

Croeso | Welcome to ABS A Level Business Lecture Series



THE  TIMES
THE SUNDAY TIMES
**CANLLAW
PRIFYSGOLION
DA
2019**

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2019**

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OF THE YEAR
FOR TEACHING
QUALITY

Promotion

- Content to support **Level 3 Business Qualifications**
- Dr Julie Abbott jum1@aber.ac.uk

Learning Outcomes

- Describe the nature, purpose and scope of marketing communications
- Explain three models of marketing communications and describe how personal influences can enhance the effectiveness of marketing communication activities.
- Understand the role of marketing communications
- Understand how models can be used to explain how advertising and marketing communication works



What is Promotion?

- Another name for Marketing Communications (or Marcomms)
 - The communications or media tools that an organization uses to communicate with stakeholders (particularly customers and prospects)
 - Information about themselves
 - Marketing Messages



Marketing Communications Definition

- “Marketing communications is a management process through which an organisation attempts to engage with its various audiences.
 - By understanding an audience’s communications environment, organisations seek to develop and present messages for its identified stakeholder groups, before evaluating and acting upon any responses.
- By conveying messages that are of significant value, audiences are encouraged to offer attitudinal and behavioural responses”

Communications via:

- Physical (or traditional) channels
 - Newspaper, Magazine advertising or articles
 - TV, Outdoor (billboards, buses, taxis, railway stations)
 - Direct Mail
- Digital channels
 - Gaming, Interactive Billboards
 - Social Media, Netflix
 - Texts, Emails, Websites
 - App advertising e.g. on YouTube
- Branding



This is content that we test in the...

- *Aberystwyth University Entrance Exam*
- Successfully complete an exam (there are multiple points in the year and you can take it in the subject you are best at) and earn yourself an unconditional or reduced offer for the Business School
 - More details here (use short link):
<https://www.aber.ac.uk/en/undergrad/before-you-apply/scholarships/entrance-scholarships-merit-awards/>

Elements of Marketing Communications

Engagement – what are the audiences' communications needs and is it possible to engage with them on their terms using one-way, two-way or dialogic communications?

Audiences – which specific audience(s) do we need to communicate with and what are their various behaviour and information processing needs?

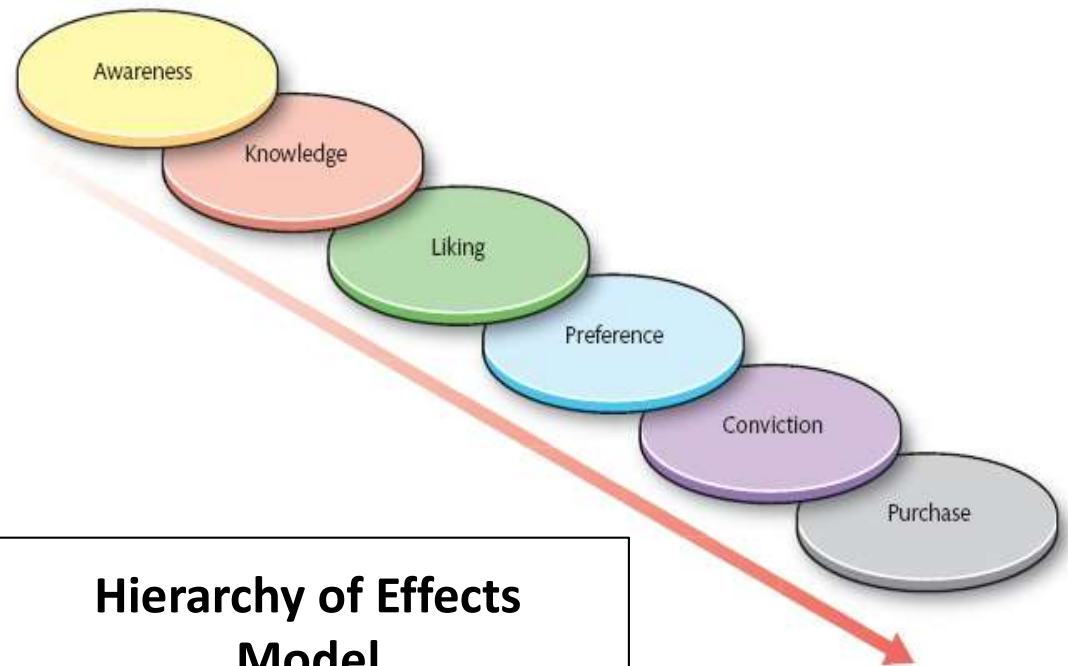
Responses – what are the desired outcomes of the communication process? Are they based on changes in perception, values and beliefs or are changes in behaviour required?



Marketing Communications Models

Awareness
Interest
Desire
Action

AIDA Model



DRIP Model



Differentiate - to position a brand so that it is perceived to be different to its competitors

Reinforce - to remind or reassure customers about a brand

Inform - to make customers aware of a brand's existence or attributes

Persuade - to encourage customers to behave in particular ways

The rise of digital

OCT
2018

DIGITAL AROUND THE WORLD IN OCTOBER 2018

THE LATEST STATISTICAL INDICATORS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

TOTAL
POPULATION



we
are
social

7.655

BILLION

URBANISATION:

55%

INTERNET
USERS



4.176

BILLION

PENETRATION:

55%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.397

BILLION

PENETRATION:

44%

UNIQUE
MOBILE USERS



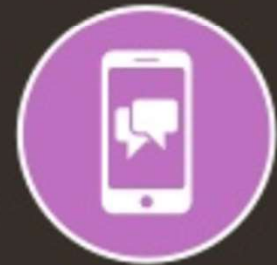
5.118

BILLION

PENETRATION:

67%

ACTIVE MOBILE
SOCIAL USERS



3.179

BILLION

PENETRATION:

42%

SOURCE: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; EU: EUROSTAT; INTERNETUSERS: CIA WORLD FACTBOOK; MEDIASTEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TEO HNSA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GAMA INTELLIGENCE; GOOGL; ERICSSON; KEPIOS ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite

we
are
social

Communication

- **Communication is how individuals share meaning – therefore interpretation and response is important.**
- **Trust is becoming more important as we become more marketing-savvy**
 - **Personal referrals**
 - **Opinion Leaders**
 - **Opinion Formers**
 - **Trusted Brands**



Personal Influencers

- Opinion Leaders
 - Within the same peer group
 - Outgoing, confident and natural leaders
 - Informal expertise
- Opinion Formers
 - Outside the peer group
 - Have authority and status
 - Formal expertise



Cultural Influence

Values, beliefs, ideas, customs, actions and symbols that are learnt by members of particular societies.

Elements of Culture:

- **Symbols -Language, (verbal and non-verbal) Aesthetics (design, style and colour)**
- **Institutions - Social institutions such as businesses,**
- **Groups - political parties and families help form the fabric of most societies.**
- **Technology - The way in which a society organises its economic activity is reflected in its technological ability and development. One of the key technologies is the media.**



Summary



- Marketing communications is used to communicate elements of an organization's offering in order to engage a target audience
- It forms the hub of a brand and is important to brand differentiation
- Marketing communications has a long and varied history
- Elements of marketing communications – Engagement, Audiences, Responses
- The task of marketing communications – e.g. DRIP, AIDA
- Personal Influencers – opinion leaders, opinion formers, word-of-mouth

Diolch | Thank you



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