

# BSBMKG418

# Develop and apply knowledge of marketing communication industry

Release 1

**Learner guide**

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Release 1

**Learner guide**

Aspire Version 1.1

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## Before you begin

This learner guide is based on the unit of competency *BSBMKG418 Develop and apply knowledge of marketing communication 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](http://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: <a href="http://www.aspirelr.com.au/help">www.aspirelr.com.au/help</a> |
|  | 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                    | <ul style="list-style-type: none"> <li>Gathers, interprets and analyses a variety of textual information from a range of sources to identify relevant and key information</li> </ul>  |
| Writing                    | <ul style="list-style-type: none"> <li>Integrates information from a number of sources to create cohesive documents using suitable format and grammatical structure, with clear, logical language suitable to the audience and purpose</li> </ul>                               |
| Oral communication         | <ul style="list-style-type: none"> <li>Presents information using language appropriate to audience</li> </ul>   |
| Numeracy                   | <ul style="list-style-type: none"> <li>Uses mathematical skills to interpret data and statistical information</li> </ul>  |
| Navigate the world of work | <ul style="list-style-type: none"> <li>Understands and adheres to legal and regulatory responsibilities related to own work</li> </ul>  |
| Interact with others       | <ul style="list-style-type: none"> <li>Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information</li> </ul>  |
| Get the work done          | <ul style="list-style-type: none"> <li>Applies industry knowledge to work tasks</li> <li>Uses a continuous learning approach to improve capacity to work effectively and identify and solve problems as they occur, and to address emerging opportunities and issues</li> </ul> |

## 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: Develop knowledge of the marketing communications industry | 1A Sources of information                   | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
|   | 1B Structure and operations of the industry | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |

| Topic  | Key outcome   | Rate your confidence in each section   |
|--|---|--|
|  | 1C Industry sectors, associations, networks and societal role           | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
|  | 1D Key industry stakeholders  | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
|  | 1E Applying industry information appropriately                          | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
| Topic 2: Identify industry employment obligations and opportunities      | 2A Employment obligations and opportunities                             | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
|  | 2B Apply employment obligations and opportunities to the work role      | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
| Topic 3: Identify future trends in the marketing communications industry | 3A Developments in digital communications technologies                  | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
|  | 3B Scope the impact of new and alternative technologies on the industry | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
| Topic 4: Update industry knowledge                                       | 4A Conduct research to update industry knowledge                        | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
|  | 4B Share updated knowledge with clients and colleagues                  | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |
|  | 4C Apply updated knowledge to work role                                 | <input type="checkbox"/> Confident<br><input type="checkbox"/> Basic understanding<br><input type="checkbox"/> Not confident |



## Topic 1

# Develop knowledge of the marketing communications industry

*Marketing and communications play an integral part in any business.*

With developments in technology, the marketing and communications industry has changed. This has in turn affected how a business promotes and markets its products and services.

For example, in the 1980s, if you wanted to purchase a television, you would drive to an electronics store in or near your suburb to examine product options and prices. There was a high probability that you would buy locally, because to investigate other similar product options would mean having to travel or make phone calls.

This type of market focused on the product rather than the customers – it was a product-centric market. A customer-centric model is now more common. This represents a shift in the balance of power from business to customers. In the customer-centric model, the customer is given options to investigate and explore, bargain, purchase, change their mind and return goods – all of this might be done using a device such as a smartphone.

In this topic you will learn about:

- 1A Sources of information
- 1B Structure and operations of the industry
- 1C Industry sectors, associations, networks and societal role
- 1D Key industry stakeholders
- 1E Applying industry information appropriately

Watch the unit introduction video here.



## 1A

## Sources of information

*The marketing and communications strategies of businesses are highly data-driven.*

Improving a business's return on investment (ROI) is more than collecting and having access to data about consumers. Businesses need relevant insight and analysis from data, such as profile information on customers, to effectively target their business initiatives. Profile information could include customers' gender, interests and job titles.

The type of data to be collected and reviewed depends on the purpose of the research and the type of information required. Employees in this industry need to know how to access the information they need and where to source the specific data and statistics. This is essential in a changing world, where it is necessary to be aware of trends and know how to find what is driving customer decision-making.



## What are marketing communications?

*Marketing communications are messages between a business and its potential customers.*

These messages aim to inform, persuade and sell products and services to customers.

Successful marketing communication involves giving a single, simple message to customers. Different messages about the same product or service may confuse customers. Therefore, aim to integrate or combine marketing communications to ensure there is a clear message. For example, television ads should feature the same logo a customer sees on product packaging; and if customers are promised an in-store deal in a magazine ad, staff members at the store should know about it.



Whether the brand is local or international, customers should have a clear understanding of it. For example, Vegemite has a recognisable logo and packaging.

Marketing communications take many different forms:

- Advertising – on TV, the internet or radio, and in newspapers and magazines
- Sponsorship – supporting sports and other events
- Packaging – bold colours, designs and logos
- Merchandising – banners, posters and in-store sales bins
- eMarketing and internet promotions – banner advertising, pop-up and email marketing
- Brands – creating an identity and an image for the product or service

## Marketing communications business

*The marketing communications industry is wide and varied.*

Even the smallest business needs marketing communications. However, often such a business cannot afford to pay a specialist company to do the work for them.

People working in marketing communications require excellent written and verbal communication skills. It is also vital to keep up to date on industry trends. You can find many useful information sources online regarding the latest trends, tactics and techniques, and you can also keep a close eye on what your competition is doing.

Your understanding of marketing communications may depend on where you work, which may include one of the following.



### **Marketing consultancy**

Businesses that assist in developing marketing strategies

### **Market researchers**

Businesses that collect and provide information for companies to help them make decisions

### **Direct marketing**

Businesses that plan and manage mailing campaigns

### **Telemarketing**

Businesses that provide telephone-based marketing services and operate as call centres

### **Digital marketing**

Businesses that specialise in helping companies use the internet and social media

### **Marketing communications**

Businesses that help to develop communication materials, from customer magazines to advertisements

## How to search for information online

*One of the best information sources is the online version of your local, regional or national newspaper.*

Newspapers contain many marketing communication messages. Focus on the messages from other businesses in your area of work to understand what they are saying to their potential customers. For example, they may have special deals, limited-time offers or brand new products and services. Look at the news pages as well. For example, if you are in the catering business, you will want to know if any new restaurants or fast-food outlets are opening. If you work in building and construction, new carpenters, tilers, bricklayers or suppliers may be of interest to you.

Write a checklist of keywords and phrases related to your area of work. List the main services you provide; the products and services; brand names and other keywords. Most news sites have internal search engines to help you filter out irrelevant news and information.

You can spend a great deal of time searching for industry information and what competitors are doing; however, much of this information is not going to be useful. Theme your search for information, and focus only on what may have a direct impact on your business.



For example, if your business planned to announce a special winter sales campaign, you would want to know if any competitors were planning to do the same thing around the same time. If they are, could you bring your campaign forward and beat them to it? What can you do to make your campaign stand out? What is their marketing communication message? Is your message better or worse?

## Useful websites for marketing information

*Some marketing websites will be useful to you regardless of your business.*

They cover general marketing ideas and news, or offer information that can be directly translated into your area of work. Other websites may be more specialised to specific industries.

Here are some useful websites for sourcing marketing information.

### Professional marketing societies and organisations

- Australian Marketing Institute – <http://aspirelr.link/ami>
- Australian Market & Social Research Society – <http://aspirelr.link/amrs>
- Direct Selling Australia – <http://aspirelr.link/direct-selling>
- The Marketing Society – <http://aspirelr.link/marketing-society>

**Industry trade organisations**

- Australian Hairdressing Council (AHC) – <http://aspirelr.link/ahc>
- Australian Retailers Association (ARA) – <http://aspirelr.link/ara>
- Master Plumbers and Mechanical Services Association of Australia (MPMSAA) – <http://aspirelr.link/mpmsaa>

**Training or qualification providers**

- The Chartered Institute of Marketing (CIM) – <http://aspirelr.link/cim-qualifications>

**Marketing bloggers and vloggers (video bloggers)**

- Prologger – <http://aspirelr.link/prologger>
- Blog Rank – <http://aspirelr.link/blogmetrics-australia>
- Social Blade – <http://aspirelr.link/social-blade-vloggers>

**Marketing news**

- Marketing Magazine – <http://aspirelr.link/marketing-mag>
- Mumbrella – <http://aspirelr.link/mumbrella>
- Marketing.com.au – <http://aspirelr.link/marketing-australia>

## Example

## Working in marketing communications

Mara has a demanding new job: half the week she works in a retail footwear store in Perth with her boss Helen; and the rest of the time she is in the small office above the store working as a marketing assistant.

Helen has a very limited marketing budget – just \$500 per month – so the spending must be carefully considered. Before the footwear store opened three months ago, Helen spent thousands of dollars fitting out the store, and having logos and bags designed. She even paid for a radio personality to appear at the store opening.

Mara has been busy looking at the regional newspapers in Western Australia. Over the past 10 years, newspaper sales have dropped by 50 per cent. Mara has checked out the website of *The West Australian* newspaper (<http://aspirelr.link/ratecard-the-west>) to find the costs of advertising. Even a quarter page is too expensive. A quarter-page ad Monday to Friday is \$3,997.35 and on the weekend is \$6,524.55. Even if Mara could get a deal, one or two ads would exceed the marketing budget for the whole year, and there would be no guarantees that sales would increase.



Mara also spends some time trying to profile the store's main customer types:

- 88 per cent women (of these, 55 per cent are under 25 years; 20 per cent are 26–40 years; and 25 per cent are 41 years and older)
- 92 per cent live within 50 km of Perth
- 95 per cent have smartphones
- 87 per cent regularly use social media
- the average in-store spend per visit is \$198.

Mara is beginning to realise that social media may be the way forward in marketing the store to a wider audience. She decides to ask Helen to help her set up a Facebook page as well as Twitter and Instagram accounts. Mara also wants to create some short YouTube videos with fashion tips and store news. Her next job is to find Perth-based social media specialists to help her make the most of social media.

Watch this video for another example of working in marketing communications.





## Practice task 1

Click icon to complete interactive version

Check your understanding of sources of information you could use in marketing communications.

### Question 1

Choose a business you are familiar with, such as a food outlet, fashion store or computer game store. List sources of marketing information on that organisation's competitors.

### Question 2

Which of the following are useful and reliable information sources for marketing communications? Select all that apply.

- Unverified comments on social media, such as Facebook and Twitter
- Online versions of local, regional or national newspapers
- Competitor websites
- Marketing bloggers and vloggers
- Colleagues

## Identify and access sources of information

***Australian governments, including state and territory governments, collect business data and market information that you can access.***

Each state and territory government also has its own system of information and support for business, including specialist advisors, events, training and other services. They also have 'outreach' services that can come to the business to provide advice. Many of these services are free, but some may be at a cost.

The internet is not the only good source for marketing communications information.

Here are other valuable sources on information.

### Customers



Customers are your key stakeholders, so their feedback on products and services is vital to business decisions. Customer feedback should drive marketing strategies, product development and service expectations. Actively seek positive and negative feedback through brief customer surveys that provide actionable insight for an improved customer experience.

### Colleagues



One of the best sources of information are colleagues. People who have some experience of doing the job are able to tell you exactly what you need to know (or where to find out the information). Most colleagues are happy to help.

### Industry experts



There are many people who have experience and specialised knowledge who can help you find information. Be clear about what you need to know, then find someone who has experience in that area. This may include teachers, business owners, business advisors, people who work for banks or financial institutions, or even groups and forums set up to help people exchange information.

### Training



If you need new skills and information, you may need to undertake a training course. The Australian Chamber of Commerce and Industry (<http://aspirelr.link/acci>) runs events across Australia. The Department of Industry, Innovation and Science (<http://aspirelr.link/dep-industry-innovation-science>) also has a wide range of help for businesses, and they can often direct you to additional sources of information and help.

## Example

## Analysing and reporting marketing trends

Aidan works for an advertising agency in New South Wales. Each year the agency compiles a report on the current trends in marketing communications. The agency sends out the report to existing customers to help convince them to invest in new marketing ideas, and to potential customers to show them that the agency is at the forefront of new developments.

Aidan looks at last year's report, which is informal and designed to be easy to access and read. Aidan is fairly clear about the format, so he begins his research into marketing trends with the simple Google search 'Trends in Australian marketing communications'.



Here is a summary of how Aidan analyses marketing trends.

### Aidan analyses last year's report

- Introduction – this tells the reader about the purpose of the report and what is covered in it. The introduction has a statement of aims and objectives, and explains how the report is put together.
- Findings – this is the main section of the report. It covers all of the current trends in marketing communications and gives examples. It is designed to show customers that they could have success doing the same thing. Where possible, the text is broken up with charts, tables and illustrations. Each trend has its own heading.
- Conclusions and recommendations – this shows what the agency thinks about the findings and how important the agency thinks they are. Everything in this section is based on the findings section. The agency recommends solutions and ways to use current trends. The agency will often suggest short- and long-term recommendations.

### Aidan researches 'Trends in Australian marketing communications'

- Predictions: 17 digital marketing trends for 2017 – <http://aspirelr.link/digital-marketing-trends-2017>
- The Top 10 Trends Driving Marketing In 2017 – <http://aspirelr.link/marketing-trends-2017>

### Aidan checks with other sources

Aidan:

- checks with key people in the agency that the trends are significant
- looks at the current work of some other Australian advertising agencies (most have case studies on their websites)
- looks at the marketing campaigns of some of the bigger corporations in Australia (often they are trendsetters).

Once Aidan has his final list of current trends, he needs to find good examples of each of them in practice and write up the report. He asks colleagues to check the report to see if he has missed anything before anyone outside the agency sees the report.

# 1B

## Structure and operations of the industry

*Marketing and communications are closely aligned, and the strategies they follow are often planned well in advance.*

Advancing technology has changed the structure and operations of the marketing and communications industry, and has blurred the divide between the two departments.

Waiting time is now measured in seconds. Digital and social media platforms empower the customer, and an unhappy customer can spread their poor experience in a very short period of time.

### Types of marketing communications businesses and departments

*Marketing communications work takes place in many different ways.*

Larger businesses may have their own dedicated team of marketing specialists. Medium-sized businesses may use specialist outside agencies to do their marketing for them. Smaller businesses may not be able to afford these services, so may undertake their own marketing tasks.

#### Marketing teams in big business

An in-house marketing department carries out wide and varied work. It aims to promote the business and help to drive sales. It also carries out market research to identify the target customers of the business. The marketing department usually works closely with sales and with product or service development. If the marketing department does not have the expertise it needs to carry out a task, an agency will be used.

