BSBMKG417
Apply marketing communication across a convergent industry

Release 1

Learner guide

aspire
learning resources

BSBMKG417

Apply marketing communication across a convergent industry

Release 1

Learner guide

Aspire Version 1.1

Aspire is committed to developing quality resources that meet the needs of our customers. However, occasionally Aspire finds, or is notified of, errors. Please refer to our website at www.aspirelr.com.au to see if there are any updates that may be relevant to you.

Every effort has been made to ensure the information in this book is accurate; however, the author and publisher accept no responsibility for any loss, damage or injury arising from such information.

Except where an information source is acknowledged, the names and details of individuals and organisations used in examples are fictitious and have been devised for learning purposes only. Any similarity to actual people or organisations is unintentional.

All websites referred to in this unit were accessed and deemed appropriate at time of publication.

Aspire Training & Consulting apologises unreservedly for any copyright infringement that may have occurred and invites copyright owners to contact Aspire so any violation may be rectified.

Contact details

Participant	
Name:	
Start date:	
Phone number:	
Email:	

Work location	
Name:	
Address:	
Postal address:	
Workplace supervisor name:	
Phone number:	
Fax:	
Email:	

Registered Training Organisation (RTO)	
Name:	
Address:	
Postal address (if different):	
Phone number:	
Fax:	
RTO contact name:	
Mobile:	
Email:	

Contents

Before you begin

This learner guide is based on the unit of competency *BSBMKG417 Apply marketing communication across a convergent industry*, Release 1. Your trainer or training organisation must give you information about this unit of competency as part of your training program. You can access the unit of competency and assessment requirements at: www.training.gov.au.

How to work through this learner guide

This learner guide contains a number of features that will assist you in your learning. Your trainer will advise which parts of the learner guide you need to read, and which practice tasks and learning checkpoints you need to complete. The features of this learner guide are detailed in the following table.

Icon	Feature of the learner guide	How you can use each feature
	Learning content	Read each topic in this learner guide. If you come across content that is confusing, make a note and discuss it with your trainer. Your trainer is in the best position to offer assistance. It is very important that you take on some of the responsibility for the learning you will undertake.
	Examples	These highlight learning points and provide realistic examples of workplace situations.
	Practice tasks	Practice tasks give you the opportunity to put your skills and knowledge into action. Your trainer will tell you which practice tasks to complete.
	Video clips	Where QR codes appear, you can use a smartphone or other device to access video clips relating to the content. For information about how to download a QR reader app or accessing video on your device, please visit our website: www.aspirelr.com.au/help
	Summaries	Key learning points are provided at the end of each topic.
	Learning checkpoints	There is a learning checkpoint at the end of each topic. Your trainer will tell you which learning checkpoints to complete. These checkpoints give you an opportunity to check your progress and apply the skills and knowledge you have learnt.

Foundation skills

As you complete learning using this guide, you will be developing the foundation skills relevant for this unit. Foundation skills are the language, literacy and numeracy (LLN) skills and the employability skills required for participation in modern workplaces and contemporary life.

The following table provides definitions for each foundation skill.

Foundation skill area	Foundation skill description
Reading	• Identifies and interprets textual information to establish current industry and project status from relevant information
Writing	• Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience
Oral communication	• Presents information and seeks advice using language appropriate to audience
Numeracy	• Identifies and interprets data from a range of sources • Uses testing and data analysis to establish and test systems, monitor results and weigh costs
Navigate the world of work	• Develops, monitors and modifies organisational policies and procedures in accordance with legislative requirements and organisation goals
Interact with others	• Selects and uses appropriate conventions and protocols when communicating with internal and external parties to seek or share information • Works positively with those from other disciplines to achieve desired outcomes for organisation and clients
Get the work done	• Plans and organises data categories, tasks and workloads that ensure compliance with organisational policies and procedures, and legislative requirements • Sequences and schedules complex activities, monitors implementation and manages relevant communication • Uses systematic, analytical processes in relatively complex situations, setting goals, gathering relevant information, and identifying and evaluating options; creating new tools and techniques where appropriate • Evaluates outcomes of decisions to identify opportunities for improvement • Uses and manipulates digital technology to create, extend and enhance job role, products and capacity to deliver effective service design

What do you already know?

Use the following table to identify what you may already know. This may assist you to work out what to focus on in your learning.

Topic	Key outcome	Rate your confidence in each section
Topic 1: Identify the convergent environment	1A The traditional and convergent sectors	❑ Confident ❑ Basic understanding ❑ Not confident
	1B Role of the customer in the convergent environment	❑ Confident ❑ Basic understanding ❑ Not confident
	1C Legislation and policies in the convergent environment	❑ Confident ❑ Basic understanding ❑ Not confident
Topic 2: Create marketing tools and techniques	2A Select convergent marketing communications to meet client needs	❑ Confident ❑ Basic understanding ❑ Not confident
	2B Create fit for purpose tools and techniques	❑ Confident ❑ Basic understanding ❑ Not confident

Topic 1
Identify the convergent environment

The term 'convergent marketing' describes a contemporary approach to marketing communication.

In convergent marketing, a combination of information technology (IT), marketing and design is used to ensure that marketing companies present integrated, consistent, interactive messages across all media. The end users of technology (the customers) want to be engaged by the marketing communication messages they receive.

Fast-paced, high-turnover businesses need to ensure that the marketing communications they use to promote their product or services will keep them ahead of their competitors.

Traditional marketing uses only one-way communication tools and techniques to communicate information and promote products and services. Convergent marketing aims to unify the various marketing tools and market sectors to create a more engaging, efficient and effective marketing plan for clients.

In this topic you will learn about:

1A   The traditional and convergent sectors

1B   Role of the customer in the convergent environment

1C   Legislation and policies in the convergent environment

1A The traditional and convergent sectors

In the past, marketing operations have operated in 'siloed' sectors. A business 'silo' is any operation that performs on its own.

Traditional siloed marketing communication plans use the expertise of different sectors to create marketing tools and techniques.

Marketing involves promoting and selling products or services. Promotional tools are used to persuade customers of the value of a product or service, and to build a customer relationship. They aim to present a clear message to customers that will have impact and result in sales.

A mass marketing campaign promotes a product or service to a broad target group. It aims to reach as many potential customers as possible. Companies with big advertising budgets spend millions of dollars on mass media channels to communicate their messages.

Promotional sectors

Different sectors may be used to create marketing tools and techniques.

If these channels are not coordinated, and operate in a siloed model, the brand message that the customer receives can be blurred.

For example, the advertising area may choose to flood the mass media market via TV advertising that targets a specific timeslot in order to reach a target audience. The public relations area may organise and plan a promotional event, while the sales team may create other communication channels with a different focus.

The following outlines different promotional sectors.

Advertising

Advertising aims to promote an idea, product or service. It may involve broadcasting on radio or television, or using billboards, the internet or print media to communicate a message. Advertising has the potential to reach very large numbers of people who are geographically dispersed. It can be used to build up a long-term brand image or to trigger quick sales.

However, advertising is a one-way form of communication, where the customer does not have to respond and can choose to change the channel or filter advertisements. It can be seen as impersonal and may not be as persuasive as a personal sales pitch.

Marketing

Marketing involves incentives designed, organised and implemented by sales teams to encourage customers to purchase a product or service. It may include discounts, vouchers, gifts, demonstrations, displays, trade shows and more. These may offer customers an incentive to purchase straight away, but are not as effective in long-term customer relationships.

Marketers may also arrange direct marketing activities that encourage a response and build an ongoing relationship with customers. Marketing tools include catalogues, telemarketing or face-to-face interaction with a salesperson or advertising representative. Much of this type of selling requires the customer to listen and respond.

Public relations

Public relations (PR) involves managing the communication between a business and the public. PR managers foster positive relationships and handle negative feedback. They may promote the brand or company through press releases, sponsorships and special events.

PR may involve managing events and circulating information. Stories and event information circulated by a PR company can be picked up by the media, which can have the same effect of advertising without the costs involved, and with a higher level of credibility for the customer. This is because the customer may perceive the information as 'news' rather than advertising.

Convergent channels

The convergent approach uses similar promotional channels, but the use of digital technologies is at the forefront.

You must carefully coordinate each area of a campaign for the greatest impact and to create a unified message to customers. The most appropriate, fit for purpose mix of tools and techniques must be created to communicate the brand message and enhance the customer experience.

Convergent marketing channels also work to engage the customer and develop a relationship for future interactions. Customers want to use technology to interact and receive personalised messages. There are many ways a customer can interact with brands, including using mobile devices, tablets, TV and the internet. They want to be provided with user interface (UI) technologies on websites and apps so they can read, view, press buttons, open and close, enter information, listen, speak, touch and move items on their devices at any time. There has been a growing interest in video and visual content, and some customers even want to create their own videos and post them online.

Convergent marketing channels
• Internet – image and video advertisements, paid promotions and sponsored content, social media, email, search engine optimisation (SEO), banner advertising and web chat servers
• Streaming video and video content embedded into other forms of advertising
• Smartphone designed ads – increased file sizes, highly animated and interactive content
• Apps that offer broad functionality and ways to interact and communicate
• Podcasting
• Print – newspapers, magazines, posters, leaflets, catalogues and billboards
• Television – advertisements, product placement, paid promotions and sponsorships

Marketing communication channels

Both traditional and convergent channels can deliver the marketing message and develop a brand image.

Here are some traditional and non-traditional channels.

