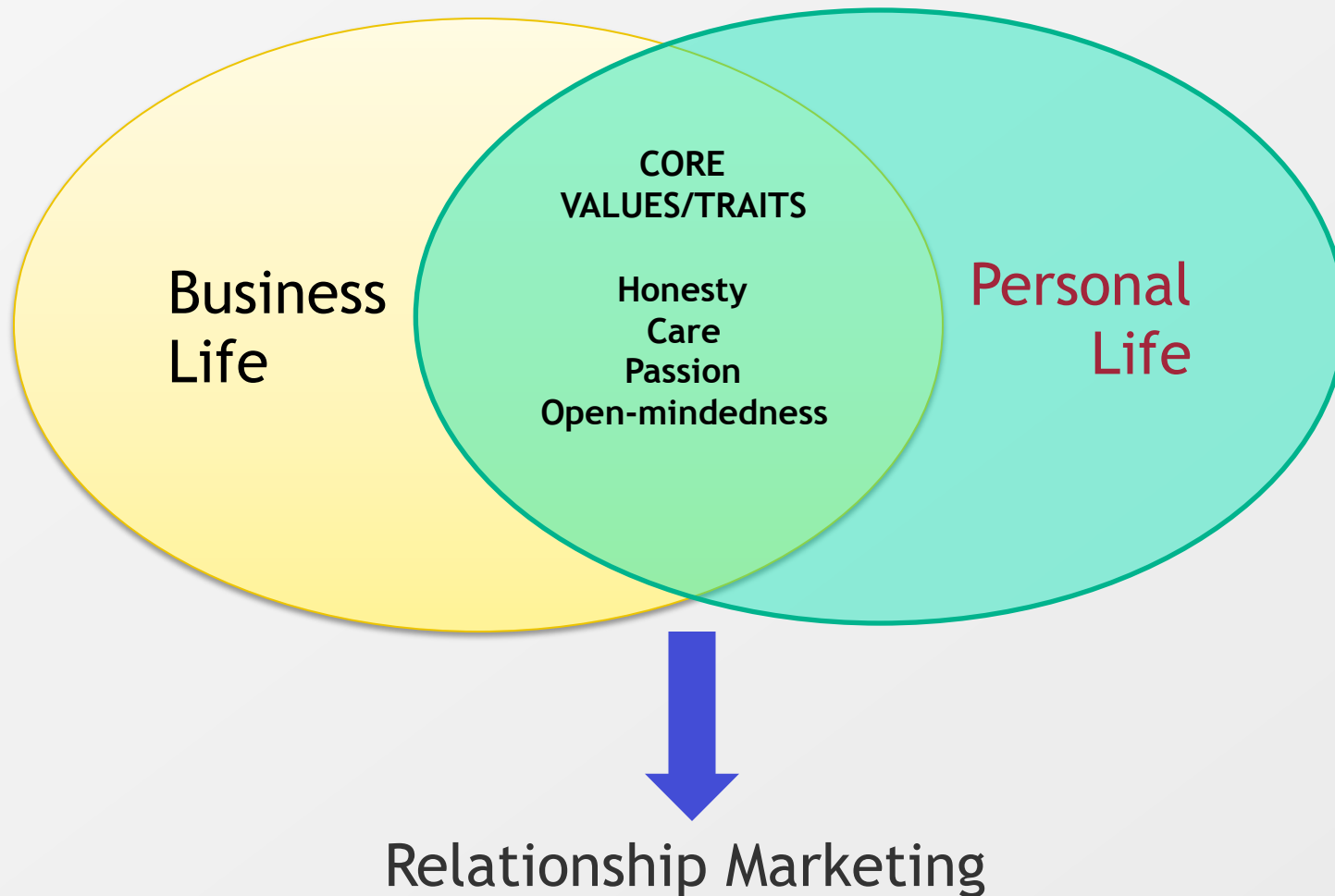
Personal Selling

OVERVIEW





Is Business Personal?





MASARYKOVA UNIVERZITA

What is Personal Selling?

www.muni.cz



Personal selling is 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"**

NEVER EAT ALONE BOOK





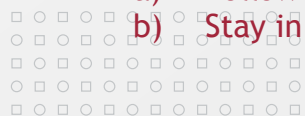
Personal Selling Techniques

Making the Sales Pitch

www.muni.cz

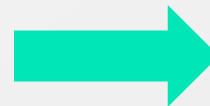
What are the elements of making a sale?

