

Marketing action plans

[external marketing]



an overview



[Out of Home]

External communication includes OOH

External communication is not just 'sales' promotion



External communication is not just **discounting**





External
communication is
more than just letting
people know you are
open for business

LOUIS VUITTON



LOUIS VUITTON



External communication
communicates the brand image

External communication is about reaching the target market



Source Vogue March 2018



External communication is every message
[intended or unintended] that is sent or received



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Place & people also send a message



Thanks to Dan Murphy's [Melville]



External communication must suit product considerations

for example

- convenience – shopping – specialty - seminal
- Consumables V durables
- Necessity V luxury
- by involvement, observability, familiarity, contact, customisation
- B2B - B2C
- Face2Face - remote transaction - durational length
- costs, risks, purchase anxiety
- stage of product life cycle

Marketing communication is about
having a great product, communicating the UPVP & creating demand





unique product value proposition

Ideas

that need to be communicated

product associations and expectations

"I have a great idea for a business"



Most businesses start with an idea

Product positioning



the concepts, philosophies, images, brands, knowledge, associations and issues that position a product⁶ in a consumer's mind.



Ideas build brands



Product strategy

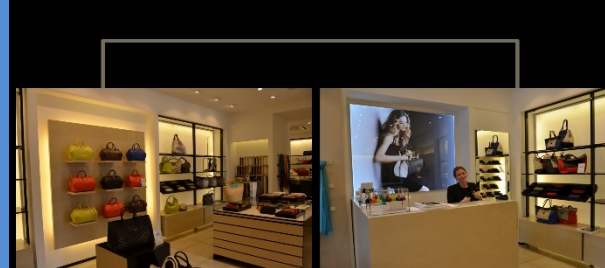
The very basis of strategy is to determine whether to compete on a non-price or a price basis.

Product value is an idea

being comfortable with a price



value – rings the cash register



Furla store - Bologna

Ideas

Product desirability

The idea of sustainability



Ideas

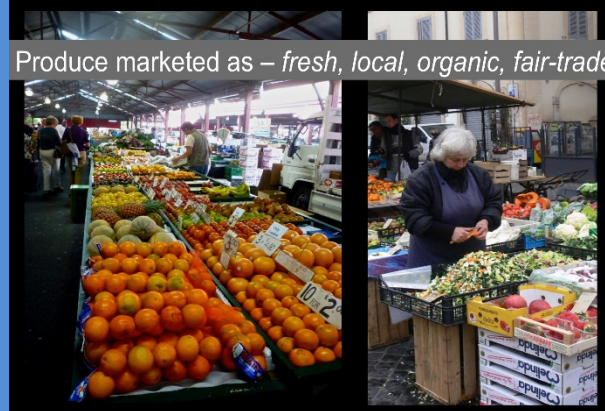
Product adoption

— requires the product to be:

- important to the customer,
- be affordable,
- provide distinctive benefits,
- not easily copied,
- profitable, & easily communicated,



Produce marketed as – fresh, local, organic, fair-trade





Communicate evidence of
quality & value

Recap



The price will always be too high until value has been communicated and understood

Recap

Central to marketing is the concept of

profitable⁴ exchange relationships⁴



Requires a relational sales approach

Recap

A relational approach is iterative

A selling philosophy & a marketing philosophy have a different approach to communication



4 step process - discover, inform, inspire & realise



“The purpose of a business is to create and keep a customer”

Peter Drucker