Communicating With Your Customer Series

Setting Marketing Objectives

Promotion Strategies

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

Marketing Objectives

- Include targets for managing customer relationships.
- Target may include:
  - Acquiring new customers
  - Retaining customers
  - Increasing customer loyalty
  - Increasing customer satisfaction
It Pays to Advertise!

Promotion

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

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

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

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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