Television

- Advertisements on commercial channels reach large numbers of people distributed over large distances.
- Product placement can subtly promote the product on television.
- Infomercials can be used to promote a product in an informative style.

Film or video

- Product placement can promote the product through appearances in films and movies, sometimes with an actor interacting with a product or its subtle placement in a scene.

Newspapers and magazines

- Visual communications is the oldest and most practised way of communicating an idea or product to the widest range of people.
- It includes both print and online advertisements of different sizes and designs.
- Banner and display advertisements appear alongside regular content.
- Classified advertisements are usually a few lines of promotion of a product or service, often kept together in a separate section.

Radio

- This includes spoken advertisements or songs/jingles that promote a product.

Posters and billboards

- These are large advertisements on advertising boards or buildings.
- Can be printed or in digital format, such as a video.
- Governing bodies, such as local councils, usually control the placement of these.
- Private businesses can display any advertisement they like, provided it doesn't breach any local codes or laws regarding suitability of public displays.

Websites

- Most businesses now require a website to attract customers and sell products and services.
- Websites are versatile communications tools with attractive visuals, videos of the product or of promotional endorsements, competition entries and contact pages with voice, video and web chat options.
- Banner advertising can be embedded in a web page. It attracts traffic to the advertiser's website by linking it. Banners are susceptible to ad blockers, and customers are now subscribing to ad-free streaming services to block ads from showing up.

Text messaging

- Text messaging is a simple, immediate and direct way of interacting with customers.
- It allows brands to send out offers, product launches and promotional codes.

Online chats

- Online chat provides pre- and post-purchase customers with one-to-one support.
- It's an alternative channel for customers to communicate with each other and share information.

Social media

Social media is a popular tool used by marketers in the convergent approach.

It is an effective way to engage your target customer and post engaging content in a digital landscape that never sleeps. Social media is referred to as 'earned media' because it can turn customers into brand promoters who push the brand on your behalf.

Social media provides an environment where users and brands can connect. Brands can use it to spread news and promotions, while users can influence other shoppers. For example, a company may launch a social media campaign in which customers use a hashtag coupled with photos of themselves engaging with the product or service. When someone searches for a brand, they will find thousands of happy customers with similar photos.

Social media is constantly offering new technologies for customers. These include:

- better responsiveness on mobile devices
- digital voice assistants such as Siri and Cortana
- access to watch and upload videos.

Social media marketing (SMM) requires keyword-rich content to make sure the marketing content is found when a customer searches for it.

Many social media platforms require a sign-in for membership, and this information is used to match with similar members or customise content to preferred areas of interest. This data can also be used to match target groups to targeted marketing materials.

There are many examples of social media distribution services. The goal and purpose of each service is outlined here.

Facebook

Capable of hosting a variety of features, such as:
- Facebook groups, which allows users to connect based on areas of mutual interest
- Facebook messaging, which allows a group of people to chat online at once
- text, image and video posting.

Twitter

Allows for small micro-posts of no more than 140 characters. Twitter has become ubiquitous for fast turnover of information.

Instagram

Allows users to take, edit and share photos and follow others to view their new uploads. Instagram images are saved to an archive and can be retrieved later.

Snapchat

Allows users to take, edit and caption photos, and send them to other specific users they are connected with. The users only have a short amount of time to view the photo before it is deleted.

Tumblr

A micro-blogging social network website that allows users to post multimedia and content in a short-form blog to their followers. It is often used for open discussion of important issues, and may include observations, opinions, images and links to other websites.

Pinterest

An image-sharing site that allows users to manage a digital pinboard where they can keep a record of things they have seen on the internet and want to view at a glance.

LinkedIn

LinkedIn is designed around creating a living resume. It allows users to create a network of other professionals in the same or similar industry.

QQ

Originally a China-based instant messaging service, QQ is now available in a number of languages, including English, and is remarkable for having its own commerce service called 'Q Coins'.

Google+

Integrates many of Google's services, such as YouTube and Gmail. Google+ has features such as 'circles', which allow users to designate who of their followers belongs to a particular social group or fan base and restrict certain posts they make to only appear to a particular circle. It also includes Google Hangouts (an online chat service) and other online tools.

Reddit

Users don't create content for their own pages, but publish their submissions to a general page. Other users then vote on the content to move the submission higher or lower on the page.

Practice task 1
Click icon to complete interactive version

Check your understanding of traditional and convergent approaches to marketing communication.

Question 1

Which of the following statements are about the characteristics of a traditional siloed approach to marketing communication? Select all that apply.

- [ ] Mass media channels can be used to 'flood' the market.

- [ ] Marketing, advertising and public relations sectors each create tailored promotional tools.

- [ ] Targets large unsegmented markets.

- [ ] Focuses on differences among customers rather than similarities.

- [ ] Channels must be coordinated to avoid a siloed approach that can blur the brand message.

- [ ] Public relations involves paying for staff to develop and circulate information and to manage events.

Question 2

Which of the following statements are about the characteristics of a convergent approach to marketing communication? Select all that apply.

- [ ] Encourages sharing of opinions.

- [ ] Digital technologies predominate.

- [ ] Messages focus on the product, not the customer experience.

- [ ] There is an increased use of video and visual content.

- [ ] Relies on customers becoming brand promoters.

Research trends

As a marketer, you need to be constantly reviewing and evaluating the popularity and effectiveness of key channels to stay ahead of competitors.

The use of multimedia channels will affect the way the product or service is promoted. You need to choose the best channels for the message so it will reach the audience for which it is intended. Many customers access the information and interaction they seek from many different distribution points such as websites, social media platforms, apps, TV and print. This will require research from a range of sources to help guide decisions and form effective solutions for clients.

Newspapers and magazines

A traditional advertisement or a review is an excellent way to communicate a brand message to the readership. Newspapers and magazines, which can be in print or digital format, still have a high status in the community and can be re-read. In an office environment they can be passed around among staff.

Refer to the following website to see figures for readership of Australian newspapers:

- http://aspirelr.link/newspaper-readership-figures

Catalogues

Catalogues are used to communicate new information to existing customers. Subscribers have already shown their interest, so keeping them up to date with product information can facilitate return customers more easily than trying to hit the mark with a broadly targeted advertisement.

Posters/billboards
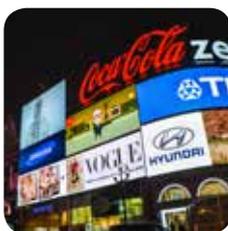
Outdoor advertising (also called out-of-home advertising) is a classic and well-recognised passive advertisement technique.

It is recognised as a way to develop a memorable brand icon using dominant and visible messages to the customer. A suitable message will be one that is short.

Refer to the following website to see billboard advertising statistics:

- http://aspirelr.link/billboard-statistics

Television

Free-to-air television remains a strong communications tool, with free TV showing a very high usage in Australian homes. It is a passive method of communication as the customer is not required to interact.

Refer to the following websites to see figures on statistics for TV viewing:

- http://aspirelr.link/free-tv-statistics
- http://aspirelr.link/australian-tv-statistics

Radio

Radio services continue to reach large numbers of Australians. The majority of those listening are doing so while driving to and from work. This is a market segment that television and newspapers have difficulty reaching.

Read more on research conducted by Commercial Radio Australia:

- http://aspirelr.link/radio-research

Online marketing

The internet offers businesses a way to conduct surveys, gather customer feedback and track customer activities.

The internet allows for customers to benefit from traditional media forms while having greater choice than ever. The internet can offer online news that can replace newspapers, online video services that may replace television, and online music/audio players and podcasts replacing radio. Creators can focus on a particular field of interest, which splits audiences into smaller chunks who are easier to advertise to.

Many customers only look at the first page of search engine results, so businesses try to maximise their engine search ranking to get the most customer 'hits'. Search engine marketing uses key words in searches to get the website among the top results.

Direct marketing

This is an active approach that involves contacting the customer directly by phone (telemarketing), email, text message, letter or flyer posted to their address. Other forms of direct marketing include door-to-door sales and approaching customers in a shopping centre.

Many people do not like telemarketing and place themselves on a do-not-call register to avoid receiving these calls. Purchasing batches of email addresses and directly marketing to customers is also more difficult because the emails often go unopened or are delivered straight to a spam folder.

Point of sale is where transactions take place, such as a retail store. Marketing in these locations includes digital signs, counter or wall posters or shopping trolley signage.

Watch the following video for more information on data collection and analytics.

Marketing plan

The request for a marketing plan can come from businesses of all types and sizes.

The main goal for a marketing communication business is to satisfy the client. This relies on successfully interacting with the client in relation to services they need. The client may be seeking a marketing communication solution for their business from any industry sector, ranging from real estate and childcare to agriculture and mining.

The client's budget determines the type and scope of marketing communication channels. Mass media communications such as TV, cinema and events are generally high cost. Social media and websites require less financial investment, but need ongoing monitoring. Hosting fees may also apply. The return on investment (ROI) is the increase in sales resulting from the marketing communication campaign. The ROI needs to be weighed up according to the client's budget.

A marketing communication company will have a marketing strategy that defines its vision, mission and business goals. With this in mind, your marketing team will attract clients and work with them to develop marketing plans that outline all of the actions needed to meet the clients' briefs. The client who liaises with your marketing team may be the CEO, a middle manager or a marketing executive who needs specialist advice.