#### Industry structure and networks

It is common for marketing teams and agencies to work together on marketing communication campaigns and projects. It is estimated that the Australian marketing industry is worth \$30 billion per year. This covers the advertising, marketing and media industry. Organisations such as the Australian Marketing Institute provide formal networking opportunities, but informal social media networking is also very important.

## Agencies

The marketing communications industry is complex and varied. Some agencies offer a wide range of services, whereas others concentrate on one or two specific areas.

- Full-service agencies offer a complete range of services, and may be specialists in certain areas.
- Public relations (PR) agencies aim to create and maintain a positive public image for the business.
- Digital agencies tend to work on internet-only related areas, manage social media accounts, design and place advertising, recruit bloggers and vloggers, and monitor the internet for comments about the business.
- Branding agencies give advice about logos, brand names, designs and other product features.
- Media buyers and planners identify and negotiate deals for the business when they want to buy advertising space on TV, radio or websites, or in newspapers and magazines.
- Promotional agencies specialise in suitable promotions for the business, including coupons, loyalty programs and competitions.
- Database and direct marketing agencies manage and use customer databases to directly target customers with marketing messages.

## Organisational operating environments

*A marketing and communications team may vary greatly in size, job titles and job descriptions.*

The structure of a marketing and communications team can be classified into different levels or strata based on various areas and degrees of responsibility. In smaller organisations, two or more roles may be merged into one, and each individual may be expected to have several areas of responsibility, such as monitoring social media and collecting analytics data. Sometimes a subject matter expert is sought for particular projects. This may involve contracting an expert in a particular field of marketing or communications, such as expertise in direct marketing or video production.

Watch this video about finding a subject matter expert for a marketing campaign.



## Business and marketing plans

*A business plan is used to guide and direct organisational goals.*

Business plans lay out the purpose and background of each project from a marketing, financial and operational viewpoint. This plan outlines the financial resources to be allocated, and the operational staff and schedules needed to meet goals.

Each marketing campaign has a marketing and communication strategy. A marketing plan must identify a combination of techniques or activities to create value for clients, so consumers are attracted to a particular product or service.

This strategic plan identifies the needs of the client and strategies that the team will focus on to meet those marketing and communication needs. Meeting the client's needs is the fundamental principle that marketing efforts are gauged against to measure the success of a campaign.

A marketing plan is a business document or blueprint that outlines the tasks and activities required to achieve specific objectives regarding advertising, promotion and marketing. It provides a structured approach to meet marketing objectives by detailing the company's current market position, and the marketing strategies to achieve outcomes over a specified time period and within budget. It also includes evaluating and monitoring progress in meeting marketing goals. A marketing plan may be developed for a specific campaign to outline the steps needed to meet the brief and the client's needs.

A marketing plan for a client may identify:

- the client's business, products and services
- the position of those products and services in the market
- customers and competitors
- the client's existing communications channels
- the budget for a new campaign or expansion of existing channels
- the marketing tools and techniques to reach the client's goals
- measures to determine the effectiveness of tools and techniques, such as return on investment (ROI).



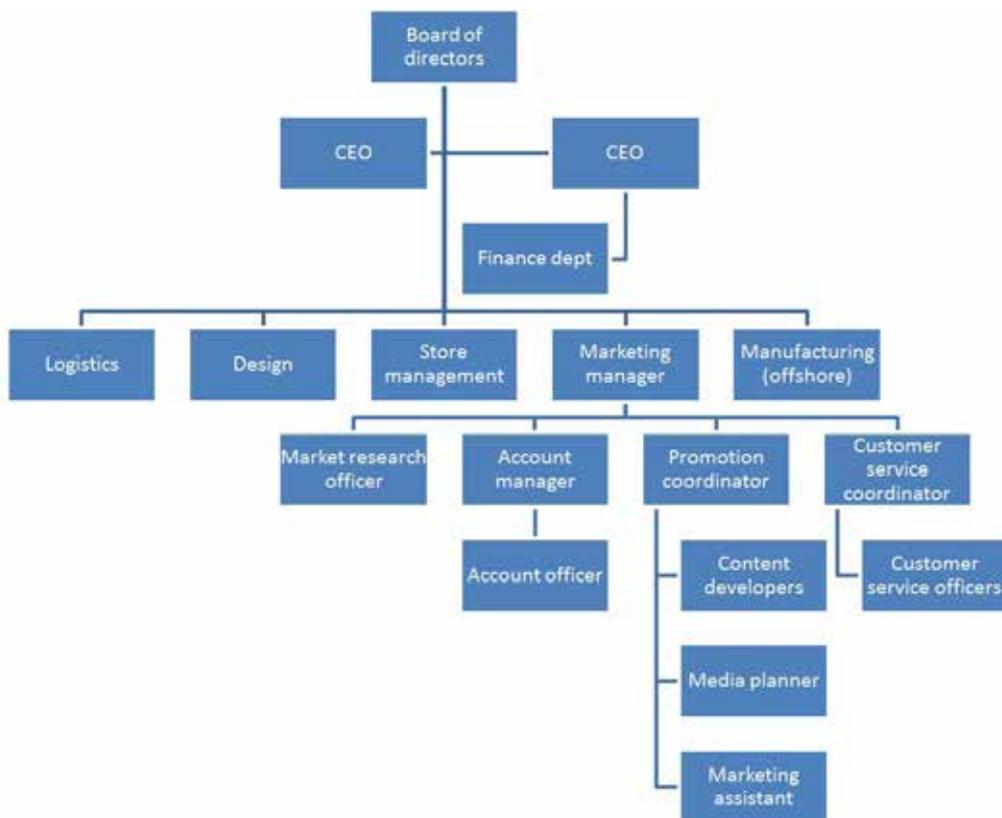
## Hierarchy and organisational charts

*Marketing departments are usually organised into a hierarchy.*

In some large companies the marketing department's hierarchy may be old-fashioned – imagine a pyramid with the marketing director at the top and the various layers of management responsible for different marketing tasks underneath.

Today's marketing department is evolving. It is designed to encourage people to work together and exchange ideas. It has fewer layers of management, as many decisions are made by the team as they draw together their varied skills and experiences.

The different approach can be seen in the following organisational chart:



In order to get work done, someone needs to:

- decide the importance of tasks and allocate them to someone to work on
- set the deadlines and timelines for tasks
- check that tasks are being completed, deadlines are likely to be met, and that the work is being carried out to the correct standard.

This means that someone needs to take responsibility for managing, allocating and checking work. The details of the work tasks for each job title are described in job descriptions, and reporting lines will lead to a manager or supervisor.

## Roles within teams

*The structure and roles in a team depend on how the marketing communications department is organised.*

Even if the marketing department is in-house, the client refers to the product or brand manager.



Let's begin with the more traditional approach.

**Account director**

The account director is the person responsible for making sure projects are running on time and to budget. This is usually the most experienced person in the department.

**Account manager**

The account manager oversees the project and makes sure that the project is completed on time and to client requirements.

**Client services**

People in client services work closely with the client to communicate information and ideas to and from the agency. These people also help to develop new work with the client.

**Communications and data planner**

Communications and data planners use consumer data to determine marketing strategies by analysing consumer behaviour, trends, tastes, fashions and characteristics.

**Media planner**

Media planners work with the client and within their budget to create and place advertising and promotions on different media platforms.

**Promotions manager**

A promotions manager handles all of the work in promoting a product or service in areas that do not include advertising, such as competitions, coupons and in-store merchandising.

**Market researcher**

Market researchers collect, collate and analyse data to help the client make the right decisions about the product or service, the marketing, advertising and promotion.

## Modern roles and responsibilities

*As marketing communications have developed and changed in recent years, the focus has shifted to 'client-side roles'.*

This means that roles require a closer working relationship with clients. Digital communications requires a different approach, where the client becomes the focus.

Here is information on modern roles and duties in marketing communications.

### **Brand manager**

The brand manager (or product manager) has the overall responsibility for creating and maintaining a strong positive image of the brand to customers. They are responsible for all areas of marketing communications.

### **Campaign manager**

The campaign manager may work for several brand managers, and makes sure that all the activities of the brand managers support one another, and that their ideas are suitable for the target customer groups.

### **Communications coordinator**

The communications coordinator writes news stories and makes sure they appear in newspapers, magazines and online.

### **Customer relationship manager**

Customer relationship managers handle the interaction between the customer and the business, and create customer profiles so that new target customers can be identified.

### **Direct marketing manager**

Direct marketing managers deal with campaigns that aim to sell or interact directly with customers.

### **Digital marketing executive**

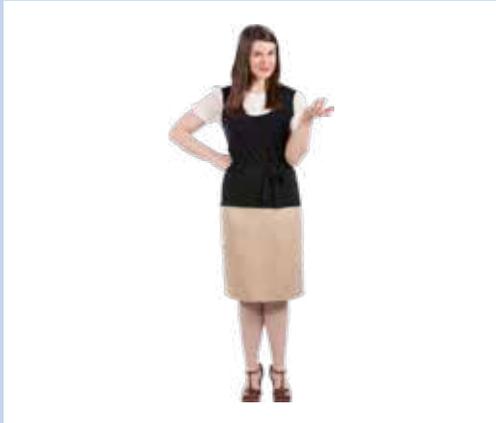
The digital marketing executive handles all areas related to online material and social media, or 'content management'.

## Example

## Seeking information about the structure and operations of the marketing communications industry

Sally has just started work with a marketing company and has been asked to prepare a report on current trends in the marketing industry. She needs to undertake research for a marketing plan. Sally decides to ask her colleague Clive for assistance, as he has been working in market research in the company for nearly five years. Clive gives her some tips on what to consider when collecting and researching information.

Sally



How do I work out if the author and the information I have found is reliable and from a reputable source?

Clive



I've always found that books, journal articles and reports in industry magazines are easier to verify because the publishers check authors to determine if they meet industry expectations and standards for accuracy and facts.

This information is also often peer-reviewed, which means it has been scrutinised by experts, and the research methods meet industry or educational standards. An increasing number of these published materials are available in digital format, though the most credible sources usually require a subscription or purchase fee.

| Sally   | Clive   |
|---|---|
| <p>I have read some extreme claims on the internet before. How do I check the accuracy of information?</p>                          | <p>Verifying information is difficult when it's web-based. It is not uncommon to find information freely available on the internet that seems credible; however, the author may not have the qualifications or experience to substantiate their claims or the data they have collected.</p> <p>Credible sources can still be found online. These include journal articles, government reports and websites, and material from industry organisations. To check if the source is reliable, see if the same information appears in other places. This usually means that more people trust the information.</p> |
| <p>I recently spent hours looking for the right information. How can I be more efficient when searching for what I need online?</p> | <p>I always use exact words or phrases to make sure I don't waste time. It's easy to spend time scanning the web and still not find what you're looking for. I use quotation marks around phrases like 'marketing communications', which means the search engine only looks for those two words together.</p> <p>Online research of particular topics can also take you to various places, such as databases and digital libraries, discussion forums, message boards, news groups and research reports.</p>  |
| <p>Do you keep a record of where you sourced your information in the reports you write?</p>   | <p>Yes. Don't forget to record the details of the research or data you refer to in any report you write.</p> <p>If you have found material on the internet make sure you include the page address and the date you accessed the information. There are standard methods of citing books, articles and other publications as sources of information. One of the most common is the Harvard referencing system.</p>   |

## Example

## Applying for a job in the marketing communications industry

Harvey has just finished school and hopes to find a job in the marketing communications industry. He has good writing skills, is imaginative and is full of ideas. Although Harvey is well organised and motivated, he isn't sure where to start.

Harvey doesn't have any experience, so he considers an internship. Harvey can build up his skills and make contacts in the industry, and the internship may lead to a permanent job.

Harvey can register with an employment agency that will inform him if an appropriate position comes up in marketing communications. Harvey can also check newspapers and magazines that publish job ads.

One of the most important things for Harvey to do is to identify all the marketing agencies that are based in his area. He can do this by searching for 'Marketing agencies near [region]'. He should then visit the agencies' websites to see if they list current employment opportunities. If there is an employment opportunity, Harvey should find out about the job role, how to apply for it and the deadline for applying.

If there are no vacancies, Harvey can call or email the agencies to tell them about his interest in the industry, and ask them to contact him if a vacancy comes up.

If all else fails, Harvey could look for work outside the marketing communications industry, with the opportunity to do some marketing-related work. Working in sales or marketing for a business is likely to give Harvey vital experience for the future.



## Practice task 2

Click icon to complete interactive version

Check your understanding of the marketing communications industry structure and roles within organisations.

### Question 1

Which of the following are relevant to marketing communications? Select all that apply.

- Public relations agencies
- In-house marketing departments
- Human resources departments
- Branding agencies
- Media buyers

## Question 2

Which of the following statements are correct? Select all that apply.

- Today's marketing departments are more team-driven than hierarchical.
- Direct marketing managers deal with campaigns that aim to sell or interact directly with customers.
- The digital marketing executive handles all areas related to online material and social media, sometimes known as 'content management'.
- The communications coordinator writes news stories and makes sure they appear in newspapers, magazines and websites.
- The account director handles all areas related to online material and social media, sometimes known as 'content management'.

## 1C

## Industry sectors, associations, networks and societal role

*The marketing communications area of a business often cuts across several other departments.*

Networking and developing professional contacts is common practice to keep up to date with current trends and issues.

Irrespective of the sector in which the marketing communications team is serving, many departments must work in tandem with each other to get results. This is because there is usually a range of information and input required to develop and execute a marketing plan.

## The marketing communications industry

*The marketing communications industry is growing and developing across the world. In Australia the industry is growing by around 5 per cent per year.*

Digital communications are fuelling that growth. In the past, advertisers placed ads on television or in newspapers and magazines, and then considered digital media as an afterthought. The importance of content marketing is changing the industry.

These advances have seen some of the larger traditional agencies either forced to change or lose business to smaller and newer agencies. Australia has a large number of smaller agencies that specialise in digital work.

Larger agencies have been quick to buy some of these new agencies to secure the talented marketers that started them or worked for them.

The Australian marketing communications industry consists of a wide variety of specialist agencies, teams in a non-marketing business, associations and other networks.

Consider the following data from the Content Marketing Institute:

- 52 per cent of businesses have either a small marketing team or just one person that deals with all of the marketing needs of the organisation.
- 23 per cent have a marketing team that works on all of the brands and products in the organisation.
- 14 per cent have a centralised marketing team supported by dedicated teams.
- 6 per cent have dedicated teams for each brand or product.
- 5 per cent have other arrangements for their marketing needs.



