

## Communicating With Your Customer Series

*Setting Marketing Objectives*  
*Promotion Strategies*


## Communicating with Your Customer Series

- Part 1
  - Setting Marketing Objectives
  - Promotion Strategies
- Part 2
  - Communication Strategies
- Part 3
  - Using Facebook




## Setting Marketing Objectives

## Marketing Objectives

- Include targets for managing customer relationships.
- Target may include:
  - Acquiring new customers
  - Retaining customers
  - Increasing customer loyalty
  - Increasing customer satisfaction



## Promotion

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## Promotion

- Involves publicity, personal selling, and advertising.
- Goals:
  - Create brand image
  - Persuade customers to buy
  - Develop brand loyalty

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## Promotion

- The choice of promotion tool depends on:
  - Who you want to reach
  - What you want to accomplish
  - What you want to communicate
  - How your target audience prefers to receive the message

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### Promotion tools

<u>Promotion Tool</u>	<u>Use</u>	<u>Examples</u>
Advertising	Communicate with large audience	Television, news paper, internet, brochures
Sales Promotion	Get immediate response, reward existing customers	Samples, coupons, premiums, contests, games, demonstrations, trade shows
Public Relations	Build positive image and loyalty	Event sponsorship, news releases, media kits, presentations
Personal Selling	Reach customers individually, strengthen relationships	Sales appointments and meetings

### Promotion Includes...

- **Sales promotion** – geared toward eliciting fast action from the audience and rewarding customers for continuing to purchase.
- **Direct marketing** – a highly targeted communication tool that allows for two-way interaction between you and your customer.

### Product Adoption Process

Awareness  
Interest  
Evaluation  
Trial  
Decision  
Reinforcement

### Promotion

- It takes 7-9 contacts to make a consumer into a customer.
- It takes consistency
- It takes repetition
- It takes a clear and concise message
- It takes focus
- It takes an investment

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