A marketing plan will identify:

- the client's business, products and services
- the position of those products and services in the market
- the profiles of customers and competitors
- existing communications channels the client already has in place
- the budget for a new campaign or expansion of existing channels
- marketing tools and techniques to be used and enable the client's goals to be reached
- measures through which the effectiveness of tools and techniques can be assessed, including the costs and budget allocated.

Traditional and convergent channels

In contrast to the traditional approach, the convergent marketing approach is more focused on the current customer-centric model using digital marketing to engage with customers and provide them with experiences of your brand.

No matter what marketing channel is used, the customer must receive a clear, concise, focused and consistent message. If a customer perceives a marketing message to be irrelevant or not meaningful to them, they will not retain information and are less likely to engage or pay attention.

There are a number of points of difference between the traditional and convergent approaches to marketing, as outlined here.

Traditional

- Each sector performs its own siloed role.
- One-way form of communication.
- Uses mass media as a promotional channel.
- Product-centric rather than customer-centric.
- Can be more expensive with the use of mass media.
- Less focus on digital and technology as a communication channel.
- Message not segmented or focused to target groups.
- Less likely to impact customers.
- Focuses on commonalities among customers rather than differences.

Convergent

- Uses digital communications as a marketing tool.
- More customer-centric and less product-centric.
- Aims to unify message across several channels.
- Offers instant and dynamic engagement, i.e. direct two-way communication between the customer and the business.
- Allows for both positive and negative communication between customers.
- Targets message to specific segmented groups.
- Relies on a quick response to customer inquiries, comments and complaints.
- Uses targeted technological and digital communication methods.
- Can send personalised message to customers.
- Customers may choose to share their experiences with each other.
- Positive customer experiences help in brand promotion.
- Quick responses are needed if negative experiences are shared by customers.

Impact of key technologies

The social media community is wider than any other single communications tool available.

Younger audiences readily interact with online content. However, there is an upward trend for older Australians to use the internet. The Australian Bureau of Statistics dataset 'Household Use of Information Technology, Australia, 2014–15' found that 51 per cent of Australians aged 65 years and over were using the internet in 2015. More details on these trends are available here:

- http://aspirelr.link/household-internet-report

According to research, more than 70 per cent of Australians use Facebook and around 50 per cent do so every day. For more information, go to:

- http://aspirelr.link/social-media-statistics-australia

Impact of a convergent environment

Customers have expectations about the information they want to access and receive in marketing messages.

The convergent marketing communication environment has in part led to the decline of mass media's dominance. New technologies have resulted in digital communication methods that provide a targeted and highly personalised interactive message to customer groups. Customers have gone beyond responding to promotional pitches and clever commercials. Now they are more interested in building relationships with brands they trust and seeking regular involvement with those brands. Some of the changes and effects in the industry are summarised here.

Customers

- Customers are better informed and empowered to disregard information that is not of interest to them. They are comfortable with digital technology.
- They share information and exchange ideas with their peers using social media and other forms of technology. They also provide feedback and discuss their marketing experience with others.
- They are more likely to do their own research and access the information on products and services than wait for it to be supplied to them.
- They expect to receive a marketing message that is specifically marketed to them and they expect the company/brand to engage with them.

Technology

- Digital communication allows customers to be constantly connected to the internet. This provides customers with control over the messages they choose to receive and send to others.
- Websites and social media channels can provide various user interfaces (UIs).
- Responsive design needs to be considered during construction so that all of the content, images and structure of a website remain the same on any device.

Marketing strategies

- Mass marketing alone is less popular.
- Digital technology provides channels to communicate and engage with focused target groups.
- Specific and specialised messages can directly engage with customers and their social media networks.

Integrating channels

The best combination of traditional and convergent media will enhance the brand message and meet the client's requirements.

Marketers seek to engage customers by creating captivating content and experiences. Customers are not preoccupied with the sources of marketing messages; they seek engagement and need to be given a consistent message.

The convergent marketplace is well suited to the modern communications environment. The internet can integrate many traditional communication tools into one unified area.

For example, a website can provide access to newspapers, videos and podcasts.

Here are some factors to consider when finding an integration point between traditional and convergent approaches:

- A mix of traditional and digital communications works well to get the message to customers.
- The message must be integrated and unified across all channels.
- Trends in digital communications must be monitored to stay ahead of competitors and provide up-to-date technologies to clients.
- Marketers must have the skills to develop and maintain digital media communications.
- Target market research and any other available data should be used to influence and guide the plan.
- The marketing plan should outline the client's budget and requirements.

The selection and creation of tools and techniques suitable for a client's campaign will depend on the factors identified in the marketing plan. This includes the budget and the client's goals.

An advantage of multichannel marketing is the amount of market coverage and the choices given to customers about their engagement with the brand.

By creating engaging, customer-oriented messages, paying for analytics to boost exposure, and getting content strategically placed, you can earn the audience's trust and support, and turn them into your brand advocates.

Complexity is one disadvantage of a convergent approach. A multichannel approach requires additional management, and the likelihood for something to go wrong is increased. A closely monitored and carefully considered marketing plan is essential.

Another factor to consider in the selection of suitable channels will be the resources to monitor and respond to customer responses. This must be done quickly and in real time. Staff may need to be trained in social media marketing (SMM) communication, and there needs to be a plan determining who will respond to customer messages.

Watch this video for more information on applying marketing communication across a convergent industry.

Select a marketing strategy

Content marketing that involves creating and sharing online material using blogs and social media posts requires significant amounts of time and money.

Here are some examples of things to consider when analysing your client's needs and selecting a strategy.

Existing resources

This can include research to know more about your client, your products and services, previous successful marketing ventures, the extent to which the client currently uses traditional and/or digital communication, the company vision, and immediate and future business plans. The client may have existing branding, for example TV advertisements made for them in the past that have already established jingles, graphics and catchphrases. They may already have a number of social media accounts, but are looking to make them more effective in a new campaign.

Internal communications

The client may have resources for internal communication that you need to be aware of. Most businesses communicate primarily through phone or email. They may also employ resources such as noticeboards and online chat that could be used when planning a strategy. Interdepartmental communication is important as it reduces the iterative cycle by keeping everyone in the loop.

Research

Once there is a clear idea of what is already being used, additional customer-focused market research may be required. This may identify commonalities in the communications of other players in the market. Consider what has had a positive effect on the target demographic and why that is. For example, results may show that customers respond more positively to commercial jingles written by original artists, rather than adapted from a pre-existing piece of music. This gives you an idea as to how you can utilise the resources already at your disposal.

Identify gaps

Identify the gaps in the marketing strategy to determine which communication channels provide the best ways for the client to:
- engage with target audiences
- increase brand presence and exposure
- maximise customer reach
- improve customer sentiment
- increase user-generated conversations.

Example

Evaluate tools and techniques

A book launch is being planned at a local bookstore and is open to the public to attend. The author has a strong following from their existing readers, so will attend a reading in the early afternoon, then stay afterward to sign customer copies.

To spread the word, the bookstore puts up posters in the local library, shopping centre and cafes, where there would be a lot of foot traffic and, according to their market research, people interested in buying a book.

The posters have a QR code in the corner. When scanned by a smartphone, it connects the user to a web page where a sample of the book is available to read for free. The opportunities to follow the author and discuss the new book are posted on the social media page and website, including a link to an article and an upcoming radio interview.

After the launch, a hardcover, signed copy of the book is put up as a prize that customers can win by entering a draw when they purchase anything from the bookstore. They will be asked to provide their contact details for future book launches at the bookstore.

Practice task 2
Click icon to complete interactive version

Check your understanding of the impact and integration of traditional and convergent approaches to marketing communication.

Question 1

Which of the following are factors to consider when integrating different marketing communication approaches? Select all that apply.

☐ The number and type of marketing channels used must match the client's budget.

☐ A multimedia plan can increase the reach of a message to customers.

☐ Use various channels to communicate different messages about the brand.

☐ A combination of traditional and convergent media should reach a wide audience and enhance the brand message.

Question 2

Which of the following statements are about the impact and integration of traditional and convergent marketing approaches? Select all that apply.

☐ Customers have expectations about the information they access and receive from marketing channels.

☐ Market research is needed to define customer preferences and the channels that will suit the target group.

☐ Mass media's dominance is on the increase.

☐ Digital technologies provide targeted and personalised interactive messages to customers.

Measure effectiveness

Data analysis is one of the most important tasks carried out by marketing teams.

Research into tools and techniques is needed to determine their effectiveness in terms of return on investment (ROI). You can gather information from previous or current campaigns with accompanying sales figures and customer feedback. As a result of this analysis, you may keep some existing tools and techniques in a client's current campaign, while you may disregard and replace others with more current convergent channels.

The ROI for a marketing plan compares a business's profitability resulting from their investment in media channels. ROI is calculated by taking the net profit from sales for a period of time and dividing this by the cost of creating and developing the marketing tools and techniques. This figure is then multiplied by 100 to give a percentage figure:

$$(\text{Net profit} / \text{Cost of investment}) \times 100$$

Measuring ROI is reliant on good data. Many smaller companies do not collect this information. Without standard units of measurement, it is difficult to draw conclusions and judgments may be subjective.

Analytic measurements

Marketing metrics is numerical data that shows whether websites meet the targets set by the company.

Cookies allow for web-tracking software to perform analytics and provide the data that marketers require. A cookie is a small piece of data generated by a website and saved by the user's web browser. It remembers information and can be used in marketing to identify browser information so ads can be targeted to specific audiences or people.