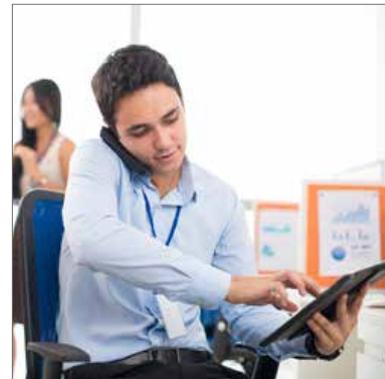
## Investigate the marketing communications industry

*Many agencies develop a reputation for either a certain type of marketing or for their work for businesses in a particular industry (such as hospitality or tourism).*

The Australian marketing communications industry is concentrated in NSW and Victoria. Almost 70 per cent of the nearly 8,000 agencies are based in these states.

You can find out about the specialities of certain agencies by checking:

- their websites to find a list of their services
- which agency provides services for businesses in your area
- the winning agencies at industry award ceremonies.



Many agencies offer a wide range of services. Their main marketing services are:

- Advertising agency services – designing, creating and placing ads.
- Advertising material preparation services – printing and distributing ads such as fliers and brochures.
- Advertising services – buying advertising space online and in printed media for clients.
- Aerial advertising services – creating and displaying banner advertising from an aircraft.
- Internet and mobile advertising services – all forms of digital advertising.
- Direct mail advertising services – managing databases and distributing marketing material to customers.
- Sample distribution services – identifying and distributing samples of products to potential customers.

## Australian marketing communications industry associations

*The marketing communications industry is large and complex, and employs thousands of people.*

The following table lists the most prominent organisations in Australia that provide support, guidance and working standards in the industry.

| Organisation  | Website   | What they do  |
|---|---|---|
| <b>Association for Data-Driven Marketing &amp; Association (ADMA)</b> | <a href="http://aspirelr.link/adma">http://aspirelr.link/adma</a>   | This organisation aims to represent the direct marketing sector of the industry by promoting responsible and effective marketing. |
| <b>Australasian Writers and Art Directors Association (AWARD)</b>     | <a href="http://aspirelr.link/award">http://aspirelr.link/award</a> | AWARD aims to raise standards in creativity through education.  |

| Organisation  | Website   | What they do   |
|---|---|--|
| <b>Australian Association of National Advertisers (AANA)</b>            | <a href="http://aspirelr.link/aana">http://aspirelr.link/aana</a>                     | The AANA represents the rights of companies and individuals in marketing and advertising. It aims to provide leadership on ethical advertising, good communications and freedom of speech. |
| <b>Australian Graphic Design Association (AGDA)</b>                     | <a href="http://aspirelr.link/agda">http://aspirelr.link/agda</a>                     | This national peak body represents graphic designers, and supports their work and relationships with the industry.   |
| <b>Australian Market &amp; Social Research Society (AMSRS)</b>          | <a href="http://aspirelr.link/amrsr">http://aspirelr.link/amrsr</a>                   | AMSRS represents market and social research professionals, and aims to establish high standards and ethics in research.  |
| <b>Australian Marketing Institute (AMI)</b>                             | <a href="http://aspirelr.link/ami">http://aspirelr.link/ami</a>                       | This organisation for marketing professionals runs training courses and seeks to be the voice of the marketing profession in Australia.  |
| <b>Australian Subscription Television and Radio Association (ASTRA)</b> | <a href="http://aspirelr.link/astra">http://aspirelr.link/astra</a>                   | This is the peak body that represents the subscription television industry.  |
| <b>Communications Alliance</b>  | <a href="http://aspirelr.link/comms-alliance">http://aspirelr.link/comms-alliance</a> | This company develops and advocates initiatives to enhance access, equity, reliability and growth of the internet and its commercial use within Australia.                                 |
| <b>Digital &amp; Technology Collective</b>                              | <a href="http://aspirelr.link/dt-collective">http://aspirelr.link/dt-collective</a>   | This association provides a network of experts in the digital media industry, including developers, creators and producers.  |
| <b>Exhibition &amp; Event Association of Australasia (EEAA)</b>         | <a href="http://aspirelr.link/eeaa">http://aspirelr.link/eeaa</a>                     | This is the peak industry association that represents the exhibition and event industry.   |

| Organisation  | Website   | What they do   |
|---|---|--|
| <b>Influence, Collaboration and Opportunity Network (ICON)</b>    | <a href="http://aspirelr.link/icon">http://aspirelr.link/icon</a>   | ICON is an Asia-Pacific network for marketing and business development professionals.                  |
| <b>Interactive Advertising Bureau (IAB)</b>                       | <a href="http://aspirelr.link/iab">http://aspirelr.link/iab</a>     | This is the main association for individuals and organisations involved in online advertising.         |
| <b>International Association of Business Communicators (IABC)</b> | <a href="http://aspirelr.link/iabc">http://aspirelr.link/iabc</a>   | This organisation is an international network of communication professionals.                          |
| <b>Media Federation of Australia (MFA)</b>                        | <a href="http://aspirelr.link/mfa">http://aspirelr.link/mfa</a>     | The MFA supports other organisations that specialise in media services (such as research and buying).  |
| <b>Public Relations Institute of Australia (PRIA)</b>             | <a href="http://aspirelr.link/pria">http://aspirelr.link/pria</a>   | PRIA represents public relations and communication professionals across Australia.                     |
| <b>The Centre for Corporate Public Affairs</b>                    | <a href="http://aspirelr.link/accpa">http://aspirelr.link/accpa</a> | This organisation supports professionals involved in public relations and senior marketing management. |

## Networking in the marketing communications industry

*Networking means making a connection with other business contacts so that information, ideas and common issues or problems can be discussed and shared.*

Networking can be formal or informal. Formal networking involves a group of like-minded people and organisations or a professional body that represents an industry. There are many opportunities for formal networking at marketing conferences and events.

Joining an associations or attending a conference is a great way to start networking. If you are training to join the marketing communications industry, you may already be mixing with others in the same area of work. This is the beginning of your own network.

Informal networks consist of individuals who share their ideas and support one another in a much more casual and unstructured way. They may meet for lunch or after work; may share an interest in a leisure activity or sport; or may simply use the same transport to get home at the end of the working day.

Networking events tend to be formal and some businesses develop communication networks to share business opportunities. Common themes discussed at networking events include employment opportunities, skills shortages or demands, mentoring support, and current industry issues and practices.

Networking has many advantages. Here is some information about the type and benefits of different networking methods.

#### Sharing information

Different viewpoints and ideas can be aired. This may result in a stimulus for change.

#### Setting standards of work

When standards of work, or rules for sharing confidential or commercially sensitive information are established, high standards and industry ethics are set.

#### Creating contacts

Other people in the network may have skills and expertise they are happy to share. They may also recommend you to their employer.

#### Mentoring

Networking with people in a more senior role can be beneficial. They can often predict potential challenges, which they may have experienced, and may be able to identify ways to avert or address these challenges.



## Practice task 3

Click icon to complete interactive version

Check your understanding of industry sectors, associations and networks.

### Question 1

Which of the following statements about industry associations are correct? Select all that apply.

- The Australian marketing communications industry is declining by 15 per cent each year.
- The Australian marketing communications industry consists of a wide variety of specialist agencies, teams in a non-marketing business, associations and other networks.
- Marketing services include advertising agencies, internet and mobile advertising services, and direct mail advertising services.
- There are three marketing communications industry associations in Australia.
- The Australian Association of National Advertisers (AANA) represents the rights of companies and individuals in marketing and advertising.

## Question 2

Which of the following statements about networking are correct? Select all that apply.

- Joining an association or attending a conference is a great way to start networking.
- Networking events tend to be formal, and some businesses develop communication networks to share business opportunities.
- Common themes discussed at networking events include employment opportunities, skills shortages or demands, mentoring support, and current industry issues and practices.
- Networking cannot help you source skills and expertise to improve your work practices.
- Networking provides advantages such as sharing information, establishing standards of work and providing mentoring opportunities.

## Question 3

What is a marketing plan and what is it used for?

## The societal role of the marketing communications industry

*Similar to other industries, marketing communications has a range of key responsibilities.*

When making marketing decisions, consider the needs of the customer as well as the needs of the business. Marketing should not only promote better products and services that satisfy customer desires, but should also be in customers' long-term interests. For example, do not promote products that harm the health of customers. Not only do such products cause problems for individual customers, they may also cost society extra in terms of healthcare.

The marketing communications industry has discovered that upholding high ethical and moral standards also helps sales. A business that is seen to be environmentally aware, ethical or natural can have a big advantage over its competitors.

You can find out information about the societal role of marketing by accessing newspaper websites.

Here are some examples of good and bad practice in Australia.

**Egg producer Snowdale Holdings Pty Ltd (Snowdale) free range eggs**

The Federal Court fined Snowdale \$750,000 for making false or misleading claims that its eggs were free range. The court found that the hens were kept in sheds.

**ALDI Green Action Flushable Bathroom Cleaning Wipes**

Aldi withdrew its flushable wipes from sale after it was found that wipes should not be flushed as they cause sewer blockages and do not disintegrate.

**McDonald's, KFC, Pizza Hut, Hungry Jack's, Oporto, Red Rooster and Chicken Treat**

All of these companies have committed to nutrition labelling on their packages. They also have nutritional information on their websites.

## Consumer protection guidelines

*There are guidelines in place that uphold the rights of consumers.*

It is the government's responsibility to update or issue new guidelines to ensure the marketing communications industry upholds its ethical standards. The government provides guidance on what can and cannot be done. There are also codes of practice for particular areas of marketing, such as advertising and eMarketing.

For more information, go to: <http://aspirelr.link/legal-obligations-marketing>

All states and territories have their own consumer protection agencies.

Customers can contact these agencies if they believe that any advertisement:

- does not comply with Commonwealth, state or territory law
- is misleading or deceptive
- may cause damage to a competitor
- makes false claims, such as benefitting the environment or being made in Australia.



## Ethical considerations of marketing communications

*Many organisations that support the marketing communications industry have their own self-regulation.*

There are codes of conduct that members are required to follow at all times. The organisation will take action against any member who breaks the rules.

At the same time, independent organisations such as the Australian Competition and Consumer Commission (ACCC) and the Advertising Standards Bureau (ASB) directly handle complaints and take action when needed.

The Australian Association of National Advertisers (AANA) Code of Ethics is followed by most of the marketing communications industry.



The Code of Ethics ensures communications and ads do not:

- show people in a discriminatory way
- exploit or degrade people
- show violence
- use inappropriate language
- show actions that do not comply with health and safety laws
- contravene specific ethical requirements regarding children, motor vehicles, and food and drink.

The Australian marketing communications industry is faced with three main ethical problems, as described here.

### **Problem 1**

Marketing is becoming more complicated as it has to target many smaller target markets, and runs the risk of offending smaller target groups.

### **Problem 2**

Marketing is becoming more competitive. Communications need to be designed for different media, and be produced more quickly and at a lower cost.

### **Problem 3**

Globalisation has made marketing more complicated – it needs to cope with different values and ethical codes in different countries.

## Example

## Ethical research

Phil is about to carry out some market research for a chain of food stores in South Australia. Before the research begins, Phil checks the Australian Market & Social Research Society (AMSRS) Code of Professional Behaviour for researchers. Using the Code, he can design his ethical research program.

| Element of the AMSRS Code   | How it applies to Phil  |
|---|---|
| Must conform to all relevant state, national and international laws   | Phil needs to check with his state government to see if there are any laws he must follow. This may include when and where Phil can collect the data and who he can speak to. |
| Must behave ethically and must not do anything that may damage the reputation of market, social and organisational research           | Phil needs to treat everyone he interviews with the same level of respect. Phil must be careful about some questions that may be sensitive or private.                        |
| Must take special care when carrying out research among children and young people, and other vulnerable groups in the community       | In order to get a balanced set of results, Phil will need to interview people in these groups. He needs to be mindful when conducting these interviews.                       |
| Participants' cooperation is voluntary and they should be told what the research is for   | Phil needs to inform everyone he interviews why he is undertaking the research. He may not approach anyone who does not want to participate.                                  |
| Participants' identifiable research information must not be revealed to anyone, unless consent has been obtained                      | Phil needs to tell participants that their views will remain private. He needs to assure them that private or confidential information and views cannot be linked to them.    |
| Must ensure that projects and activities are designed, carried out, reported and documented accurately, transparently and objectively | Phil must ensure that his research project matches these requirements. This is important as it ensures that the research data is reliable.                                    |

According to AMSRS, the main objectives of ethical research are to:

- have clear, easy-to-follow, ethical rules
- ensure the general public has confidence in the research and the researchers
- ensure that researchers act responsibly when they are dealing with children, young people and potentially vulnerable groups
- avoid the need for the government to step in and regulate market research.



## Practice task 4

Click icon to complete interactive version

### Question 1

Which of the following statements about ethical considerations in the marketing communications industry are correct? Select all that apply.

- Marketing decisions should reflect the needs of the consumer as well as the business.
- Businesses can and should promote products that may cause long-term health problems to consumers.
- The marketing communications industry should be ethical regarding what and how they market products and services.
- Companies that promote healthy, environmentally aware products often have an advantage in marketing.
- Companies should not make false or misleading claims about their products or services.

### Question 2

Which of the following statements about consumer protection and ethical conduct are correct? Select all that apply.

- The Australian government provides guidelines about what a company can and cannot do when marketing a product or service.
- All states and territories have their own consumer protection agencies.
- Most of the marketing communications industry follows the AANA Code of Ethics or Code of Conduct.
- The Code of Ethics promotes advertisements that discriminate against people, show violence and use inappropriate language.
- The Code of Ethics is an example of the industry self-regulating to ensure professional and ethical conduct.

## 1D

## Key industry stakeholders

***A stakeholder can be any individual or organisation that is affected by the result of an action, outcome, project or campaign run by a business.***

Stakeholders are important to a business, and relationships need to be carefully nurtured. Stakeholders can either be internal or external to the company. You may need to ask a manager if you are unsure who to contact and how to make contact with them. Being prepared and doing some research beforehand can be useful.

Here is some information about the different types of stakeholders.

#### Internal stakeholders

Internal stakeholders are people in the organisation engaged in or affected by any aspect of the marketing communications operations. These can be people directly involved, such as managers, staff from various departments, and those involved in running or executing a campaign. It can also include people in areas of a business that provide any information or data that assists a marketing campaign. These stakeholders all have an interest in making the project or campaign successful and profitable. Their workload and jobs may be affected by the project or campaign.

#### External stakeholders

External stakeholders are not employed by the business, but are still affected by business decisions. Some will have the power or influence to affect the decisions of the business. External stakeholders include specific communities, groups that have a vested interest in the outcome of a marketing campaign (such as an activist group), media companies, technology specialists, other experts and professional associations. The government is also a stakeholder because it devises the laws and codes that regulate the products and services promoted by the industry.

