

MARKETING COMMUNICATION IN SERVICES I.

1. MC defining

2. Marketing communication mix

- Advertisement
- Sales promotion
- Personal selling
- Public relations
- Direct marketing
- Sponsorship
- Online marketing communication



1. MC DEFINING

- ▶ **Broader concept:** all planned and unplanned communication at all points of contact of the organization with current and potential customers (brand perception, price, distribution points, advertising, employee behavior, organizational traditions, etc.).
- ▶ **A narrower concept:** marketing communication mix.
- ▶ Boom after 1989 in Czechia!
- ▶ **Marketing (visual) smog!**



MARKETING COMMUNICATION - THE PAST



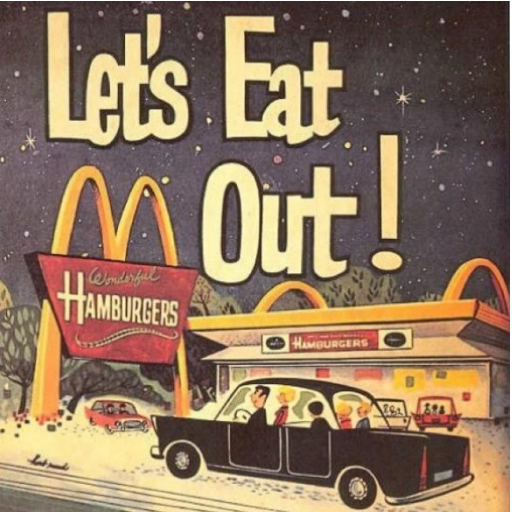
**LET MCDONALD'S CHANGE
THE WAY YOU LOOK AT BREAKFAST**

Egg McMuffin® Sandwich Sausage Biscuit with Egg Sausage Biscuit Sausage McMuffin® Sandwich With Egg Bacon, Egg & Cheese Biscuit

Get a **FREE** Gillette MicroTrac® Razor with the purchase of any hot and delicious breakfast sandwich.

Get a closer look at the new you look.

Get a closer look at the new you look. Shave close with the closest shaving head.



**Good Morning,
America!**

Breakfast at McDonald's

A collection of breakfast items including a Sausage Biscuit with Egg, Hash Browns, Egg McMuffin, Sausage Biscuit, Sausage McMuffin with Egg, and a chocolate chip cookie. The background features a smiling sun and the golden arches logo.

DO YOUR DINNER TIMIN' AT MCDONALD'S.

When you're looking for a different place to have dinner, check out McDonald's. You don't have to get dressed up, there's no tipping and the kids love it. You can relax and get down with good food that won't keep you waitin'. Dinnertimin' or anytimin', going out is easy at McDonald's.

WE DO IT ALL FOR YOU™

A photograph of a family (a man, a woman, and two children) sitting at a table in a McDonald's restaurant, enjoying their meal. The man is holding a drink, and the woman is smiling.