Metrics can be used to give data on the traffic and conversion rates of a website. Looking at page views or the number of hits on a website can help you to analyse the effectiveness of the website for attracting customers.

Conversion metrics takes that a step further and provides you with figures on how much of the website traffic has generated sales.

Traffic sources and search engine optimisation (SEO)

SEO is a process of getting traffic on a website and getting the online page to rank higher in search results. Keyword competitiveness is how many other websites are trying to rank for that keyword and the more regularly searched keywords will often be quite difficult to rank.

Mobile traffic

Marketing through smartphones and other mobile devices can be interactive and engaging for customers. Understanding the capacity and user interface (UI) of mobile devices can provide insight into how to structure and plan content so it is more responsive.

Click through rate (CTR)

The higher the CTR, the better your quality scores will be, allowing you to lower your pay per click (PPC) costs. PPC measures the number of clicks on ads based on the total number of impressions (each time the ad is viewed). SEO platforms like Google AdWords offer pricing discounts for businesses with high CTR. The AdWords program enables businesses to set a budget for advertising and only pay when people click on the ads.

Cost per click (CPC)

CPC defines how much you pay the search marketing platform every time an internet user clicks on your PPC ad. This value will vary depending on how popular your chosen keyword or keyword phrases are, your quality score, and the standard prices set by search engines.

Cost per lead (CPL)

This metric defines the lead conversion ratio of a particular campaign and corresponding cost, giving insights to the business owner and you on how profitable your campaign is.

Bounce rate and time on site

This measures how well you are engaging with your website visitors by measuring how long they spend on the site. Some visitors immediately leave or 'bounce' as fast as they arrive at a website. Knowing bounce rates can provide you with insights on how you can optimise your content.

Average page views per visit

The more page views generated from each visit, the more chances for engagement with visitors, eventually influencing them to get converted into leads or paying customers.

Rate of return visitors

The rate of return gives an insight into how to improve the content to entice site visitors who have not yet converted to paying customers.

<table>
<tr><td>Example</td><td>Role of the traditional and convergent sectors</td></tr>
</table>

Role of the traditional and convergent sectors

New owners have taken over a youth clothing label that had been experiencing poor sales and are looking to reinvigorate the label. Previously, the brand had advertised only through traditional media using a catalogue that went out twice a year. They placed advertising posters in areas near their outlets. The new owners decide to digitise their catalogue and create a series of social media accounts to promote the catalogue on the website and engage with potential customers.

They create a website using the catalogue design as a basis and make it easy for new designs to be uploaded in the future. The website needs to be moderated and needs oversight from the sales team to ensure that the online purchasing tools are working correctly. They employ a secure, in-house online chat tool to allow the team and website moderators to communicate any issues to each other as soon as they come up. Staff are given access to the online chat on their work computers so that they can communicate any issues customers have to the website moderators or sales team as required.

The owners employ a social media manager to handle online accounts and integrate website content and messages through selected social media channels. The social media manager will also be responsible for:

- engaging with customers across the social media channels
- creating experiences and content that captivates the intended youth market for this clothing brand
- inviting interaction with company-initiated posts and promotions of new products/services
- promoting user-generated photos, videos and posts
- moderating online discussions
- responding to inquiries, comments and complaints from the public
- posting announcements about future changes to the brand
- driving customers to the website to increase sales.

The social media manager consolidates the social networking profiles into a single profile that collects related items of content and displays them. This will handle all the accounts at once, reducing the lag time between customer contacts and company responses.

Practice task 3
Click icon to complete interactive version

Check your understanding of ways to evaluate tools and techniques.

Question 1

Which of these statements about evaluating tools and techniques are correct? Select all that apply.

- [ ] Conversion metrics provide figures on when the website traffic turned into a sale.

- [ ] Research from previous or current campaigns can help calculate ROI for the client.

- [ ] Standard units of measurement used for ROI help with conclusions on the effectiveness of campaigns.

- [ ] Metrics on web page views show the effectiveness of the website in attracting customers.

Question 2

Which of the following statements about metrics for measuring the effectiveness of marketing tools are correct? Select all that apply.

- [ ] Cookies identify browser information that is useful for marketing.

- [ ] User interface (UI) options are required for mobile devices.

- [ ] Keyword competitiveness describes how many other mobile devices are trying to rank for that keyword.

- [ ] SEO is the process of getting a web page to rank higher in search results.

- [ ] The cost per click (CPC) defines how much to pay the search marketing platform every time an internet user clicks on the advertisement.

1B | Role of the customer in the convergent environment

The interaction between the brand and potential customers can determine the success of a campaign.

The customer should remain the focus of all marketing campaigns. If a brand's marketing does not engage and interest the customer, then the campaign has failed.

Customers expect to have choices. They are often skilled at researching and comparing brands. This means that marketing to a particular target audience or customer base is competitive. Maintaining a consistent message across convergent marketing communication channels is necessary so that a well-formed message that affects a target group leads to an increase in business for the client. This must happen in an environment that is governed strongly by a customer's rights. Customers have choice over the type of media they engage with. They may decide to share their feedback and experiences (either positive or negative) with the company or with others.

Customer-centred approach

Marketing communication channels must focus on the needs of the customer.

A traditional marketing approach focuses on promoting the product rather than engaging with the customer. Brand recognition is used to develop a relationship and influence customer purchasing habits.

A customer-centric model represents a shift in the balance of power to the customer. The customer-centric model provides choices to the customer to investigate, explore, bargain, purchase, change their mind and return goods with ease. If a customer is to interact with a marketing message, they will need a reason to do so. You should begin with a good understanding of what the customer group wants, needs and values.

Watch the following video for a description of customer-centric marketing.

Identify customers and target market

The first step in the process of engaging customers is to identify the target market.

It is impossible to target promotional and marketing activities correctly and accurately without knowing who the target audience is. Rather than targeting larger segments, convergent marketing requires the target market to be segmented and narrowed. To do this, a profile is prepared on specific population groups. Audiences that are too diverse are difficult to target and the message may not be honed to their wants and needs. Targeting larger groups means that the message can miss the mark and be less meaningful to individuals.

Segmenting a market group means identifying the specific characteristics of that group, such as behaviours and common interests. It may include capturing the opinions of current customers through focus groups, market research surveys and by observing purchasing habits to identify what they do and where they go.

Market segments can be determined based on:

- location
- age group
- gender
- income bracket
- interest, e.g. sport, craft/hobbies, history.

Consider the following when researching target groups:

- Who are the target customers?
- What are their specific wants and needs?
- Why does the target group want or need a product or service? Motivation results in a desire for a product, service or experience. Customer behaviour may be driven by a range of factors, including desire, fear, security, reward or status.
- When is the target group likely to purchase the product or service, e.g. at the start of the school year or before the Christmas break?
- How is the customer likely to make the purchase, e.g. on their phone or PC? A particular method may be chosen because of its convenience and availability.

Select marketing tools based on target group

Tools need to be selected to reach the target demographic.

The characteristics and behaviours of target groups need to be considered when developing the marketing strategy.

One target group might be constantly connected to the internet, checking for updates and information. Another target group may use the internet less often.

For example, if the target group uses social media, newspaper advertisements will not be the right tool for a campaign.

Customers have a variety of ways to access and view marketing messages. Some users will prefer personalised messages on their device, whereas others prefer to read material in hard copy, such as in a printed catalogue.

<table>
<tr><td>**Example**</td><td>

Create convergent tools and techniques

A cereal maker is releasing a new design for one of their children's brands. In the past they have had a monkey for a mascot, but they want to do something fresh and new, and are looking to replace the monkey with a brand new mascot.

Research has shown that the brand's original jingle still does very well with customers, but the box art design looks dated. The marketing team decides to keep the jingle, but re-record it with cleaner, more modern sound recording to freshen it up.

The marketing team does focus testing with children in the target age group (5–12 years). The young boys surveyed like scary animal mascots, while young girls like cute and fluffy mascots. The marketing team decides to use two characters: a mama bear and a baby bear.

The team reviews the client's budget and decides that a three-sector approach would be appropriate. First, new box art will be designed with the bear characters. Several box art designs are selected and tested by the focus groups. The one with the best responses is selected.

The website is redesigned with a page for parents to check nutritional information, a page of comics about the characters and a page of flash games such as mazes and word finds.

The TV ad will include the animated characters, the updated jingle, and directions to the website and to participating stores that stock the cereal.

The three communications tools – website, box art, television advertisement – all interrelate and meet target demographic interests to engage the customers.

</td></tr>
</table>

Engage with customers

Marketing strategies require the customer to actively engage with and accept the content, rather than passively presenting the product and hoping for market acceptance.

The initial step to develop a marketing plan is to establish the target market, and determine how and when they want their product or service. The next step is to research market trends in this target audience. Your goal is to create positive interactions with the brand in an unobtrusive way. This is how social media is used to create an engaging experience with the public. Engagement means using marketing strategies that create a conversation and make an impression in the minds of your target audience. Customers will then interact and share information with their social networks to promote and enhance the brand.

Here are some ways to isolate the target market and identify their purchasing habits.

Analytics

This gives you data from websites to determine customer sentiment and customer service activities. It enables accuracy in targeting relevant advertisements and messages that are customised around a user.

Search engines

Being able to target browsers and develop strategies based on search patterns has led to a whole new mode of selling and communicating with customers.

Online meetings

By using virtual meeting rooms, and holding web conferences with colleagues, clients and customers, online meetings are enabling companies to target different geographies and time zones, and reduce the travel and lodging costs to the company.