#### Customers as stakeholders

The most important stakeholders are the customers. These people are the end users of the product or service and include those people who are yet to buy and those who are returning for repeat business.

## Identify and access key stakeholders

***A business should identify its primary stakeholder groups.***

For most businesses these are its workforce and customers, the government and the broader community. The secondary set of stakeholder groups includes regulatory bodies, suppliers, industry organisations and the media. In fact, this second group can be fairly broad and will differ from business to business.



A business's success relies on the support of its primary stakeholders and a good relationship with its secondary stakeholders. Businesses use a number of different techniques to access and engage stakeholders.

You need to understand the social and environmental topics that matter to stakeholders, along with stakeholder views of the business's activities and performance.

Virgin Australia provides a good example of how a business can access its key stakeholders.

Here is some information about how each stakeholder group provides and receives information.

### **Employees**

- Email and direct mail
- Annual staff engagement survey
- Quarterly employee roadshows
- Internal team meetings

### **Guests**

- Guest relations team
- Website
- Velocity Frequent Flyer program
- Social media
- In-flight magazine

### **Shareholders and investor groups**

- Investor briefings
- Annual general meetings and reports
- Sustainability reporting

### **Governments and regulators**

- Direct contact with government and regulators
- Consultation processes, forums and advisory groups

### **Community groups**

- Charity foundations
- Annual reports
- Websites
- Media and social media

### **Unions**

- Direct engagement with union representatives

### **Suppliers**

- Direct engagement

## Key stakeholder analysis and marketing communications

*Stakeholder analysis can be undertaken using a stakeholder matrix.*

The business lists all the stakeholders it can identify, then places each stakeholder group into one of four categories, as outlined here.

|                          |                       | Importance of Stakeholder |                        |                 |                        |
|--------------------------|-----------------------|---------------------------|------------------------|-----------------|------------------------|
|                          |                       | Unknown                   | Little / No importance | Some importance | Significant importance |
| Influence of Stakeholder | Significant influence | C                         |                        | A               |                        |
|                          | Somewhat influential  |                           |                        |                 |                        |
|                          | Little / No influence | D                         |                        | B               |                        |
|                          | Unknown               |                           |                        |                 |                        |

The matrix uses its influence and importance to sort the stakeholders into groups.

Let's apply this to a typical small business that has some involvement with the marketing communications industry.

| Cell description  | Typical examples                                     |
|---|--|
| <b>A</b> – High influence and high importance: the business needs a good relationship with them | Workforce including manager and employees            |
| <b>B</b> – High importance, but low influence   | Low-spending customers and local community groups    |
| <b>C</b> – High influence, but with unknown or little importance                                | Local authorities, state government and other bodies |
| <b>D</b> – Low influence and low importance   | Indirect groups that may need to be monitored        |

Stakeholder influence can have a major impact on a business's activities:

- High influence means that the stakeholder can exercise power over decisions, deadlines and other factors.
- Medium influence means the stakeholder is interested, but has less power to affect the outcome.
- Low influence means that although the stakeholder may be very interested, they have little power to influence the business.

Example

## Stakeholder analysis

Cassidy works in the marketing department of a manufacturing business. The business is in the process of buying one of its key competitors. The deal is going to have a major impact on some of the business's stakeholders. Cassidy decides that she needs to list her main stakeholders and create a grid that measures their influence and their probable interest in the business decision.

Cassidy identifies the following stakeholders:

- the local community (people living near the business)
- subcontractors and suppliers
- customers
- employees
- unions
- the government.



Next, Cassidy creates a simple grid.

|                       |                     |                      |
|-----------------------|---------------------|----------------------|
| <b>High Influence</b> | <b>Consult</b>      | <b>Involve</b>       |
| <b>Low Influence</b>  | <b>Monitor</b>      | <b>Inform</b>        |
|                       | <b>Low Interest</b> | <b>High Interest</b> |

Now she places the stakeholders onto the chart to complete her stakeholder analysis.

|                       |  |   |
|-----------------------|--|---|
| <b>High Influence</b> | <b>Consult</b> <ul style="list-style-type: none"> <li>• Local community</li> <li>• Subcontractors and suppliers</li> </ul> | <b>Involve</b> <ul style="list-style-type: none"> <li>• Customers</li> <li>• Employees</li> </ul> |
| <b>Low Influence</b>  | <b>Monitor</b> <ul style="list-style-type: none"> <li>• Unions</li> </ul>  | <b>Inform</b> <ul style="list-style-type: none"> <li>• Government</li> </ul>                      |
|                       | <b>Low Interest</b>  | <b>High Interest</b>  |



## Practice task 5

Click icon to complete interactive version

Read each statement about key industry stakeholders, and select true or false for each one.

### Question 1

Stakeholders may be internal or external to an organisation, and the most important stakeholders are the customers.

True

False

### Question 2

Internal stakeholders are people in the organisation who may be affected by the marketing project or campaign.

True

False

### Question 3

A stakeholder matrix can be used to analyse the influence and importance of particular stakeholder groups.

True

False

### Question 4

If a stakeholder group has low influence it can exercise power over decisions, deadlines and outcomes.

True

False

### Question 5

Key stakeholders usually include customers, employees, shareholders, governments, unions, and suppliers.

True

False

# 1E

## Applying industry information appropriately

*Most people understand that job and industry knowledge leads to better work decisions.*

Irrespective of what your job role is in a marketing and communications team, you will be exposed to a rich and fast-paced learning and performance-driven atmosphere.

The information you have gained from industry must be reflected upon and considered to determine how it may be applied in your work role. Employees need to constantly review how their job fits into the overall big picture of the workplace and to the industry as a whole. Not doing this means employees may be less able to make clear distinctions on which aspects of their jobs are most important. It could either be because of role ambiguity or lack of motivation or carelessness.



## Everyday activities of a marketing communications department

*Marketing departments or agencies are all quite different.*

Exactly what they do depends on the size of the business, the industry, the specialties of the team and whether some of the work is done outside the department.

| Area of work   | Responsibility   |
|--|--|
| Marketing planning and strategy  | Marketing director or marketing manager                          |
| Internal communications – newsletters, magazines, intranet, etc.   | Marketing assistant  |
| Internet work – forums, search engines, directories  | Digital marketing assistant                                      |
| Social media – uploads and updates to YouTube, LinkedIn, Facebook, Twitter, Instagram                            | Digital marketing assistant                                      |
| Market research – customers, suppliers, competitors, market  | Market researcher  |
| External communications – with customers, suppliers, shareholders, trade associations, the media                 | Product or brand manager, marketing manager, marketing assistant |
| Creating content – articles, case studies, product releases, press releases, news, blogs, brochures, price lists | Product or brand manager, marketing manager, marketing assistant |

| Area of work  | Responsibility  |
|---|---|
| Events – trade shows, open days, hospitality, sponsorship, conferences            | Product or brand manager, marketing manager, marketing assistant, event organiser |
| Content distribution – websites, print media, email marketing                     | Product or brand manager, marketing assistant                                     |
| Database – customer relationship management, database maintenance, creating lists | IT assistant, market researcher, marketing assistant                              |

## Entry-level tasks and activities

*Exactly what is required of a marketing assistant in the industry depends on the type of work and the sector.*

A wide variety of tasks and activities may be undertaken.

Here is a summary of typical tasks and the type of information that is used.

### Assist the manager and the marketing team

All types of market research, media data and product information

### Help produce marketing materials and literature

Advertising information, product details, logos, product specifications, product advertising slogans and technical printing data

### Help produce marketing communications

All types of information depending on the marketing communication

### Provide support for marketing events and exhibitions

Details of event, timing, deadlines, stand sizes, access, types of visitor, materials and samples needed

### Collect information for promotional literature

Analyse market research and summarise product details

### Write information for websites and/or social media

Advertising information, product details, logos, product specifications, product advertising slogans and other information

### Help manage events, venues and ordering materials

Lists of products, suppliers and venues, prices and contact details and payment information

## Find information for marketing strategies

*Businesses use a wide variety of marketing strategies.*

Often, a business has its own specific jargon used to describe their strategies.

Marketing principles are often facilitated by the four Ps:

- Product – the product a business sells
- Place – the place where the product needs to be marketed
- Promotion – how the product needs to be promoted
- Price – the cost of the product

Here are some general strategies and sources that can be used to find the necessary information.



### Unique selling proposition

A unique selling proposition (USP) is critical to making a brand stand out. The values and aspirations that a business puts forward is what they want to be remembered for, and they want it to have a strong place in their audience's mind. As a result, more customers may want to be associated with this brand over its competition.

**Sources:** Key product or service characteristics and qualities.

### Distribution plan

Where do you plan to sell your product? Is setting up an e-store more viable than buying shelf space in a supermarket? If you are setting up an online store, how do you deliver the purchased goods to the consumer? What should the delivery timeline be? Can setting up warehouses reduce the delivery time across the state or country?

**Sources:** Use market research to find out how competitors do this, the best suppliers, most reliable distributor, and the most appropriate location for the warehousing.

### Price and position strategy

Deciding on the pricing and positioning strategy must align with the target audience. The product price should be in tandem with the product's brand positioning; that is, its perception in the eyes of its customers.

**Sources:** Compare product quality and price with competitors; use details of product pricing policy in the past.

### **Appealing offers**

Coupons, deals and markdowns are popular, and freebies and discounted items can attract and expand the customer base and attract past patrons.

**Sources:** Market research on what appeals to typical customers and how the business can use this information to make the best choices.

### **Marketing material**

This all needs to be consistent and error free. Marketing material is seen by customers, suppliers and regulators and must be honest and accurate. The quality and reliability of the marketing material is vital.

**Sources:** Market research on competitors' materials; testing customer reactions to marketing materials.

### **Promotion strategy**

The promotion strategy defines how the product will be launched and positioned in the market.

**Sources:** Market research on customer reactions to promotional ideas.

### **Online marketing strategy**

This is increasingly the first choice for marketing spending, encompassing a wide range of different approaches from traditional banner advertising and pop-ups, to the use of social media and live feeds.

**Sources:** Market research to find out the most effective online presence, number of site visitors, etc.

### **Conversion strategy**

The success of all marketing strategies is determined by the conversion rate; that is, how many prospective customers turn into paying customers. It also involves converting to other actions such as subscribing to a newsletter, sharing or re-tweeting offers, and commenting on blogs and Facebook posts. These are all critical in gaining authority in the online environment.

**Sources:** Online, live monitoring of clicks, shares, sales, site visits and other data.

## Marketing practices

*Various practices can be used to market and promote a product or service.*

Here are some examples of commonly used methods for marketing and communications.

### Search engine marketing

This involves creating a website that appears in the top results when a customer searches for keywords. Many consumers 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'.

### Telemarketing

This is done over the telephone when a team follows up with those people who have been identified as being interested in a previous or related product or service.

Many people do not like telemarketing and give a negative response to this type of marketing campaign. There is also a 'Do not call register' to avoid receiving these calls.

### Direct marketing

This means the consumer is approached in person by some form of communication such as phone, email, text message, letter or flyer posted to their address. It also includes a visit from a person who is marketing a product or service.

### Marketing of goods and/or services

A large amount of marketing is directed towards informing consumers about new products or services and/or changes to an existing product or service. Consumers are given information about pricing and sales campaigns. There should always be a review and evaluation of the responses and outcomes as a result of a marketing campaign.

## Example

## Researching marketing campaigns, strategies and techniques

The Australian eyewear retailer OPSM (<http://aspirelr.link/opsm>) was named by WARC (<http://aspirelr.link/warc>) as having run the most effective marketing campaign in the world in 2016.

The 'Penny the Pirate' campaign saw OPSM develop and distribute a free children's book. The book was designed for parents to read to their children and test their eyesight at the same time. The book was also made available as an app for mobile devices. The book campaign was supported by TV advertisements created by the Australian division of the global marketing agency Saatchi & Saatchi.

Researching the effectiveness of the campaign revealed:

- OPSM saw an increase in the number of eye tests it carried out by 23 per cent.
- OPSM sent out 126,000 copies of the book.
- OneSight, a charity, adopted the book so it could be used to test eyesight in remote locations.

The market research behind the creation of the marketing campaign had revealed the following:

- Children did not like going to see an optometrist.
- One in six Australian children had an undetected vision problem.
- Parents did not prioritise their child's eye health.

In order to deal with these issues, OPSM realised that they needed to make the eye test fun. Along with the Department of Optometry and Vision Sciences at the University of Melbourne, OPSM developed tests that could be carried out by parents. The testing tools needed to be accurate.

An author was used to create the storyline and the books were targeted at mothers. The test was simple, the instructions straightforward and the information needed to book an appointment with OPSM made as easy as possible. OPSM knew that if mothers liked the book and process, they would recommend the book to others and share their copy.

In OPSM's case, the target market was children, but the actual target to achieve this was mothers (or parents). This example of understanding your market is valuable to any business that provides products and services for children, but which are approved and paid for by parents.





## Practice task 6

Click icon to complete interactive version

Check your understanding of applying industry information appropriately.

### Question 1

Match each job title to the area of work.

- \* Digital marketing assistant
- \* Marketing director/manager
- \* Marketing assistant
- \* Event organiser
- \* IT assistant/market researcher
- \* Internal communications including newsletters, magazines, intranet, etc.
- \* Database including customer relationship management, database maintenance, creating lists, etc.
- \* Events including trade shows, open days, hospitality, sponsorship, conferences, etc.
- \* Internet and social media including forums, search engines, directories, uploads to YouTube, posts on LinkedIn, Facebook, Twitter, Instagram, etc.
- \* Marketing planning and strategy

### Question 2

What are the **four** Ps that describe marketing principles?

### Question 3

Give at least **two** examples of commonly used marketing methods or practices, and briefly explain what they involve.

## Digital media strategies

***A digital media strategy is the plan adopted by a business to maximise the benefits of data and technology.***

The strategy needs a good team behind it as it aims to balance digital marketing, social media and traditional marketing channels.

Digital marketing in Australia is growing very fast; in 2017 the digital marketing spend in Australia reached \$6.18 billion. This is 54 per cent of the entire media budget of Australian business. It shows the growing call for digital content that can be accessed on demand, particularly by younger customers. Social media is the fastest growing area, and is predicted to grow by 20 per cent per year until at least 2019.



A digital media team is responsible for:

- coming up with strategies to persuade customers to visit the business website
- tracking how many site visitors actually make a purchase
- how to improve the website to make it more attractive and more likely to create a sale
- coming up with digital marketing campaigns and managing the campaigns
- buying paid-for searches, such as search engine optimisation (SEO) and PPC (pay per click)
- managing the social media accounts, the brands and products online
- carrying out redesign and updates on the website
- planning and budgeting all digital marketing
- carrying out and evaluating customer research, research on the market and competitors
- ensuring that the business uses the latest technologies and techniques and complies with laws and regulations.