- 1) Prospecting and Evaluating
 - a) Research everything
 - b) Know your customer/prospects - NETWORK! (Never Eat Alone Book)
- 2) Pre-approach (Preparing)
 - a) “Be always the most prepared person in the room”, Cathie Black, Basic Black Book
 - b) Research
 - c) Prepare your pitch/presentation in advance & practice
 - d) Develop and practice “What If” scenarios & pricing scenarios/options
- 3) Approaching the Customer
 - a) Always respond on time (emails, calls, messages)
 - b) Get all possible contact information
 - c) Be honest
- 4) Making the Presentation
 - a) Be on time! If you are running late, call/text
 - b) Presentation should be adapted to INDIVIDUAL needs. Listen to your client!
 - c) Strive to make a lasting impression and build relationships. Act sincerely, not artificially!
 - d) Have “NEXT STEPS” READY!
- 5) Closing - Making the Sale
- 6) Following Up
 - a) Follow up on everything!!!
 - b) Stay in touch all the time!





Personal Selling Example: MARY KAY



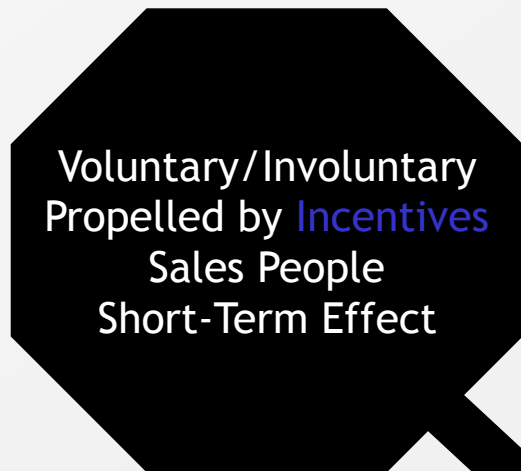
- ✓ EMOTIONALLY CHARGED SALES FORCE
- ✓ NEW LIFESTYLE
- ✓ NEW CULTURE
- ✓ NEW RELATIONSHIPS
- ✓ MOTIVATION & REWARD





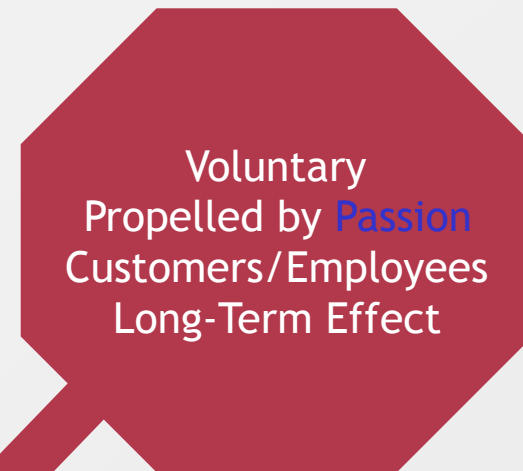
MASARYKOVA UNIVERZITA
Sales Force vs. Advocacy

Sales Force



VS.

Advocacy





MASARYKOVA UNIVERZITA

www.muni.cz

Events

OVERVIEW





What is Event Marketing?



Designing or developing a 'live' themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization.





PRE-EVENT ACTIVITIES

PLANNING

- Research
- Brainstorm for creative ideas
- Compose a solid & integrated plan
- Set up budget
 - Raise funds to cover the event
 - Establish fundraising goals
- Utilize your community
- Put together stellar committee team
- Secure a popular speaker/honoree
- Identify all stakeholder you can benefit from
- Do a lot of PR online/offline
- Get media involved as much as possible
- Give incentives for people to participate!!!

EXECUTION

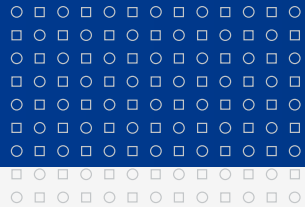
- It all depends on your level of detail in planning
- If well planned, then SUCCESS
- Make sure you collect contact information



POST-EVENT ACTIVITIES

FOLLOW UP

- Comment on success of the event
- Thank you notes to everyone (CEO of CDRF) & publicly
- Continue communications with all participants
- Keep them updated about other activities
- Measure the results and learn from mistakes!!!



Thank you for your attention.

Next Class 4 Wednesday, 5/25, 9:00 - 13:00

Room B204

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