Customer review

Customer help and FAQs, other review sites and email provide opportunities to receive information about the customer's engagement and experience.

Identify the brand

Before implementing a marketing plan, the brand's identity, or organisation's profile must be clarified.

'Brand awareness' is a term used to describe the extent customers recognise a particular product or service, and can distinguish or differentiate it from other comparable products and services offered by competitors. 'Top-of-mind brand awareness' means that brand is the first the customer recalls when asked about a category of product or service.

Creating brand awareness is especially important when you launch a new product or service. If a brand is well known, trusted and engages with its customers, it is likely to perform better financially.

Various techniques are used to develop brand awareness, as outlined here.

Social media

A brand that interacts well with its customers across social media platforms will foster a dialogue that humanises the brand, creating feelings of loyalty and positivity.

A brand that invites its customers to engage creates effective two-way communication, positive interactions and conversations, enables and promotes user-generated content and extends market reach via its customers' various networks and communities.

Effective brand management promotes positive messages and addresses negative feedback from customers in a timely and transparent manner.

Product promotion

There are various ways to reward customers who continue to engage with the brand, including reward programs, and regular specials and deals. These tell the customer that by choosing the brand, they will be better off. 'Limited run' products provide a sense of novelty and exclusivity, again rewarding customers who turn to the brand with enough regularity to find and enjoy the limited offers. Other examples include prize draws, giveaways and competitions.

Special events

Special events can be real or virtual experiences and can be powerful ways to expose a brand. Face-to-face contact between a brand and its customers can occur at special events like concerts, sporting events and product launches.

This may include interactive displays, demonstrations, handing out samples, offering a discount or using a mascot to engage with customers.

Online or virtual event marketing may include convening a special event and hosting competitions. Event marketing targets specific groups or individuals gathered in the same location (in real life or online). This creates the opportunity to interact with the right demographic of people – current and potential customers – to make positive brand impressions and develop positive interactions that generate ongoing and long-lasting relationships with customers.

Impact on customers

The key focus of marketing is to foster brand recognition and loyalty.

Here are some ways social media and other digital networking platforms can impact on customers.

Brand recognition

Getting on the first page of search results matters. With more shoppers online to search for products and services, optimising the website using keywords can get a business the increased brand recognition they require.

Brand loyalty

Creating brand loyalty requires connecting with and responding to customers. Customers have high expectations, especially when something goes wrong. Excellent customer service, both online and offline, goes a long way towards building brand loyalty.

Opportunities

Opportunity is the first element to any action. Twitter, Facebook and LinkedIn provide a business with opportunities to engage with customers.

Higher conversion rates

People like to interact and social media platforms provide forums for this. This increases the likelihood of customers returning because of the engaging experience they have had.

Digital presence

Having a digital presence, such as a website, is not enough to get noticed by customers. Often those visiting are customers who either already know the business or have landed there through search results. Linking a business to different social media platforms adds another link or pathway for potential customers to connect and create business.

Customer insight

Reading customers' comments and feedback is a direct way of getting to know what they think about a business. Analytic tools, such as Google Analytics, can provide information on popular items based on the number of clicks an article or post has generated, and likes and shares it has received.

Decreased marketing costs

Many marketing experts believe that spending time and money developing content and a strategy for social media will produce benefits in terms of traffic visiting the website or product promotion. The cost of advertising using this method is often less compared with developing an advertisement for other outbound marketing avenues like television, signs and billboards.

Internet speeds

There is likely to be continued improvement on internet speeds, which improves the upload and download of marketing messages that use large amounts of data, such as video.

Watch this video on the ways marketing companies can collect and use information to target their promotions and products to specific target groups, from the ABC1 program, *The Checkout*.

Role of the customer in the convergent environment

A restaurant has developed a new menu system that lets customers create their own burgers from scratch. As part of their advertising campaign, the restaurant hosts a game on their website that allows players to create a burger, using animated recreations of their burger ingredients. The restaurant starts a hashtag on Twitter to allow users to share their creations.

The game takes off, the hashtag #MonsterBurger hits the trending lists, and suddenly millions of people are aware of the promotion and have a positive experience with the brand, even though many have never eaten at the restaurant or tasted one of their burgers.

By creating and integrating a communication plan across the brand's social media account and website, the restaurant has been able to engage their customer base in a way that allowed them choice and interaction with the brand. The brand has been able to reach more customers and create a generally positive experience in the process.

Following on from the campaign, the restaurant has many options for further engagement with their target audience. They could use the information gathered from the game on the most popular burgers and ingredients, and make these regular menu items.

Practice task 4
Click icon to complete interactive version

Check your understanding of the customer-centric approach and the impact of digital media.

Question 1

Which of the following statements about the role of the empowered customer in the customer-centric marketplace are correct? Select all that apply.

- [ ] A customer-centric model is now less popular.

- [ ] A poorly formed message can mean a loss of impact and loss of potential business.

- [ ] Customers are skilled at researching and comparing products.

- [ ] Segmenting means identifying the specific characteristics of a group to better target a campaign.

- [ ] Marketing strategies do not expect the customer to take action and engage in the marketed content.

- [ ] Positive experiences are shared among customers through social media.

- [ ] Only positive online customer comments should be responded to.

Question 2

Which of the following statements about the impact of digital media on customers are correct? Select all that apply.

☐ Optimising websites using keywords increases brand recognition.

☐ Excellent customer service goes a long way towards building brand loyalty.

☐ Linking a business to different social media platforms provides an opportunity to connect and create more business for the company.

☐ The cost of a social media campaign is higher than traditional marketing avenues like television, signs and billboards.

☐ Reading customers' comments and feedback allows you to understand what they think about the business and brand.

1C Legislation and policies in the convergent environment

A wide range of legislative and regulatory frameworks impact marketing, communication and advertising.

Many products and services have their own legislative requirements, and some audiences, such as children, have their own regulations and rules. In addition, media channels such as the internet and social media have their own codes of practice.

Depending on the marketing plan used, a process needs to take place where the legislative and regulatory requirements must be met across all sectors of a campaign. Coordinating a multichannel plan requires the legislative requirements to be met. This may involve having processes in place to monitor compliance to reduce legal risk as well as risk to a business's reputation.

Relevant legislation

The marketing communication industry is affected by legislation, regulations and codes of practice that determine and restrict practices.

Most of these laws and regulations have been developed to protect customers. They outline the rules and guidelines you must follow. For example, market research must follow privacy legislation because the privacy of the public may be at risk when researching, accessing and distributing information.

A compliance policy might be necessary to identify and manage the risk of non-compliance with the laws.

The following outlines legislation relevant to marketing communications.

Competition and Consumer Act 2010 (Cth)

The main piece of legislation that governs the marketing and advertising industry is the *Competition and Consumer Act 2010* (Cth), also known as the Australian Consumer Law (ACL).

Its main focus is to ensure advertisements and marketing strategies do not mislead, deceive or otherwise misinform the public – all claims made must be substantiated.

The legislation can be accessed here:

http://aspirelr.link/competition-and-consumer-act

Anti-discrimination law

It is unlawful to discriminate on the basis of a number of protected attributes, including age, disability, race, sex, gender identity and sexual orientation. This means you cannot create marketing tools, such as an ad, that discriminate against any particular group.

Australia's federal anti-discrimination laws are contained in the following legislation:

- *Age Discrimination Act 2004* (Cth)
- *Disability Discrimination Act 1992* (Cth)
- *Racial Discrimination Act 1975* (Cth)
- *Sex Discrimination Act 1984* (Cth)

Telecommunications Act 1997 (Cth) and Do Not Call Register Act 2006 (Cth)

The Telecommunications Act governs electronic communications and broadcasting in Australia. Telecommunication companies require licences to use networks that supply services to the public.

In addition, anyone in Australia can list their phone number on the Do Not Call Register to reduce unsolicited telemarketing calls and faxes.

Privacy Act 1988 (Cth)

The Privacy Act protects Australians' right to privacy and regulates the handling of personal information. This includes information or opinions about an identified individual, or an individual who is reasonably identifiable.

When collecting data from people, be careful about accessing personal data. Customers have legal rights to protect their personal data, and the way it is used and handled. This includes the storage, maintenance, use and disclosure of information, and to not have it used without their permission.

More information about privacy legislation can be accessed here:

http://aspirelr.link/privacy-act

Intellectual Property Laws Amendment Act 2015 (Cth)

This law governs intellectual property (IP) and other intangible assets that relate to doing business, including patents, trademarks, designs and trade secrets.

For example, a website using the Olympic logo or official photographs would require copyright permission from the copyright owner to use them for any marketing channel.

You can read more about IP legislation here:

http://aspirelr.link/intellectual-property-legislation

Health and safety legislation

Health and safety legislation is governed by state and territory law. This legislation aims to protect the health, safety and welfare of all workers and others who might be affected by work.

For example, it is illegal to promote or encourage others to act in a way that would endanger others to be unsafe and cause injury to themselves or their colleagues.

For more information on health and safety, go to: http://aspirelr.link/safeworkaustralia

Spam Act 2003 (Cth)

The Spam Act prohibits a business from sending unsolicited commercial emails – known as spam.

Customers can only receive spam mail if they opt in to receive it; however, they must be given options to opt out at any time. Despite this, much of the spam comes from overseas, and regulation is difficult to put into effect.

This legislation has resulted in changes to the way marketers can send a mass email promotion.