## Use and analyse marketing data

***Marketing teams want to know everything about their customers.***

By knowing everything, they can design products and campaigns to appeal to the customers, predict customer buying behaviour, and know what the customer wants in the future before they know themselves!

In other words, marketing teams want to know what customers think. There are two problems with this approach. The first is that marketing teams need to be very careful about personal data. Customers have every right (legally) to protect their personal data and not have it used without their consent. The second problem is the vast amount of data. It has been estimated that 2.5 quintillion (that's 18 zeroes) bytes of new data is created every day!



Data analysis is probably the single most important task carried out by marketing teams. Any business can set up a social media account or website, but can it understand and use the data it generates? According to the marketing technology company BlueVenn (<http://aspirelr.link/blue-venn>) 72 per cent of marketing managers believe that data analysis is the most important skill they need. Nearly all businesses try to analyse their customer data, but most don't know how to do it successfully.

The marketing communications industry uses marketing research data for one of three things:

1**Reporting on the past**

This involves finding out why something happened, why a campaign was or was not successful, or why one product or marketing campaign was more effective than another. They use this type of research to learn lessons from the past.

2**Analysing the present**

This involves looking at how marketing campaigns and ideas are working in real-time. How are customers responding to the campaign and materials, how much social media buzz is being generated, and what are competitors doing about it? They use this type of research to judge whether they need to make immediate changes to what they are doing.

3**Predicting and influencing the future**

Market research can suggest some future trends. Researchers can try to determine the likely outcome if they make a particular decision. They carry out research to see if ideas for future campaigns are attractive to target markets. They can also look at demographic changes and how this may affect future sales. They use this type of research to work out which are the best strategies to use in the future.

## Example

## Creating a marketing campaign

Alice's first task in her new role as a marketing assistant for a tourist office in rural Australia is to help set up a campaign to promote bed and breakfast (B&B) businesses. There are 18 in the immediate area, and Alice needs to find out where to promote them online and how they can attract more customers. Increasing the customers for the B&B businesses may benefit the whole town.

Alice begins by looking at what other small towns do to promote their B&B businesses. She does this online by looking at similar towns in her state. Alice contacts the Australian tourist board (Tourism Australia), as they have specialists who can offer advice. She also contacts the state tourist board for similar information and advice.

Alice carries out research on accommodation trends and discovers that newer services like Airbnb are seriously affecting traditional businesses. Alice also contacts Hosted Accommodation Australia to help her gain a better understanding of the B&B industry. These organisations provide some useful data.

Alice finds that regional and local tourism organisations collect data on occupancy levels, and Tourism Research Australia creates some very useful data on visitor arrivals (international and domestic). The state and territory organisations also have similar data that could be useful in forecasting visitor numbers.

Alice also discovers that the International Visitor Survey (IVS) and National Visitor Survey (NVS) are carried out by Tourism Research Australia. The first survey has data on 40,000 international visitors, and the NVS interviews 120,000 Australians by telephone. There is a great deal of useful data from both surveys that Alice can use.

Alice hopes that by the end of the research process she will have a clear idea about:

- visitor numbers to the area (whether they are international or domestic)
- average spending
- activities, attractions and destinations that are popular in the area
- support that various organisations can offer the town
- where to advertise the B&B businesses.





## Practice task 7

Click icon to complete interactive version

Check your understanding of developing media strategies and analysing marketing data.

### Question 1

Which of the following are appropriate for developing a digital strategy? Select all that apply.

- Develop strategies to persuade customers to visit the business website.
- Improve the website to make it more attractive and more likely to create a sale.
- Manage the social media accounts, brands and products online.
- Plan and budget for all digital marketing activities.
- Spend most of the budget on buying the latest computer software.
- Use the latest technologies and techniques, and comply with laws and regulations.

### Question 2

Which of the following statements about using and analysing marketing data are correct? Select all that apply.

- Use marketing data to report the past, analyse the present and predict the future.
- Protect customers' personal data to ensure the business complies with legislation.
- Manage the data collected.
- Decide what data to collect and how to use it.
- Analyse current marketing strategies and evaluate if they are successful or need to change.
- Ignore negative customer feedback or comments about the website.



## Summary

- With developments in technology, the marketing and the communications industry has changed, which has in turn affected the way a business promotes and markets its products and services.
- Marketing communications are messages between a business and its potential customers. These messages aim to inform, persuade and sell products and services to customers.
- There are many different professional organisations in Australia that can provide information on the marketing communication industry.
- It is common for marketing teams and agencies to work together on marketing communications campaigns and projects.
- Organisations such as the Australian Marketing Institute provide formal networking opportunities, but informally social media networking is very important.
- The structure of the teams and the roles in the team depend on the way the marketing communications department is organised.
- The marketing communications industry is growing by around 5 per cent per year in Australia.
- The Australian marketing communications industry is concentrated in New South Wales and Victoria.
- Marketing should promote better products and services that satisfy what customers want, and their long-term interests and those of society.
- A stakeholder can be any individual or organisation that is affected by the result of an action, outcome, project or campaign run by a business. Stakeholders can be internal to the company and/or outside (external).
- A business may use a number of techniques to access and engage its stakeholders.
- A business should understand the social and environmental topics that actually matter to the stakeholders, along with stakeholder views of the business's activities and performance.
- Marketing departments or agencies are all quite different. What they do depends on the size of the business, the industry it works in, the specialties of the team and whether it has some of the work done outside the department.
- Everyday activities depend on the size of the team, the industry, and whether tasks are carried out in-house or whether the business uses external agencies.



## Learning checkpoint 1

Click icon to download this in Word format

This learning checkpoint allows you to review your skills and knowledge of the marketing and communications industry.

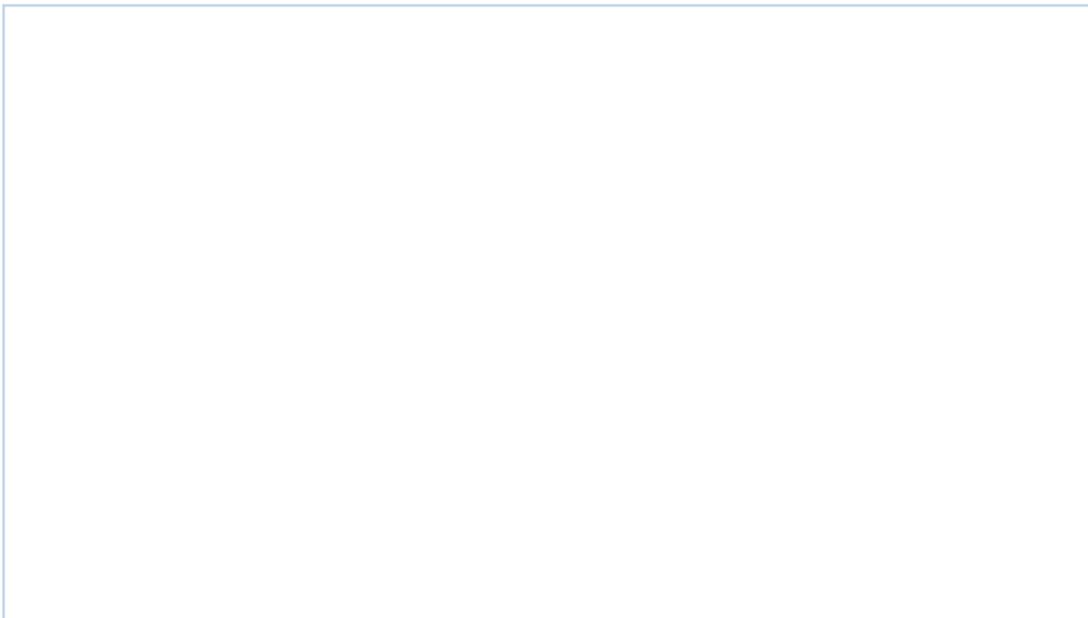
1. Why is it important to identify and access sources of information on the industry and share them with others?

2. Why do you need to be able to seek information on the structure and operations of the industry?

3. Give **two** examples of marketing principles, and **two** examples of common marketing practices. Briefly explain what each one means.



4. Describe each of the following:
- Organisational operating environment
  - Business and marketing plan



5. Why is it important to be able to research and then present information on the marketing communication industry sectors, associations, networks and their societal role?

6. How does a stakeholder analysis assist with information on key stakeholders including protocols for seeking and sharing information?

7. Why is it important to be able to apply industry information appropriately in everyday activities related to typical work roles?





**OPPORTUNITY**

## Topic 2

# Identify industry employment obligations and opportunities

*Working in marketing and communications is an engaging experience with diverse opportunities to explore.*

When newly employed in an organisation, every employee may be required to sign work agreement documents. By signing, the employee confirms that they understand their employment obligations and that they agree to comply with the organisation's code of conduct, and the policies and procedures established by the employer.

In this topic you will learn about:

- 2A Employment obligations and opportunities
- 2B Apply employment obligations and opportunities to the work role

## 2A

## Employment obligations and opportunities

*The marketing communications industry is growing, with more job opportunities becoming available every day.*

Although one might think that agencies are the first place to look, a large number of opportunities are within other businesses that have their own in-house marketing teams.

Around 40 per cent of the opportunities are in New South Wales, another 30 per cent in Victoria and 7 per cent in Western Australia. The other states and territories have smaller numbers of vacancies. In Australia, around 70 per cent of marketing assistants are female. The highest salaries are in Sydney and Perth, and the lowest on the Gold Coast.



There are clear rules about the recruitment process, but once employed, the employer and employee both have obligations. These obligations outline the relationship between the two and clearly define what is expected of each party.

The obligations come from:

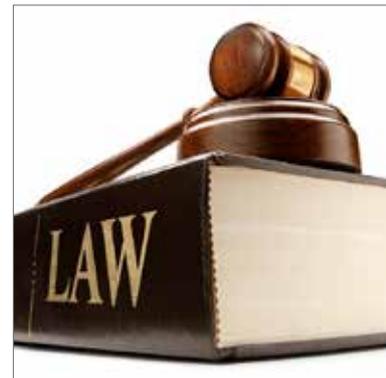
- federal, state and territory laws
- industry agreements
- tribunal decisions (court cases between employers and employees)
- contracts of employment.

## Anti-discrimination and diversity laws

*It is necessary to have specific laws, regulations and guidelines to ensure that there is fairness and diversity in employment across Australia.*

Anti-discrimination means not having policies, procedures or systems that exclude employees of different ages, gender, ethnicity, sexual orientation, physical abilities, religion, educational background or work experience. Diversity means having employees from a wide range of these backgrounds.

In Australia, all of the states and territories have dedicated equal opportunity commissions and human rights commissions. For more information, you can access the Australian Human Rights Commission at: <http://aspirelr.link/human-rights-commission>



## Fair Work laws and regulations

*Most Australian workplaces are governed by the Fair Work Act 2009 (Cth).*

This is enforced by relevant Commonwealth workplace laws and the Fair Work Regulations 2009. These are the overarching laws that govern the employer–employee relationship in Australia. They aim to provide employees with a safety net of minimum entitlements, and access to flexible working arrangements and fairness at work.

The Act aims to:

- provide guidelines for terms and conditions of employment
- set out the rights and responsibilities of employers, employees and organisations
- require compliance and enforcement of the act
- support the Fair Work Commission and the Fair Work Ombudsman.

The Fair Work Ombudsman website contains information that can help employers, employees, contractors and the community to understand and comply with the national workplace relations system. You can access this website at:  
<http://aspirelr.link/nationalemloymentstandards>.

The Fair Work Act is supported by the National Employment Standards (NES), Modern Awards and National Minimum Wage orders by providing a clear range of fair and enforceable terms and conditions.

## National Employment Standards

*In Australia, the National Employment Standards (NES) are the 10 minimum workplace entitlements that must be provided to all employees.*

All employees in the national workplace relations system are covered by the NES regardless of the award, registered agreement or employment contract that applies to them.

The 10 minimum workplace entitlements under the NES:

- 1** **Maximum weekly hours**  
38 hours per week, plus reasonable additional hours
- 2** **Flexible working arrangements**  
An entitlement for certain employees to request flexible working arrangements
- 3** **Parental leave and related entitlements**  
Up to 12 months unpaid leave per employee, plus a right to request an additional 12 months unpaid leave, plus other forms of parental and adoption-related leave
- 4** **Annual leave**  
Four weeks paid leave per year, plus an additional week for certain shift workers
- 5** **Personal carer's leave and compassionate leave**  
10 days paid personal/carer's leave, two days unpaid carer's leave as required, and two days compassionate leave (unpaid for casuals) as required

6

**Community service leave**

Unpaid leave for voluntary emergency service activities and leave for jury service, with an entitlement to be paid for up to 10 days for jury service

7

**Long service leave**

A transitional entitlement for employees that comes from an applicable pre-modernised award, pending the development of a uniform national long service leave standard

8

**Public holidays**

A paid day off on a public holiday, except where reasonably requested to work

9

**Notice of termination and redundancy pay**

Up to five weeks' notice of termination and up to 16 weeks' severance pay on redundancy, both based on length of service

10

**Fair Work Information Statement (FWIS)**

All employees must be provided with a FWIS and information about the NES, modern awards, agreement-making, the right to freedom of association, termination of employment, individual flexibility arrangements, union rights of entry, transfer of business, and the respective roles of the Fair Work Commission and the Fair Work Ombudsman.

## Health and safety

### *It is essential that your workplace is safe.*

Australia has a range of laws and regulations that aim to ensure this is the case. However, over 100 Australians are still killed at work each year. Work-related injuries and diseases cost the Australian economy over \$61 billion each year, with employers paying out nearly \$500 million in compensation to employees for work-related mental disorders.

Government information about health and safety issues can be found on the following websites:

- <http://aspirelr.link/safeworkaustralia> – the Australian government site on health and safety
- <http://aspirelr.link/business-whs> – essential information about health and safety
- <http://aspirelr.link/whs-australia> – outlines the health and safety requirements in different states and territories



Here are the health and safety authorities for each state or territory.

|                              |   |
|------------------------------|---|
| Australian Capital Territory | <a href="http://aspirelr.link/worksafe-act">http://aspirelr.link/worksafe-act</a> |
| New South Wales              | <a href="http://aspirelr.link/safework-nsw">http://aspirelr.link/safework-nsw</a> |
| Northern Territory           | <a href="http://aspirelr.link/worksafe-nt">http://aspirelr.link/worksafe-nt</a>   |
| Queensland                   | <a href="http://aspirelr.link/worksafe-qld">http://aspirelr.link/worksafe-qld</a> |
| South Australia              | <a href="http://aspirelr.link/safework-sa">http://aspirelr.link/safework-sa</a>   |
| Tasmania                     | <a href="http://aspirelr.link/worksafe-tas">http://aspirelr.link/worksafe-tas</a> |
| Victoria                     | <a href="http://aspirelr.link/worksafe-vic">http://aspirelr.link/worksafe-vic</a> |
| Western Australia            | <a href="http://aspirelr.link/worksafe-wa">http://aspirelr.link/worksafe-wa</a>   |

**Example**

### Conducting a health and safety audit

Olivia has been asked to carry out a health and safety audit for the Queensland marketing team’s offices. She has been asked to prepare a presentation on ergonomics, particularly about good working posture in the office. She will deliver the presentation to all employees.