MARKETING COMMUNICATION - PRESENT

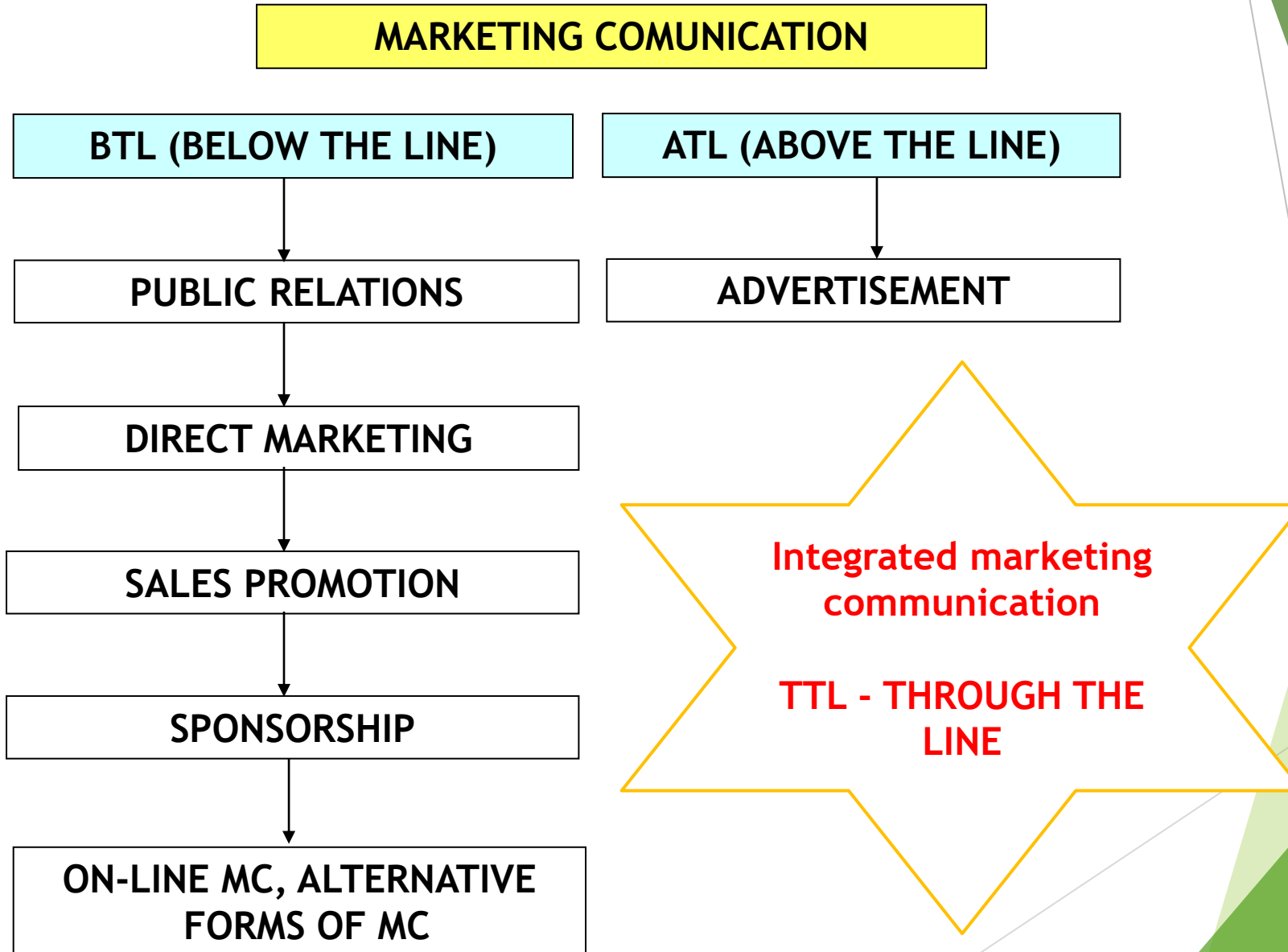


2. MARKETING COMMUNICATION MIX

- A collection of communication tools that a company uses to promote its marketing intentions on a specific market.
- Advertisement
- Sales promotion
- Personal selling - *lecture "human factor" in MS*
- Public relations
- Direct marketing
- Sponsorship
- Online marketing communication



MARKETING COMMUNICATION MIX



AMBIENT MEDIA



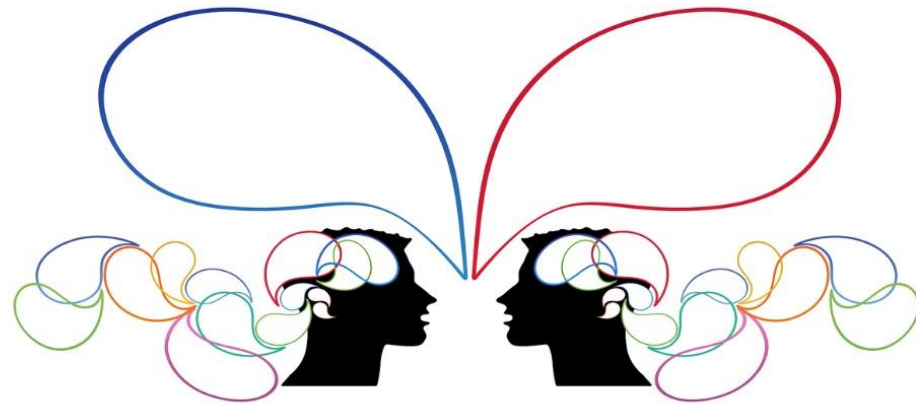
EMOTIONS IN SERVICES ADVERTISING

- ▶ Emotional advertising tries to evoke feelings of customers.
- ▶ Humor, erotica, fear, music, warmth, drama, ...
- ▶ **Vampire effect!**
- ▶ **The use of neuromarketing**



MESSAGE SOURCE IN SERVICES ADVERTISING

- ▶ Endorser (spokesperson, model) - a person, character, organization that appears in an advertisement to act in favor of the advertiser.
- ▶ Experts, celebrities, random people, voice-over.
- ▶ Animated characters, animals, children.
- ▶ Historical person.
- ▶ Legislation!



B. SALES PROMOTION

- ▶ Sales promotion is a form of **impersonal** communication and it is a **short-term** sales stimulation.
- ▶ POP/POS materials
- ▶ Merchandising
- ▶ 1+1, ...
- ▶ Discounted packages - Cross selling
- ▶ Loyalty Rewards (Loyalty Programs)
- ▶ Contests
- ▶ Free trial
- ▶ Events



C. PERSONAL SELLING

- ▶ Personal selling is the process of influencing a customer through **personal contact**.
- ▶ Nonverbal Communication!
- ▶ Lecture: *human factor in services*



D. PUBLIC RELATIONS

- ▶ PR is a form of indirect communication, the aim of which is to build and strengthen the prestige and image of the institution as a whole, i.e. good relations between the company and all market participants creation.
- ▶ Publicity (unpaid media space)!
- ▶ Corporate identity X Corporate image
- ▶ Event marketing
- ▶ CSR (Corporate Social Responsibility) - voluntary integration of social and economic aspects into daily company operations and interactions with stakeholders .



E. DIRECT MARKETING

- ▶ **Direct marketing** delivers an advertising message directly to an existing or prospective consumer so that it elicits an immediate response. It also includes the creation of a database of respondents.
- ▶ **Effective use of DM (FITT):**
 - financial (F) - banks, insurance companies, savings banks,
 - software and hardware companies, Internet service providers (IT),
 - companies in the field of telecommunications services (T),
 - courier services, airlines, travel agencies, car manufacturers (T)
- ▶ **Addressable media:** personal selling, telemarketing, direct mail, catalogs, new interactive media
- ▶ **Non-addressable media:** direct response advertising, flyers

F. SPONSORING

- ▶ A thematic communication tool, where the sponsor helps the sponsored to realize his project and the sponsored helps the sponsor to fulfill his communication goals.
- ▶ Sponsorship x PR!
- ▶ Sponsorship fit!
- ▶ Sports, culture, research projects, broadcasting.
- ▶ Ambush (Guerrilla) marketing.



G. ON-LINE MC

- ▶ Two basic areas can be included in online communication: the company's web presentation and social media.
- ▶ Precise targeting, personalization, interactivity, usability of multimedia contents, simple effectiveness measurement and relatively low costs
- ▶ Loss of identity, abuse, etc.