Broadcasting Services Act 1992 (Cth)

This Act covers issues relating to content regulation and media ownership in Australia. It also outlines definitions of political advertising and complaints handling, promotes competition in the market, and regulates the use and development of new technologies and services.

Australian Securities and Investment Commission Act 2001 (Cth)

ASIC's role is to enforce and regulate company and financial services laws to protect Australian customers, investors and creditors.

For more about ASIC, go to: http://aspirelr.link/about-asic

Regulations and codes of practice

Marketing campaigns must comply with the law and industry good practice.

Many products or services sold and/or manufactured in Australia will have a Commonwealth or state/territory regulatory body that provides information that relates to marketing and advertising those products. Codes of practice supplement rather than restate relevant regulatory provisions.

Professional associations have specific codes on gambling services, the promotion of alcoholic beverages at licensed premises and the sale of motor vehicles.

Here are some examples.

Alcohol Beverages Advertising Code (ABAC)

The ABAC outlines standards for alcohol marketing and the permitted methods for advertising alcoholic products. It also includes best practice documents for responsible digital alcohol marketing.

For more information about the ABAC, go to: http://aspirelr.link/abac

Australia New Zealand Food Standards Code

This covers food, drink and medication, and the correct labelling, packaging and customer information to ensure the safety of these products.

The Code is enforced by state and territory departments, agencies and local councils in Australia and the Australian Department of Agriculture and Water Resources for food imported into Australia.

When advertising and promoting foods and drinks, advertisers must make sure there are no misleading claims made about the food. This may be making a scientific claim that cannot be substantiated or claiming some benefit that is not true.

For more information about the Code, go to: http://aspirelr.link/food-standards

Therapeutic Goods Advertising Code 2015

The object of this Code is to ensure that the marketing and advertising of therapeutic goods to customers is conducted in a manner that promotes the quality use of therapeutic goods, is socially responsible and does not mislead or deceive the customer.

For more about the Code, go to: http://aspirelr.link/therapeutic-goods

Social media policies and codes

Social media companies provide information outlining the rights and responsibilities of users, including what can and cannot be posted on their websites. Here are some examples:

- LinkedIn privacy policy: http://aspirelr.link/linkedin-privacy
- Facebook statement of rights and responsibilities: http://aspirelr.link/facebook-terms

Association for Data-Driven Marketing and Advertising (ADMA) Code of Practice

This is a major professional association for those working in marketing. The ADMA Code of Practice aims to promote best practice in data-driven marketing and advertising.

To view the ADMA Code of Practice, go to: http://aspirelr.link/adma-code

Commercial Television Industry Code of Practice

Free TV Australia is an industry body representing Australia's commercial free-to-air television broadcasters. It has developed a code of practice that sets out a range of rules on what can and cannot be shown on Australian commercial free-to-air television.

For more information, go to: http://aspirelr.link/commercial-television-code

Industry best practice

Professional organisations and industry bodies have codes that guide members on compliance.

When followed, these can minimise or eliminate risk of non-compliance with the relevant regulations and laws.

One benefit of being a member of an industry or professional body is that the body is responsible for monitoring changes in regulations and laws, and communicating these to members.

Here are some examples of codes of practice developed by industry professional associations.

ACMA codes of practice

Australian Communications and Media Authority (ACMA) is a statutory authority for communications and the arts.

ACMA is Australia's regulator for:

- broadcasting
- the internet
- radio communications
- telecommunications.

ACMA has developed codes of practice for radio, as well as commercial and subscription TV.

You can read more about ACMA here: http://aspirelr.link/acma-codes-of-practice

Advertising codes and regulations

The Communications Council is a professional body that represents companies in the Australian advertising industry. It provides a list of advertising codes and regulations on its website: http://aspirelr.link/advertising-codes-and-regulations

AANA

Australian Association of National Advertisers (AANA) is focused on the rights of advertisers to commercial free speech. It aims to ensure that the self-regulation of marketing communications continues to be regarded by government and key stakeholders as the preferred model in Australia.

AANA offers best practice documents and code of ethics information for members. It also provides product-specific notes and guidelines on advertising for things such as motor vehicles, alcohol, food and beverages.

For more information, go to: http://aspirelr.link/aana-regulation

Organisational policies

Organisational policies outline good business practices and the expected behaviours of employees.

All new employees should be provided with access to organisational policies and procedures as part of their induction. Employees need to read, understand, interpret and act in accordance with these policies.

Policies reinforce the legislation and ensure compliance with legal and regulatory requirements. This means that by complying with the policies, employees will also be complying with external regulations, legislation and codes of practice. Organisations need to develop, monitor and modify these documents when legislation or organisational goals change.

For example, a social media policy outlines rules for using social media at work, including personal use by employees and using it as a communication tool in the business. Most organisations have people whose role it is to update, authorise and approve these documents.

Other organisational policies include:

- Employee conduct policy
- Anti-discrimination policy
- Equal opportunity policy
- Anti-bullying policy
- Disciplinary policy
- Health and safety policy
- Grievance policy
- Intranet and IT policy

The human resources department is usually responsible for maintaining policies, but all staff must understand and implement them in their work tasks.

Investigating advertising legislation

A licensed restaurant is offering a two-for-one meal and drink deal. The restaurant owners employ a marketing team to investigate their options. They would like to create a television ad to promote the deal.

To make sure they are covered under the Australian Consumer Law, the company ensures they meet all requirements set under the Alcohol Beverages Advertising Code and the Australia New Zealand Food Standards Code for the advertisement.

The company refers to ACMA's Commercial Television Code of Practice to ensure the advertisement is suitable to air. After assessing all of the legislative and best practice requirements, the company begins production on the ad and investigates purchasing airtime for it to be viewed.

Practice task 5
Click icon to complete interactive version

Check your understanding of legislation and regulations relevant to marketing communications.

Question 1

Match the beginning of each sentence about legislation and regulations to the correct ending.

* *The Privacy Act 1988* (Cth)

* the Australian Consumer Law (ACL).

* *Intellectual Property Laws Amendment Act 2015* (Cth) outlines rules for

* regulates the handling of personal information.

* Commonwealth and state/ territory regulatory bodies provide information on

* patents, trademarks, designs and trade secrets.

* Another name for the *Competition and Customer Act 2010* (Cth) is

* unsolicited commercial electronic messages.

* *The Spam Act 2003* (Cth) outlines rules for

* marketing and advertising products and services sold and/or manufactured in Australia.

Question 2

Match the beginning of each sentence about organisational policies to the correct ending.

✳ Human resources staff are
  responsible for

✳ a social media policy that outlines
  personal use of social media at work.

✳ All staff must have an
  understanding of

✳ maintaining and updating policies.

✳ Organisational policies

✳ how policies apply to their work.

✳ An example of an
  organisational policy is

✳ reflect the relevant legislation and
  regulations.

Summary

- A traditional marketing communication plan uses the expertise of several sectors, including marketing, advertising and public relations.

- Traditional approaches use several concurrent avenues to deliver a marketing message that must be coordinated so the brand message the customer receives is not blurred.

- Traditional marketing focuses on the product rather than the customer. A customer-centric model represents a shift in the balance of power to the customer.

- The convergent approach to marketing and communications uses the same or similar promotional tools, but the use of digital and modern technologies is at the forefront.

- Marketers need to constantly review and evaluate the popularity, use and effectiveness of key marketing communication channels.

- The marketing plan analyses tools and techniques to determine their effectiveness in terms of return on investment (ROI) for the client.

- Brand awareness is a term used to describe the extent customers recognise a particular brand, which they can distinguish or differentiate from other comparable brands.

- An integrated approach uses channels so that the message the customer receives is compelling, clear and consistent, regardless of the delivery method.

- A blend of traditional and convergent methods enhances the experience of customers and develops a relationship for future interactions.

- New technologies have resulted in digital communication methods that provide a targeted and highly personalised message to customers.

- By following organisational policies, employees will be complying with legislative and regulatory requirements.

Learning checkpoint 1

Click icon to download this in Word format

This learning checkpoint allows you to review your skills and knowledge in the traditional and convergent approaches.

1. Briefly outline the role of the following promotional sectors:

   - marketing
   - advertising
   - public relations.

2. Give an example of an impact that convergent marketing has had on the traditional siloed industry.

3. What do marketing teams need to consider when integrating the traditional and convergent approaches?

4. Give **two** examples of things to consider when creating tools and techniques that engage and empower customers.

5. Consider legislation, codes of practice and organisational policies that are relevant to marketing communications. Provide an example of each and explain how it is relevant.

6. Provide an example of a point of difference between a traditional and convergent approach to marketing communications.

7. Identify **two** current technologies that are used in marketing communications.

Topic 2
Create marketing tools and techniques

A coherent marketing plan uses the best elements of traditional communication tools and current digital technologies.

The marketing plan details the ways your team will reach a solution for the client and maximise the client's return on investment (ROI). To develop a marketing plan, you must choose a range of tools and techniques according to their suitability for a divergent media environment. You must also consider the legal and regulatory guidelines, and how these apply.

Most clients want to receive updates and be given a report on the findings and solutions that your marketing communication team has identified for them.

The messages that customers receive will be distributed across selected channels and must engage the target groups. Customers expect tools and techniques to be accessible and responsive for use on mobile devices.

You will also need to determine whether to engage experts for the campaign to provide specialist skills.