She accesses the Queensland Government’s Work Health and Safety website, which recommends the use of SafetyCulture’s iAuditor 2.0 app. This can be used to carry out health and safety audits in the workplace.

Olivia downloads the app for free as an individual user. Olivia learns that the app is used by others at least 10,000 times a day, so it should save her a great deal of time and effort.

Using the app, Olivia discovers that there are several ways to improve ergonomics.

How to improve ergonomics:

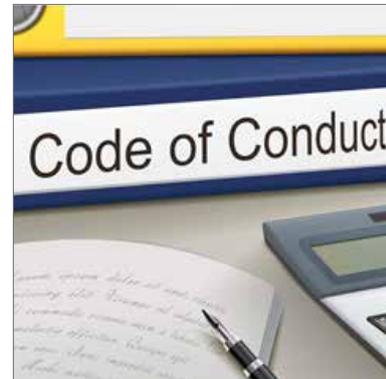
- Position computer screens in such a way as to avoid having to twist, tilt or arch the head or back.
- Use a keyboard so your forearms are supported.
- Position the keyboard and mouse at the same desk height.
- Adjust chairs to allow good support and for feet to be flat on the floor.
- Check the eyesight of computer users regularly.
- Reduce sun glare on computer screens, but ensure good lighting.
- Encourage people to get up and walk around regularly so they do not remain in the same seated position for too long.

## Codes of conduct

*A code of conduct is a set of rules that outlines the responsibilities of an employee, or member of an organisation or professional body.*

A code of conduct should reflect the ethical principles that drive an organisation or industry body. At a workplace, all staff are responsible for their own behaviour and obliged to conduct themselves according to the behaviours outlined in the organisation's code of conduct. In a professional organisation, the code of conduct outlines the actions and behaviours expected of its members.

An example of a professional code of conduct taken from the Australian Marketing Institute (AMI) website can be found at: <http://aspirelr.link/amicode>



## Human resources processes

*Human resources (HR) is involved in all stages and aspects of employment.*

This includes:

- Recruitment – advertising the job roles; sending out application packages and information; detailing job descriptions and specifications; shortlisting candidates; interviewing, selecting and appointing successful candidates.
- Induction, pay and working conditions – ensuring all paperwork is completed; training; allocating space; organising pay and other aspects of the pay package; ensuring that working conditions are acceptable.
- Performance – carrying out performance reviews; handling promotion, pay increases, disciplinary and grievance problems.
- Termination – handling the ending of the relationship between the employer and the employee.

Human resources plays a vital role in the recruitment process. They are professional, and trained to specifically deal with a broad range of recruitment and employment issues.

Here are some of the work tasks that HR personnel do and the information they manage.

### Undertake job interviews

Job interviews are an important part of the selection process. The interview gives the candidate an opportunity to learn more about the business, and for the business to address any questions they may have regarding the candidate.

The types of questions asked may vary from candidate to candidate. Some questions are simple closed 'yes or no' questions; others are more open and ask opinions or how the candidate may react in certain situations.

### Collect personal information

HR needs to collect personal data including full name, date and place of birth, eligibility to work in Australia, home address, contact details, bank details and other information.

**Complete and submit a TFN form**

HR is required to complete a tax file number (TFN) form. If the employee does not submit the TFN form to HR before the first salary payment is processed, then the Australian Tax Office (ATO) requires the employee to be taxed at the highest marginal tax rate.

**Complete superannuation documents**

The superannuation guarantee is a compulsory system of superannuation support for Australian employees. It is paid for by employers and the necessary documentation has to be completed by HR.

## Staff induction

*Induction, sometimes called orientation, aims to inform new employees about policies and procedures they are expected to follow.*

The idea of an induction program is to introduce new employees to the job, the business and how they fit into the overall work being carried out. This is vital, as research suggests that Australian employees are more likely to leave a job in the first year if they do not receive sufficient support and guidance at the beginning of their work for the business.

Topics covered in induction can differ, but may include general information about the business, training, health and safety, and career paths. Key members of staff are often involved in the induction process.

So, what can be expected in an induction program? Not all of the topics are covered during induction, so it falls on the employee to follow up and identify any gaps.

Here is a typical induction program checklist.

**The organisation**

- Telephone, physical address and email address
- Organisation chart
- History of the business
- Facilities
- Training and development
- Human resources
- Welfare
- Grievance and discipline procedures

**Conditions of employment**

- Wages, salary and pay scales
- Payment methods
- Tax
- Sick leave
- Annual leave

### Work procedures

- Job description, tasks and duties
- Security
- Equipment

### Work health and safety

- Rules and procedures
- Safety regulations
- Protective clothing
- Lifting and handling
- Emergencies
- Incident and evacuation procedure

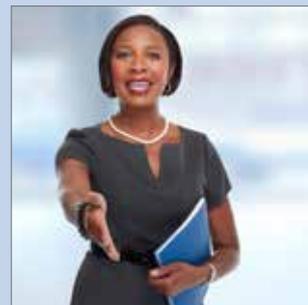
## Example

### Induction in the business

Betina has been with the marketing company for three years. This makes her the fifth longest serving employee at the agency. Things move pretty fast – too fast for some people, so they leave and find work elsewhere. Marc and Yolande, who set up the agency, want Betina to run an induction program for five new staff members. From now on, they want the induction program to be the first stage of career-long support. Marc and Yolande now realise a good program will save time and money in the long term.

Betina starts the process by determining what should be in the induction program. She knows that this is only the second time that the new employees will have had any contact with the agency. She decides on the following:

- Introduce them to important members of staff – not just a quick hello in the corridor, a proper timetabled meeting opportunity.
- Tour the building – show them fire exits, bathrooms, main departments or teams, how to book rooms, IT support, and where to find office supplies (perhaps include giving out badges, codes to open doors, access to the network, etc.).
- Health and safety – cover the basics, specific training can be provided later depending on each job role.
- Policies and procedures – how to complete paperwork and computer logs and who to send them to for authorisation and information.
- Open session – to cover questions and problems employees may need to have resolved at this point.



Betina then creates the timetable for the induction program. She needs to balance the amount of information and support provided with the need to avoid boring or overwhelming the new employees with information.



## Practice task 8

Click icon to complete interactive version

Check your understanding of how to obtain information on employment obligations relevant to the marketing communications industry.

### Question 1

Which of the following relate to the typical legal or ethical rights and responsibilities of someone working in the marketing communications industry? Select all that apply.

- Federal, state and territory legislation and regulations
- Using social media such as Facebook and Twitter
- Industry agreements and employment contracts
- The National Employment Standards
- Codes of conduct, practice or ethics
- Work health and safety legislation

### Question 2

Which of the following are reliable sources of information about employment obligations? Select all that apply.

- The Fair Work Commission and the Fair Work Ombudsman
- Health and safety authorities in your state or territory
- The HR department at your work
- Equal opportunity commissions and human rights commissions
- Safe Work Australia
- The sales department in your workplace

## 2B

## Apply employment obligations and opportunities to the work role

*Most entry-level marketing jobs in social media, telemarketing or research are likely to include sales.*

The new employee may also need to interact with customers or clients; for example, listen to their needs and deliver a product or service that suits them.

Employees may also have to carry out some data analysis. For example, a brand assistant looks at sales, customer data and other information. Advertising sales jobs include not only building up relationships with customers, but also understanding current trends, prices and other information.

New employees should also expect to work varied hours. They are expected to be flexible, enthusiastic, willing to work long hours, and prepared to get involved in new tasks and take on various responsibilities.



## Types of employment in the marketing communications industry

*Not all employment in the industry is permanent, full-time work.*

Each employment opportunity that is advertised should clearly state the arrangements between the employer and the employee. This helps the potential employee understand their key obligations and what they can expect from their new employer.

Some employers offer other, more flexible ways of working.

Here are the main types of employment.



### Full-time work

Full-time work is undertaken on a regular basis for an average of 38 hours per week. Full-time workers are entitled to annual, personal, sick, and carer's leave; bereavement or compassionate leave; parental and long service leave.

An employee's actual hours of work are agreed between the employer and the employee, or are set by an award or registered agreement.

### Part-time work

Part-time workers usually work fewer than 38 hours per week, but do have regular hours. They have the same wages and conditions as full-time workers, but they are only paid a proportion based on the hours worked.

### Casual work

Casual employees usually work on an irregular basis according to the demands of the business. They may not have ongoing work, and do not receive sick pay or annual leave. After 12 months they may be eligible for parental leave.

### Fixed-term or contract work

Fixed-term or contract workers are individuals who are employed to carry out a specific task for an agreed period of time. They can be full- or part-time, and have the same entitlements as permanent staff during their fixed work period.

### Apprenticeships and traineeships

Apprenticeships and traineeships allow the person to work towards a nationally recognised qualification. They are paid according to the appropriate award or registered agreement, and are usually employed through a contract with a registered training provider.

### Internships

Internships may provide full- or part-time work, and are unpaid (except for expenses). These people receive work experience at the business. If the internship works well, the individual may be offered full-time, permanent work.

### Commission and piece rate work

This is work where the person is paid by results, rather than an hourly or weekly rate. The harder and quicker they work, the more they can earn, regardless of the hours actually worked.

## Job opportunities in the marketing communications industry

*Job advertisements and opportunities can be found in many different places.*

Many marketing jobs may be referred to as sales, customer service, administrative or promotion positions. Look at the description of the job to find out how much of the role is actually marketing.



Here are a few sources of information you can access when seeking employment in the marketing communications industry.

|   |   |
|---|---|
| Seek.com<br><a href="http://aspirelr.link/seek-entry-level-marketing">http://aspirelr.link/seek-entry-level-marketing</a> | Seek lists hundreds of jobs, not all full-time marketing jobs, but is probably the biggest Australian job site. |
| Adzuna.com<br><a href="http://aspirelr.link/adzuna-marketing-jobs">http://aspirelr.link/adzuna-marketing-jobs</a>         | Adzuna is another good general site, offering many job leads across the country.                                |
| Indeed.com<br><a href="http://aspirelr.link/indeed">http://aspirelr.link/indeed</a>                                       | Indeed lets you search for marketing jobs in your area, state or territory.                                     |
| Newspapers  | Local, state and national newspapers each carry job advertisements (usually on specific days of the week).      |
| Job Seeker JobSearch App  | You can download this app onto mobile devices, create a profile and get job alerts.                             |
| JobSearch<br><a href="http://aspirelr.link/job-search">http://aspirelr.link/job-search</a>                                | This is a Commonwealth government job search linked to many private job search sites.                           |

## Marketing roles

*Your role depends on the level of work and the nature of the business itself.*

No job in the marketing communications industry will focus entirely on marketing; these jobs require a much broader range of skills to be carried out.

Here are some examples of marketing roles.

Read the comments from these members of a marketing team to find out what they do and the skills they need to perform their jobs well.

### Kathy



#### Marketing manager

This role suits me because I like the company's dynamic atmosphere. I work alongside the senior level marketing executives to organise the internal and external marketing events, develop and manage marketing activities, and work closely with key team members (including content managers) to deliver local content campaigns. This role requires me to communicate with and provide support to the head of marketing and communications in relation to client communications and brand activities.

**Dinesh**



**Digital/marketing coordinator**

I work closely with the marketing manager. I'm responsible for the development and delivery of marketing communication strategies and initiatives. I also do some administrative functions that align with the sales team and the company's overall business objectives to ensure growth for our clients. My role is to drive the day-to-day marketing activities of the organisation and the long-term marketing strategy.

**Phillipa**



**Senior marketing consultant**

My job is challenging, but involves working in a collaborative work environment, which I love. I conduct research on potential customers, make cold calls, and set up appointments and conference calls to pitch the product or service. I also have to leverage the social media channels to build brand and product awareness.

**Boli**



**Business development manager**

This area of the business focuses on a broad range of marketing activities. My tasks include:

- managing the website and social media
- providing guidance on business development to other team members
- overseeing indoor and outdoor event management plans
- coordinating internal and external communications
- managing public relations
- overseeing online and print advertising.

I have to communicate all the projects to the senior stakeholders.

**Sally**



**Contract copywriter or content writer**

I get called in when they are busy and need an extra hand to write content for an advertising or promotional campaign. My skills include being able to draft text for a particular marketing channel such as TV, radio or print media. The copy must be on brand, and I rely on a project brief to give me direction.

## Communications roles

*Marketing is all about communication; however, there are marketing jobs that are specifically communications orientated.*

Large businesses often have their own dedicated communications teams, whereas smaller businesses tend to use agencies to handle their main communication needs.

### Debbie



#### Corporate affairs and communications officer

I manage and develop communication links between the business and its stakeholders, and basically protect the reputation of the business. To do my job well, I need a good eye for detail and of course, good communication skills and use of English.

### Marion



#### Internal communications officer

My job involves managing how the business communicates with its employees and internal stakeholders. This role requires excellent teamwork and organisation skills, as well as good written and verbal communication skills.

### Corinne



#### Brand communications manager

I communicate with our customers and the wider public, focusing on the identity and positioning of the business, its brands and products. My job role requires me to have good IT skills, including social media skills and, as expected, great general communication skills.

## Find the right job to match your skills

### *Marketing assistant jobs can offer great variety.*

Each marketing assistant job is different; in-house marketing jobs tend to be broad and offer a wide range of tasks. Specialised agencies may have narrower job roles that require marketing assistants to focus on one area, such as market research, event management, social media or public relations.

Ideally, candidates should be able to turn their hand to many different tasks.

Typically, a marketing assistant would undertake the following tasks and require specific skills.

#### **Organising market research**

Carrying out an in-depth investigation of customers, the market, competitors and other subjects.

**Skills needed:**

- Good organisational skills
- The ability to manage own work

#### **Writing press releases**

Writing interesting material about products and services that is of interest to the media and customers.

**Skills needed:**

- Good use of English
- The ability to write compelling and engaging material

#### **Arranging promotional events**

Booking trade stands at events and in public places to promote products and services; organising all materials and staff.

**Skills needed:**

- The ability to manage complex situations
- Good interpersonal, organisational and decision-making skills

#### **Assessing the results of a marketing campaign**

Working out whether a marketing campaign had a positive impact on sales, opinions and knowledge of the product or service.

**Skills needed:**

- The ability to measure the impact of marketing campaigns
- Numeracy skills to check sales figures
- Research skills to carry out additional market research

### **Analysing data and writing reports**

This is the next stage of assessing marketing campaigns, where you analyse the results and format the information into a report with the marketing manager.

**Skills needed:**

- Good organisational skills
- Good use of English
- The ability to create charts, graphs and tables

### **Helping to attract online traffic to sites**

Organising search engine optimisation (SEO) and other ways of ensuring websites appear first on search pages; using keywords and organising links.

**Skills needed:**

- Basic understanding of search engines and keyword searches
- Research skills to identify suitable linking websites

### **Writing online content**

Similar to writing press releases, but shorter and snappier for social media and new features on websites.

**Skills needed:**

- Good use of English
- The ability to write compelling and engaging material

### **Communicating with clients**

Interacting with key customers to organise joint marketing campaigns and promotions.

**Skills needed:**

- Good interpersonal skills
- Organisational skills
- Decision-making skills

## The marketing assistant role

*Marketing assistants are essential to help organisations implement their marketing strategies and campaigns.*

They often do most of the basic preparation work and provide vital support for the marketing manager.

In order to see how your skills compare with some of the basic requirements, it's a good idea to look at an extract from a typical job description. Decide if you would make a strong application by matching your skills and experience with the information provided.

| Job description task  | Skill match   |
|---|---|
| Assist the marketing manager and marketing team                           | Able to work as a member of a team, take responsibility when needed, understand instructions and task goals                                 |
| Assist with the production of marketing materials                         | Able to produce work to set standards, use of English, ability to check specifications and requirements                                     |
| Help organise events and exhibitions                                      | Able to work as a member of a team, take responsibility when needed, interpersonal skills   |
| Write and check (proofread) material                                      | Use of English, good organisational skills, ability to check specifications and requirements  |
| Upload material to websites, social media and databases                   | Basic IT skills, ability to check specifications and requirements, good organisational skills   |
| Liaise with customers, clients and other marketing industry professionals | Good communication and interpersonal skills   |
| Help create presentations   | Basic IT skills, ability to check specifications and requirements, good organisational skills, good communication skills and use of English |

| General employability skills   | Description and ways to improve skills   |
|--------------------------------|--|
| <b>Interpersonal skills</b>    | <ul style="list-style-type: none"> <li>Ability to build relationships, to work in a team and to be adaptable</li> <li>Practise your interpersonal and teamwork skills</li> </ul>                                 |
| <b>Written and oral skills</b> | <ul style="list-style-type: none"> <li>Ability to read and write content, interact face to face, via email or via telephone, Skype etc.</li> <li>Practise your writing, listening and speaking skills</li> </ul> |
| <b>IT skills</b>               | <ul style="list-style-type: none"> <li>Ability to use industry standard IT packages</li> <li>Learn how to use MS Office, Adobe InDesign and Photoshop</li> </ul>   |
| <b>Organisational skills</b>   | <ul style="list-style-type: none"> <li>Ability to work on several projects at the same time and meet deadlines</li> <li>Practise task completion following guidelines and schedules</li> </ul>                   |

## Example

### Finding a job in marketing

Evie is looking for her first job in marketing and has just seen this:

#### **Administrative, Marketing & Client Relations Assistant**

We're looking for an assistant with exceptional organisational skills. Great attention to detail is needed to work alongside our busy sales executives. This key support role for our sales team means you will have to think quickly, have great verbal and written communication skills, and be able to juggle several jobs at the same time.

If you think this is you, then we want to hear from you NOW!

Evie is very interested in this opportunity, so she calls the business to find out more. She learns that:

- the business sells real estate and manages properties for clients
- the business has prepared an application pack that they will send to Evie
- if her skills, education and experience match the job needs, she will be called in for an interview (they will interview 3–5 candidates)
- the business expects to appoint the successful candidate at the end of the interviews.

When the application pack arrives, Evie can see a lot more detail about the job role. She assesses the main responsibilities and the skills and attributes detailed in the pack to see how she measures up against them.

| Key responsibilities                         | Skills and attributes needed  |
|--|---|
| Personal and administrative duties           | Well organised, adaptable, willing to learn                                   |
| Diary management and travel arrangements     | Good eye for detail, thorough and precise                                     |
| Researching and organising marketing reports | Good knowledge of Microsoft Office, ability to use Adobe Acrobat and InDesign |
| File management                              | Professional manner and appearance  |
| Managing budgets                             | Client focussed with good verbal and written skills                           |
| Customer service and after sales service     | Proactive, ability to use initiative  |
| Managing and designing marketing materials   | Interest in marketing   |
| Liaising with customers                      | Understanding of internet and social media                                    |

Evie also checks the business’s website to find out about their work, and does a Google search to see what people have written about the company.

She discovers that:

- they operate from a very modern office in the city centre
- the team that works for them are young and dynamic
- the business is happy to invest in their staff, and offer good training and support.

Evie is now ready to complete her application form and send it to the business in the hope she is shortlisted for an interview.



## Practice task 9

Click icon to complete interactive version

### Question 1

Choose one job description from a marketing area, and describe the job role and skills required to perform the job well.

### Question 2

Choose one job description from a communications area, and describe the job role and skills required to perform the job well.



## Summary

- Employment may be on a casual, part-time or full-time permanent (ongoing) basis.
- The *Fair Work Act 2009* (Cth) and Regulations aim to provide employees with a safety net of minimum entitlements, and access to flexible working arrangements and fairness at work.
- In Australia there are 10 minimum workplace entitlements set out in the National Employment Standards (NES), which must be provided to all employees.
- Health and safety legislation provides a framework to protect the health, safety and welfare of all workers and of other people who may be affected by the work.
- An organisation must always adhere to workplace policies and broader laws regarding the selection of staff, avoid discriminating against people, and respect the privacy of others.
- Both the employer and employee have mutual obligations towards the other when signing a work contract. They must also comply with legislation, regulations and industry advice and guidelines.
- A code of conduct is a set of rules that outlines the responsibilities of an employee or member of an organisation or professional body. It should reflect the ethical principles that drive an organisation or industry body.
- Induction, sometimes called orientation, aims to inform new employees about policies and procedures they are expected to follow.
- Working in the marketing and communication sector is an engaging experience with diverse opportunities available to explore.
- No single marketing communications industry job will focus entirely on marketing; it is going to require a much broader range of skills and tasks to be carried out. A role depends on the level of work and the nature of the business itself. Marketing is all about communication, but there are marketing jobs that are specifically communications orientated.



## Learning checkpoint 2

Click icon to download this in Word format

This learning checkpoint allows you to review your skills and knowledge of industry employment obligations and employment opportunities.

1. Why is it important to obtain information regarding employment obligations and opportunities relevant to the industry?

2. Give **two** examples of legislation, regulations or industry standards that are relevant to employment in the marketing communications industry.

3. Why do you need to be able to apply information on employment opportunities and obligations in everyday activities related to typical work roles?



## Topic 3

# Identify future trends in the marketing communications industry

*The marketing communications industry is changing along with advances in technology.*

However, the purpose of the marketing communication industry will continue to be informing, connecting, marketing and selling services to the target audience. Future trends in marketing and communications will involve more customisation around products, experience and content to improve the consumer loyalty, engagement and experience, while potentially having an impact in the personal lives of consumers.

In this topic you will learn about:

- 3A Developments in digital communications technologies
- 3B Scoping the impact of new and alternative technologies on the industry

# 3A

## Developments in digital communications technologies

***Digital technology has blurred the divide between communications and marketing.***

Any employee in this industry needs to keep up to date with technological developments, so they are able to do their best possible job using current information.

Digital communication does the job of advertising, public relations, personal selling, direct marketing, sales promotion and much more. It achieves these goals by using engaging content to trigger the consumer's interest. The trigger should be strong enough to drive the consumer to take a desirable action, such as subscribing to a company's newsletter, completing an online purchase, then leaving the site with a good user experience and a compelling reason to return.



The effectiveness of digital communication such as social media is usually gauged by the likes, shares, comments and retweets. This gives an indication of the degree of engagement with the target audience.

When using digital communication, all business owners have a legal obligation to secure data and protect the privacy of their customers' personal information. This involves keeping up to date with changes in legislation and regulations to ensure the organisation complies with their legal and ethical obligations. To safeguard customers and staff, you need to identify and implement policies, procedures and protocols that comply with the laws on privacy, spam and electronic transfer of information.

### Stay up to date with trends

***The marketing communications industry is continually changing; the advent and use of the internet and other forms of digital media have had a huge impact on marketing.***

Over time, the trends and development have been called e-marketing, internet marketing or web marketing. Today, they are best known as digital marketing.

Digital marketing affects the ways businesses manage their online presence through websites, social media and apps. It is just one way a business aims to achieve its key marketing objectives: acquire new customers and provide an excellent service to existing customers. Customer relationship marketing is all about managing the links and communications between the business and the customer. Digital marketing can help streamline this process, and make it much more effective and integrated.



It is vital to keep up to date with the latest developments. As a marketing professional you need to understand where the industry is going (and what is working for others). As a business, it is important not to be left behind or allow competitors to be more effective, visible or profitable.

Most businesses do not separate digital marketing from the rest of their marketing effort; rather, digital marketing is at the heart of what they do.

Tracking the trends in digital marketing means considering:

- digital media and communication channels
- web design and mobile apps
- automation of basic marketing processes and customer relationship management
- the business's overall digital strategies
- the development of new technologies and platforms.

## Types of digital communications

*Digital communications impact on every area of marketing; some affect discrete parts of marketing, others affect all marketing activities.*

The following outlines digital marketing types or trends, and the affected marketing activities.

### Big data

Complex and complete market and customer insight data and new forecasting methods.  
Affects market research.

### Conversion rate optimisation (CRO)

Improving the website visits for customers, and the ratio of visits to sales.  
Affects website design.

### Online display advertising

Smart advertising targeting customers on social networks and websites.  
Affects media planning and buying.

### Mobile marketing

Continuing development of advertising and promotion through sites and apps.  
Affects website demand, advertising design and promotional activities.

### Online PR

Using social media to directly target audiences and influencers.  
Affects public relations.

### Search engine optimisation (SEO)

Techniques to ensure the website appears in a prominent place on search engine results pages.  
Affects website design, content writing and market research.

**Wearables**

New sources of data and media through the development of trackers, watches and augmented reality.

Affects market research, advertising and promotions.

**Affiliate marketing**

Partnering with other sites and businesses to attract traffic and sales.

Affects sales, marketing and promotion.

**Social media customer care**

Using social media to directly interact with customers.

Affects customer service and relations.

**Internet of things**

New sources of data and tracking through smart household products.

Affects market research.

**Marketing automation**

Creating personalised email and messages by analysing customer behaviour.

Affects advertising and promotion.

## Measure the success of digital campaigns

***All marketing campaigns, whether digital or not, must have very clear objectives that set out the expectations of the business.***

Traditionally, the success of a marketing campaign is measured by its impact on customer visits to stores or sites, increases in sales, or increased public awareness of the brand or product.

Objectives need to be SMART:

- Specific – it should be clear exactly what needs to be achieved
- Measurable – there needs to be a way to measure the objective's effectiveness
- Achievable – there is a good chance the objective can be met
- Realistic – given the amount of time and money invested, it can be done
- Timely – there is a deadline by which time the objectives should be reached



Some of the ways that the success (or failure) of a digital campaign can be measured are as follows:

#### Site traffic

Increases could suggest success; no change may mean the campaign has failed

**Example:**

A business sees a 10 per cent increase in traffic during a campaign.

#### Sources of traffic

Attracting site visits from different countries and through different sites and links

**Example:**

A business uses keywords in their digital marketing and finds customers using them in searches.

#### Mobile traffic

Designing sites to be smartphone friendly

**Example:**

A business simplifies their website and content so it is more attractive to mobile visitors.

#### Click-through rate (CTR)

CTR shows how many people clicked on advertisements.

**Example:**

A business sees a 22 per cent increase in site traffic during an advertising campaign with Google AdWords.

#### Cost per click (CPC)

CPC shows how much it costs for each customer to click on a pay-per-click advertisement.

**Example:**

A business pays \$900 to Google AdWords. These ads generate 18,000 clicks. CPC is \$0.05.

#### Conversion rate (CR)

CR measures the ability of a site to convert visits to sales.

**Example:**

A site attracts 100,000 visitors per month. Before the campaign they had 900 purchased products; after the campaign, this increased to 1200. The CR has been improved.

#### Cost per lead (CPL)

Similar to conversion rate, it measures how much it costs to attract a customer inquiry.

**Example:**

A business spends \$2,000 and attracts 50 customers. CPL is \$40.

**Return on investment (ROI)**

ROI is the primary way to compare marketing costs with income generated.

**Example:**

This is calculated by looking at net investment gains divided by total investment costs.

**Cost to acquire a customer (CAC)**

CAC calculates how much it costs to acquire new customers.

**Example:**

A business spends \$3,000 and acquires 60 new customers. CAC is \$50 per customer.

**Example**

## Keeping up to date with digital technologies and changing legal obligations

Derek is really worried. He has spent 10 years building up the customer database for his building supply company. Now, he thinks Australia's new privacy laws will negate all his hard work on the database. Derek is very relieved when he finds out that his \$1.5 million turnover business does not have to apply the 13 Australian Privacy Principles (APPs). Currently, it only applies to businesses with a turnover of over \$3 million. Derek wants to grow his business and decides he should look at the new rules just in case he needs to make changes in the future.

Derek finds out that businesses require a privacy policy, and are expected to be open and transparent with personal information. In other words, if he collects personal details, he needs to tell his customers, and explain what he uses the information for.

Derek's customer database is full of details. He keeps track of customer birthdays, wedding anniversaries and the names of people who work for the customer. When he reads that businesses shouldn't collect unnecessary information, he wonders if he is doing the right thing. He shouldn't really keep notes about the names of his customer's children when he is selling the customer cement!

Derek also sends out regular email updates to his customers, although he's never checked whether customers want them or not. Reading the APP information, he wonders if his regular emails could be considered spam. He had always assumed he had consent from the customer to send the emails; they had given him the email address after all.

Derek has been asked several times by other businesses to sell them his customer database, and he has always refused. He has the database on an external storage drive so he can access it in the supply shop or at home using his laptop. He also keeps a back-up in the safe in his office, where only he can access it.