In this topic you will learn about:

2A   Select convergent marketing communications to meet client needs
2B   Create fit for purpose tools and techniques

2A Select convergent marketing communications to meet client needs

The focus of marketing communication is to make sure the marketing channels you create meet the needs of the client.

This involves:

- acquiring more customers (customer acquisition)
- actively engaging more customers by personalising the brand message (customer engagement)
- having a positive ROI for the client.

In a convergent market, demands for new knowledge and skills frequently occur. The technological knowledge needed to create marketing tools is always improving and changing, and customer purchasing behaviours need to be monitored. This may require the services of experts or specialists.

Most clients will request updates and progress reports be provided on their campaign plan. The marketing communication representatives will provide reports and rationales that explain the marketing communication channels to the client that will best suit their requirements and improve the ROI.

Cost evaluation

Tools and techniques must meet the budget requirements of the client.

Working within budget constraints will impact several areas of a campaign. This includes:

- the types of tools and techniques created
- the experts and other resources that can be engaged
- the length of time available to create tools and carry out the marketing plan.

The amount of money spent on a campaign will determine the ROI.

For example, in a furniture company, $15,000 worth of furniture was sold during the last quarter, and $11,000 was spent on advertising that included AdWords. The net profit is the amount sold minus the advertising costs: $15,000 – $11,000 = $4,000

The net profit is then divided by the advertising costs to determine the ROI:

$4,000 / $11,000 x 100 = 36 per cent ROI.

Engage specialists

Experts can fill a skills gap and provide specialised knowledge needed for an effective marketing communication campaign.

External specialists may be individual contractors or an external organisation that specialises in an area like graphic design, video production and animation, website design and development or social media marketing.

The speed with which technologies are changing means there needs to be continual updates in skills. For example, real estate marketing has changed as a result of using drones for aerial photography and virtual tours of a home or property.

Team leaders will employ expert contract staff or external agencies, and follow organisational policies and procedures during the process. The employment process may require quotes or tenders, but some agencies will have preferred suppliers and people that they recommend. Commercial-in-confidence rules need to be applied when seeking advice on an expert or specialist. The ramifications of disclosing confidential information about the client must be considered until formal arrangements or contracts have been finalised.

Terms of engagement, contracts, scope of the work to be done, time frames, budget and deliverables will all need to be clearly outlined by team leaders.

Experts can provide the client with sound advice to inform the conception, development and implementation of a marketing plan and related budget requirements. Experts can provide up-to-date market research, data and business experience. This may include:

- data on demographics and customer purchasing patterns
- changes in technologies and media channels
- marketing trends.

Experts may supply specialised personnel to undertake specific functions and tasks. This may include:

- copywriters who specialise in both print and digital communications
- web and content developers to create online content and build a functional online platform
- social media experts who can integrate social media channels and devise an appropriate SEO strategy to maximise the marketing budget.

Examples of expertise in different fields are listed below.

Designers

- Illustrators
- Graphic designers
- Animators
- Traditional artists/sketchers/painters
- Word artists/font designers

Writers

- Authors
- Poets
- Technical business writers
- Script writers
- Editors
- Copywriters
- Proofreaders
- Communications writers
- Speech writers
- Bloggers
- Reviewers

Video producers

- Directors
- Cinematographers
- Vloggers (video bloggers)
- Screen editors
- Video producers
- CGI animators

Developers

- Coders
- Programmers
- Game developers
- Program designers
- Computer technicians
- Network administrators and developers
- Website designers and developers
- Data analysts

Examples of expertise in different fields are listed below.

Social media specialists

- Social media marketing (SMM) managers
- Social media copywriters
- Specialists in search engine optimisation (SEO)
- Search engine marketing (SEM) managers
- Pay-per-click (PCC) marketing managers

Build and maintain networks

Every business understands the importance of nurturing relationships with key stakeholders.

Professional networks can be either formal or informal. There may be a group of like-minded organisations or a professional body that represents an industry that come together as a formal networking group. They may be developed in Australia or with international connections. Once a valuable network has been identified, it is necessary to maintain relationships and stay connected. This may be through subscriber newsletters, online journals, online forums, blogs or by connecting through a professional social media network such as LinkedIn.

Tips for establishing and maintaining business networks

- Networking may lead to strategic alliances and formal contracts or agreements.
- Both parties can agree to share information that may have a beneficial monetary outcome.
- Networking opportunities and contacts can arise from meetings or conversations with people inside or outside the industry.
- Contacts don't always come about in a business setting, but can be found in social settings as well.
- Effective professional relationship building requires using good communication and interpersonal skills.
- Building a trusted business relationship takes time, so the benefits and outcomes are mutual.
- Always refer to organisational policies about confidentiality and refer to a manager before communicating with a network group or external specialist organisation.
- Follow protocols for sharing information gathered from a network.

Watch this TEDx Talk on the benefits of networking with people outside of your organisation.

Professional associations

Professional associations allow for interactions with people in the same or similar roles, and provide updates on the latest industry information.

Business associations can provide information on:

- competitors
- a change in customer purchasing behaviour
- new technologies
- political or legislative changes
- global trends
- opportunities for joint ventures, new products or services.

Professional business associations provide opportunities to interact with other members of the industry, including people or organisations with the skills and expertise needed to fill a skills gap.

Examples of professional associations	
Australian Graphic Design Association (ADGA)	http://aspirelr.link/agda
Australasian Writers and Art Directors Association (AWARD)	http://aspirelr.link/award
Australian Market and Social Research Society (AMSRS)	http://aspirelr.link/amsrs
Australian Direct Marketing Association (ADMA)	http://aspirelr.link/adma
Exhibition and Event Association of Australia (EEAA)	http://aspirelr.link/eeaa
Interactive Advertising Bureau (IAB)	http://aspirelr.link/iab
The Australian Subscription Television and Radio Association (ASTRA)	http://aspirelr.link/astra

Example

Establish expert and business networks

The marketing agency you work for on a casual basis has recently completed a big job. At the end the team has been invited to attend a function hosted by your employer and a business network, of which you are all members. At the party there are a number of professionals from other companies, who are connected through the network.

You meet and talk with an animator, three musicians and a website designer, who all give you their contact details, hoping they will be considered for future work opportunities.

You also talk with another marketing project lead, who mentions there is going to be a technology expo in your state, with a number of project demonstrations from software developers.

At the end of the night you meet one of the people who runs the business network. He explains that the work you have recently completed in your project would be just the sort of experience one of his clients is looking for. He introduces you to someone from this company who asks to meet you the following week to discuss your skills.

Practice task 6
Click icon to complete interactive version

Check your understanding of using experts and networks. Read the following statements and select true or false for each one.

Question 1

Experts can fill a technology skills gap and provide specialised knowledge needed for an effective marketing plan.

✳ True   ✳ False

Question 2

Terms of engagement, contracts, scope of tasks, time frames, budget and deliverables are the responsibility of every team member.

✳ True   ✳ False

Question 3

Subscribe to newsletters, online journals, online forums and blogs to build network relationships.

＊ True   ＊ False

Question 4

Disclosing commercially sensitive information is not an issue amongst professionals.

＊ True   ＊ False

Question 5

Social media and technology can be used as tools to network and engage with other professionals.

＊ True   ＊ False

2B Create fit for purpose tools and techniques

Marketing communication tools and techniques must meet certain criteria if they are to be successful in acquiring and engaging customers.

Fit for purpose promotional tools and techniques should:

- meet the client brief
- be cost-effective and stay within the client's budget
- comply with relevant legislation, regulations and codes of practice
- provide ways to receive and respond rapidly to customer perspectives.

Consider the following when developing fit for purpose tools and techniques.

Audience needs

- Research how the target customer consumes entertainment to give you an insight into how to direct communications towards them.
- Their purchasing habits and environments will show you where to position the product or service to interact with them effectively and have them identify with the brand.
- Ensure the promotion contains messages and interface options that engage the target group.
- Tools and techniques should be customer-centric and empower customers.

Market saturation needs

- Consider how many potential customers need to become actual customers for a marketing strategy to be considered successful. For example, real estate companies can afford to be a little more conservative as their market is low volume, but high return.

Timing

- Consider the repetition, timing and frequency of the communication plan. For example, clothing manufacturers don't seek to push a winter line of clothing all year round as it will not be relevant out of season.
- Ensure different channels present a unified message.

Utilise technology

- Ensure tools and techniques are responsive, and able to be accessed on multiple devices.
- Analytics can be accessed and used to determine the target group's web-browsing history, including online shopping and web pages frequently visited.
- Companies can track customer spending and use this to target relevant ads and messages.

Empower customers

Customers are not restricted in their choice of the kinds of marketing they consume.

The customer-centric model is governed strongly by a customer's ability to choose what media they consume. Customers can choose to ignore any marketing that is not interesting to them or that they don't like. On the other hand, some customers become brand advocates because they share positive messages about the product or service.

Marketing and communication now combines entertainment, content creation and news making. Different marketing sectors must craft their message in such a way that the customer chooses to engage with it.

Empowered customers take actions that control the media they interact with. For example, they may choose to skip an ad before a video, refresh the page so the ad does not appear or leave the room while it's playing.

Other ways that customers are empowered are outlined here.

Personal devices

Customers want the flexibility to access information on any of their devices at any time, including on their laptop, mobile phone and tablet.

Online shopping

Customers are more likely to control the transaction. They may purchase and then return goods. Online shopping has resulted in different behaviours in customers, including when they shop, what they shop for and how they expect to be treated. They are able to shop anytime, anywhere in the world. Customers want choice of how to access their information and share ideas. This may include websites, social media platforms, apps, magazines, TV and videos.

Customer research skills

With access to multiple points of information, the customer is more likely to check sources before making a decision. They may use social media to investigate feedback on potential purchases before they try the product or service themselves.

Personalised service

It is expected that a brand will align with a customer's needs, history and preferred method of communication. Many customers expect to have an interactive experience that provides a variety of user interfaces (UIs). Customers want a personalised service, which means that data collection and analytics is essential.

Informed customers

Customers are more worldly and cynical about paid advertising. They want solid information and facts about the content of their purchases and may question traditional methods of advertising.

Watch this video on the psychology of purchasing decisions and the way customers perceive marketing messages from the ABC1 program, *The Checkout*.

Respond to customers

Marketing communication channels must be responsive to customer perspectives.

Customers may give feedback on the quality of the product or service they used. This may come from customer reviews or feedback on social media or websites. Customers can be asked to evaluate and determine which aspects of the marketing campaign they liked, disliked or didn't notice. Customers may even make suggestions. If necessary, this information can be channelled back into a campaign to improve future effectiveness.

All customer responses directed to a business should be responded to so the customer feels acknowledged and will be more willing to provide feedback in future. Communication with the customer should be monitored and logged.

Setting up methods to capture reviews from customers requires planning. For example, survey questions may require you to use different language according to the method of feedback, such as on the phone, on a website, or via SMS or email. Feedback must not require too much effort on the part of the customer. Getting this format correct means customers will be more likely to respond.

Some companies develop their own secure page for hosting feedback questions, while others use one of the many free online survey software programs such as SurveyMonkey or SurveyGizmo. These surveys are generally quick to complete and evaluate.

Other methods for obtaining customer feedback are outlined here.

Customer feedback and complaints

The customer guides and informs a business about what does and doesn't work. This feedback can help to develop a product plan that outlines when, where and how to launch a product. Having feedback channels sends a message to the customer that the brand wants and respects their opinion.

If a customer responds with negative feedback, the business needs to respond professionally and respectfully based on the organisational process developed for this purpose. Always aim to maintain a respectful and positive engagement with the customer.

Email and contact forms

Emails are still considered to be a very effective way of gathering feedback from clients. However, for this mode to work either the customer has to be highly driven to communicate with the brand or the company needs to offer a very intuitive feedback form with prompt customer service to support it.

Feedback surveys and comment boxes

If done well, feedback surveys are one of the most direct ways of getting feedback from your customers. Comment boxes are another way to gather customer feedback.

Usability tests

This form of feedback happens when a product is nearly completed and the business wants to test the market with a small group of users before completion.

Focus testing involves creating multiple versions of a piece of communication and trialling these with a representative group to determine which is the most effective.

Focus group questionnaires can also be used to improve products and services.

Social media listening

Social media marketing involves gauging the shares, re-tweets, likes and comments on each post. Conducting a quick Facebook poll is another simple way to gather customer response.

Web analytics

Privacy laws make it illegal to access security information like passwords, but other information about online behaviour can be accessed, such as web pages accessed, how often they are accessed and the time spent on each page.

Measure customer engagement

Each interaction that occurs between a customer and a brand is an opportunity to develop the relationship and understand how customers have engaged with it.

Being able to target browsers and develop strategies based on search patterns has led to a whole new mode of selling and communicating with customers. There are hundreds of online tools that can be used to evaluate the outcomes of digital marketing activities. These tools provide data on whether ads are reaching the target audience and the perception the customer has of the brand image.

For example, data analytics can provide information on:

- the website's popular pages
- how many times a website or web page has been visited in a given time frame
- the length of time a visitor spends on each page
- the web browsers used to view the website
- bookmarking of websites
- comments on blogs or discussions
- website ratings.

The information gathered can be used to make improvements in the ways customers interact with digital technologies.

The following can be used to indicate whether marketing tools and techniques have been successful.

Methods to evaluate marketing tools and techniques

- Analyse sales figures.
- Determine whether there has been an increased market reach and expansion into new markets.
- Consult with sales staff who work on the frontline with customers.
- Monitor competitor responses to marketing campaigns.
- Read and evaluate direct responses from customers via social media and other feedback.

Example

Gathering customer feedback

A hotel chain is offering half-price rooms to people who sign up to answer questions about how the hotel could improve their service. This form of market research has a low cost to the client and fits in with the marketing budget.

Customers who agree to fill in a short questionnaire will receive a phone call to discuss their answers and get the discount at any of the chain's 3-star locations. The company hopes to obtain some valuable information that can be used to better understand the perceptions customers have of its brand.

The promotion is advertised on television and posters in the local area, and is heavily promoted on the company's social media pages. The company posts photos of views taken from its hotel rooms in various locations with the link to the website and the promotional tagline: 'Want this view for half-price?'

The responses are gathered and the feedback is reviewed. The marketing company takes the three most popular recommendations for improvements and puts them on an online poll for followers to comment and vote on.

Practice task 7
Click icon to complete interactive version

Check your understanding of promotional tools and techniques, and customer engagement.

Question 1

Which of the following statements about promotional tools and techniques are correct? Select all that apply.

☐   The modern customer prefers passive tools like TV and newspapers.

☐   Empowered customers ignore or skip over marketing that is not of interest to them.

☐   People use social media as a research tool to find other customer experiences before they purchase.

☐   A customer will prefer to use one source to find information and share their ideas.

☐   Brand messages from different channels must present a unified message to the customer.

☐   Marketing plans must comply with relevant legislations and regulations.

☐   The plan should be shown to the client with an explanation of how the tools meet the client's budget and brief.

Question 2

Give **three** examples of what an empowered customer wants when using digital technology.

Question 3

Identify **two** ways to measure the degree of engagement with a target audience.

Summary

- Working within budget constraints will impact on the types of tools and techniques chosen, the experts and other resources that can be co-opted and the length of time available to create tools and carry out the marketing plan.

- Several criteria need to be applied to make sure that the creation of digital tools and techniques are fit for purpose.

- Modern customers rely heavily on their personal devices for 24/7 interaction with digital marketing channels. They are well researched and want personalised messages with facts about the content of their purchases.

- Almost every aspect of a marketing plan will have a legal ramification.

- All information provided to the company from customers should be monitored and logged. This will provide information that can be used to evaluate the effectiveness of a campaign and allow for improvements and modifications.

- It may be necessary to review the skills of the marketing team to determine if there is the right mix of expertise to work on the client's campaign.

- Professional networks can be either formal or informal. There may be a group of like-minded organisations or a professional body that represents an industry which comes together as a formal networking group.

- Professional associations allow for interactions with other people in the same or similar roles and provides updates on the latest industry information.

Learning checkpoint 2

Click icon to download this in Word format

This learning checkpoint allows you to review your skills and knowledge in developing convergent tools and techniques to meet customer needs.

Part A

1. Identify **three** types of industry expertise that could be used during a marketing communication campaign.

2. What employment conditions are often used when engaging with specialists for a marketing campaign?

3. List **two** industry networks. Explain what needs to be considered when establishing and maintaining these networks.

Part B

Read the case study, then answer the questions that follow.

Case study

A client has asked for a marketing plan for their new card game. The game can be played online or face to face. In the game, two or more players take on the role of ancient civilisations and, through drawing cards with themes like Ancient Rome or Qing Dynasty China, they construct temples and build armies to score points. Unlike other games in this genre, the goal is not entirely about fighting; the client wants to capture a more educated market with an interest in history. You spend time with the client to identify and refine the brief, and develop the marketing plan.

You identify the target group as people with an interest in history who also like to play video games. They will play the game online and face to face in specialised rooms in retail shops. You know from your own research that the target audience uses the latest digital software to view and play games . The game is also mobile responsive.

Before the launch, you run a television ad featuring figures from history that directs people to a website. The aim is to attract inquisitive game players to explore further by following up with the website address.

The website announces the game and the general theme, but keeps the specifics vague. It features a countdown clock and a list of games stores that have been contracted to launch the game.

A few weeks out from the official launch date, you announce on social media that the games stores participating in the launch will provide trial packs for interested players to play a competitive game in-store. The website is updated with videos and tutorials explaining the game's premise and a narrative that details all the real events the game is based on.

At launch, the company sends representatives dressed up as figures from history to each participating store to troubleshoot any issues players may have trying to play the game, and to hand out prizes at the end.

Customers who attend the launch are asked to complete a quick pop quiz by staff on what attracted them to the store. A similar questionnaire is posted on social media and the website for feedback.

After the launch you evaluate the success of the campaign by reviewing the number of new and existing customers. You decide that to improve next time you will arrange for a larger space for the launch activities as there was a long queue out the door and down the shopping centre mall. After analysing the data from social media, the website and the launch sites, you confirm that the marketing tools used were the right choice for the target market. You prepare some final figures on the costs of the campaign and can see that it was well within the client's budget.

You collate your research findings into a document to present to the client. After the presentation you discuss the next steps needed to maintain interest in the product.

1. Briefly describe the convergent marketing tools chosen for the campaign, and explain how these were suitable for the target audience.

2. Explain the purpose of collecting and analysing data at various stages of a campaign. Give examples of research undertaken in the case study.

3. What evidence is there that the customers in the case study were empowered or that the campaign was customer-centred?

4. List **two** factors that should be considered when reviewing the fit for purpose of the marketing strategy in the case study. Consider both the customer and the client in your response.