## Mobile technology

***Mobile technology has had a profound effect on the marketing communications industry.***

We can only begin to predict where mobile technology may be in 10 or 20 years; however, the following trends and developments are clear:

- Wearable technology (watches and smart chips) will allow users to access the internet and a range of other services.
- Mobile wallets will allow users to make immediate direct payments without the need for cash.
- 5G will improve data transfer speeds.
- Increased battery life and less energy-hungry devices will extend the use of devices without charging.
- Real-time translators will eliminate many language barriers.



The widespread use of digital devices means that technology must be considered in the development and choice of marketing methods.

The increased connectivity of people via smartphones has taken digital communications to a new level. Internet companies are changing algorithms (accelerated mobile pages or AMP) to give more weight and better ranking to websites compatible with mobile devices. Companies without a mobile-friendly website lose ranking in search results.

Marketing teams can make use of smartphone developments. The smart handset device can provide data about the user's net browsing history, online shopping and places frequently visited. With data analytic tools it has become easier for companies to research and track the consumers who give them business, and how they prefer to do this. This gives marketers much more accuracy in targeting relevant ads and messages, which are customised for the specific user.

Consumers may use their phones when deciding whether to buy a product, while standing in a store, or when deciding which restaurant to eat at. In moments like these, targeted, high-speed advertising and branding plays a crucial role in the decision-making process of the potential customer. If a competing brand can reach the potential customer faster with a more convincing message, it will have made a crucial first impression on the customer, and result in a loss for your business.

## Example

## Updating business content to stay current with digital communication technologies

Joshua works as a content writer and social media marketing (SMM) assistant in a leading digital agency in Melbourne. The agency has a client from a Sydney business that produces designer curtains. The business has been operating for over 20 years, and the client wants to see consumer inquiries increase. As the business has a very basic website, the owner is keen to revamp it and explore other digital marketing platforms. Joshua has been asked to assist in the project of developing a new website and improving its ranking in search engine results.

Joshua visits the existing website, reads the content and determines that it is not SEO-optimised. The business's current website consists of just eight linked pages of text and pictures. It is basically an online brochure with contact details, and has only been updated five times since it was launched.

Before starting to create fresh and unique SEO-optimised content for the business, Joshua liaises with the client through emails and phone calls to understand the unique selling position (USP) of their business, which sets it apart from its competition. He also inquires if there are any special offers or deals the business wants to highlight in the website, to compel website visitors to choose their business.

After his conversations with the client, Joshua updates the SEO specialist about the client's USP and together they research the keywords to use in the content of the redesigned website. He creates fresh, unique content by using the phrases and keywords that prospective clients may use in a search engine. The SEO-optimised website should help the business achieve good ranking in internet searches.

The new content is posted on the redesigned website and made live. Simultaneously, Joshua's SMM team launch social media pages on Facebook, Twitter and Instagram for the business. Joshua continues to create content for the client's blog and SMM platforms to keep the site active. He also works with the client and the graphic designer to make the content more appealing before sending it to the SMM team for posting online.





## Practice task 10

Click icon to complete interactive version

Check your understanding of developments in digital communications technology.

### Question 1

A marketing team has been asked to recommend digital communications technologies, platforms and devices to help a small boutique bakery with its marketing strategy. Their aim is to increase sales and improve customer service. The bakery has a budget of \$5,000.

Which of the following digital communication technologies are appropriate to use for the bakery client? Select all that apply.

- Big data – complex and complete market and customer insight data and new forecasting methods
- Establishing or upgrading the website with responsive design for use on mobile devices
- SEO strategies to ensure the website appears in a prominent place on search engine results
- Establishing and monitoring social media platforms such as Facebook and Twitter
- Wearables such as trackers, watches and augmented reality
- Internet of Things – sources of data and tracking through smart household products
- Marketing automation by creating personalised email and text messages to subscribed customers
- Conversion rate optimisation to improve website visits for customers, and improve the ratio of visits to sales
- Social media customer care to directly interact with customers
- Online PR using social media to directly target audiences

### Question 2

The bakery pays \$1,000 to Google AdWords and these ads generate 15,000 clicks on the pay-per-click advertisement. Calculate the cost per click (CPC).

### Question 3

The bakery spends a total of \$4,000 on the marketing campaign and gains 100 new customers. Calculate the cost to acquire a customer (CAC).

# 3B

## Scope the impact of new and alternative technologies on the industry

*The accelerated push that technology provides to the marketing communications industry is getting stronger and more powerful.*

Digital marketing and communications personnel are expected to know the extent of what is trending both locally and globally in terms of technology, news and developments relevant to marketing.

People involved in the marketing industry must investigate and understand where consumers are focusing their attention, and what is leading them to particular technologies and trends. Focusing on this information provides an advantage as customer preferences can be incorporated into marketing campaigns.

Staff in the industry must also scope the impacts of new technologies, and have the mathematical skills to interpret data and statistical information so they can monitor the changes and impact digital technologies are having in society.

### Assess the impact of new and alternative technologies

*Businesses need to assess new and alternative technologies that are likely to have the greatest impact on what they do.*

They need to know what is working, what may work, and whether they should adopt a new technology themselves (and when).

In marketing, just like other areas of business, it is easy to get left behind when new trends hit the market, and very difficult to catch up again.

Here is a summary of technologies and the impact they can have on marketing communications businesses.



#### Content marketing

Measuring the effectiveness of different blends of content being used. Interactive apps are likely to drive content marketing, which will affect most businesses.

#### Big data

Using customer data and analytics will continue to drive personalisation on websites. Software programs are used to analyse customer behaviour and characteristics. This will affect market research and target marketing.

#### Automation

Creating automated emails and website personalisation, and using software to generate messages to customers will affect all marketing.

### Mobile marketing

Including advertising, site development and apps. This will continue to develop, provided it justifies investment.

### Social media marketing

Twitter and Facebook are in decline in most western countries; however, Snapchat, Instagram and Pinterest are growing. This will impact on the spending and focus of social media marketing.

### Internet of Things

It is predicted that by 2020 there will be approximately 75 billion connected devices. This will have a huge impact on data sharing. Retail marketing and others will be affected.

For more information, go to <http://aspirelr.link/internet-connectivity-2020>

### Wearables

Wearables are a very hot consumer area, and continued development will have a huge impact on marketing. Businesses will be able to geo-target customers and direct marketing opportunities to customers when they enter specific areas. Marketing content will need to be short and conducive to verbal communication.

## Social media trends

*Social media marketing is one of the most dynamic areas of marketing.*

Current trends in social media include:

- Increased video – by 2020 it is predicted that 80 per cent of consumer internet traffic on social media will be video. Over 70 per cent of businesses already use video for marketing purposes. Every day 500 million Facebook users watch videos. The first 10 seconds of a video advertisement are the most important to prevent consumers clicking off.
- Chatbots – these are being used on social media platforms. Chatbots allow real-time customer interaction. These days, many consumers prefer electronic media compared to the telephone for customer support. Chatbots offer 24/7 customer care cover.
- Mobile users – there are over 2 billion smartphone users worldwide. Mobile-only apps such as Instagram and Snapchat are a growing trend.



## How to stay on top of trends

*It is not an easy task to keep track of developments and trends in technology.*

There is no single place to keep up to date or to find out the impact of these developments, so it is best to use a wide range of different information sources.

Here are some information sources you can use.

### **News sites**

- <http://aspirelr.link/crn-australia>
- <http://aspirelr.link/marketing-mag>
- <http://aspirelr.link/news-australia-technology>
- <http://aspirelr.link/the-age-technology>
- <http://aspirelr.link/the-australian-technology>
- <http://aspirelr.link/the-guardian-technology>

### **Blogs**

- <http://aspirelr.link/cmo-blog>
- <http://aspirelr.link/digital-buzz-blog>
- <http://aspirelr.link/gizmodo>
- <http://aspirelr.link/mumbrella>
- <http://aspirelr.link/reckoner>

### **Company sites**

- <http://aspirelr.link/living-online-marketing-trends-2016>
- <http://aspirelr.link/signal-digital-ad-spend-trends>
- <http://aspirelr.link/smm-australia>

### **Social media**

- <http://aspirelr.link/aasm>

### **Networks**

- <http://aspirelr.link/australian-marketing-news>
- <http://aspirelr.link/linkedin-ami>

### **Seminars, conferences and exhibitions**

- <http://aspirelr.link/marketing-australia-seminars>
- <http://aspirelr.link/tech-in-gov>

### **Training**

- <http://aspirelr.link/ami>
- <http://aspirelr.link/online-study-smm>

## Measure the impact of new processes and approaches

### *New doesn't necessarily mean better.*

Here are two examples that show how different consumer groups have specific preferences that always need to be considered.

#### **Example 1: Tourism**

In 2016, Carl Mclean (OMD Australia) and Carolyn Childs (MyTravelResearch.com) explained to tourism marketing specialists that two key audience targets preferred very different marketing approaches.

Two of the most important tourist groups for Australia were Australians themselves and Chinese travel consumers. One preferred social media recommendations and the other online ads and mobile apps:

- Chinese consumers clicked on ads 54 per cent of the time, Australians only 34 per cent.
- Travel apps were considered very valuable to 73 per cent of Chinese consumers, but only 36 per cent of Australians used them.
- Australians tended to be influenced by social media posts by friends and family. They were more likely to visit somewhere in Australia that received positive comments. Chinese consumers, with restricted access to social media, had to rely on different data sources.

This example goes to prove that a single marketing approach and a single way of measuring effectiveness does not work. Each element of the marketing campaign needs to be looked at separately using different objectives.

#### **Example 2: Supermarkets**

In 2016, a study looked at how many times supermarket giants Woolworths, Coles and Aldi were discussed on social media across Australia.

The results found that Coles featured 3,476 times, Woolworths 3,156 times and Aldi 902 times. At the time Coles had over 1 million Facebook likes, Woolworths nearly 900,000 and Aldi 365,000.

If the three businesses were to invest in social media advertising in proportion to their likes, it might seem like Woolworths would have a better result than Coles from a first look at the figures.

Let's see how to calculate it:

- Assume that it costs \$0.05 to attract each like.
- Assume that every positive comment on social media generates \$30.98 of sales.

#### **Coles**

Cost of Facebook likes:  $1,000,000 \times \$0.05 = \$50,000$

Sales generated from positive comments:  $3,476 \times \$30.98 = \$107,686.48$

#### **Woolworths**

Cost of Facebook likes:  $900,000 \times \$0.05 = \$45,000$

Sales generated from positive comments:  $3,156 \times \$30.98 = \$97,772.88$

#### **Aldi**

Cost of Facebook likes:  $365,000 \times \$0.05 = \$18,250$

Sales generated from positive comments:  $902 \times \$30.98 = \$23,943.96$

From these figures, Coles only spent \$5,000 more than Woolworths to generate nearly \$10,000 more in sales. Aldi spent less than half of what Coles and Woolworths spent, and generated less than a quarter of their sales revenue.



## Summary

- The marketing communication industry will continue to inform, connect, market and sell services to the target audience.
- Any employee in this industry needs to keep up to date with technological developments so they can do their best possible job using current information.
- The marketing communication industry is continually changing, and the advent and use of the internet and other forms of digital media have had a huge impact on marketing. Over time, the trends and development have been called e-marketing, Internet marketing or web marketing. Today, they are best known as digital marketing.
- Any list of digital communication types and trends will soon be out of date, due to the advancements in communications technology. Some trends and ideas take a longer to catch on than others, and some end up being overtaken by something better before they are used across the industry.
- All marketing campaigns, whether digital or not, must have very clear objectives that set out the expectations of the business.
- The widespread use of digital devices means that technology must be considered in the development and choice of marketing methods.
- Digital marketing and communications personnel are expected to know the extent of what is trending both locally and globally in terms of technology, news and developments relevant to marketing.
- Businesses need to assess new and alternative technologies that are likely to have the greatest impact on what they do. They need to know what is working, what may work and whether they should adopt a new technology themselves (and when).
- There is no single place to keep up to date or to find out the impact of these developments; use a range of information sources.



## Learning checkpoint 3

Click icon to download this in Word format

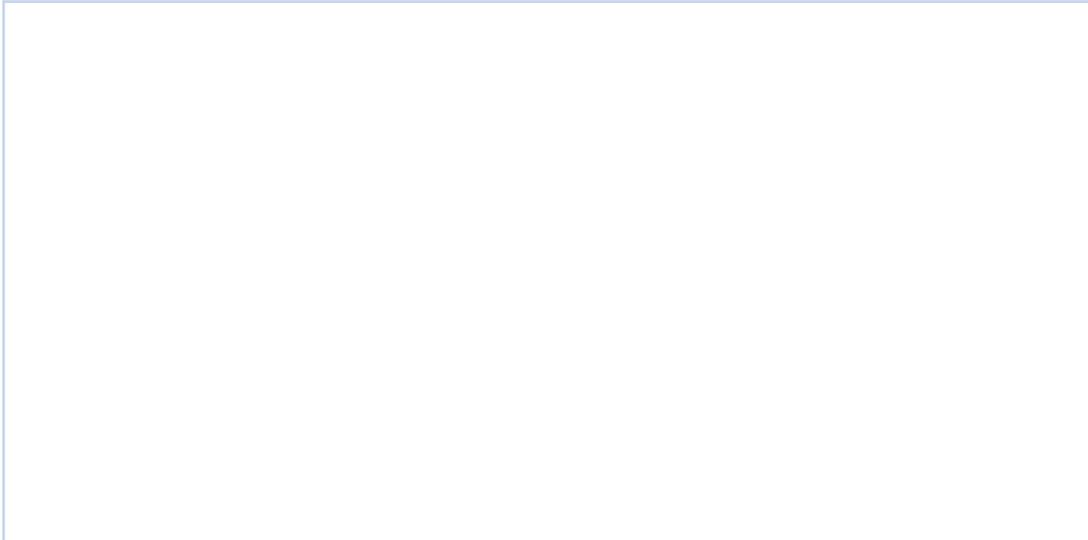
This learning checkpoint allows you to review your skills and knowledge in identifying future trends in the marketing communication industry.

1. Why is it important to research developments for marketing communication within digital communications technology?

2. List **three** examples of different digital communications technologies, platforms and devices. Identify the relative impact of the technologies on the industry and typical work activities.

3. Imagine a cafe pays \$800 for Google AdWords to increase the click rate on their website. Once analysed, the cafe finds that the AdWords generated 20,000 clicks on the pay-per-click advertisement.

Calculate the cost per click (CPC).





## Topic 4

### Update industry knowledge

*Understanding current and future trends is key to excelling in the marketing communications industry.*

Marketers study current trends to help them predict future trends, and open up more business prospects. Trends can be incorporated into business plans so staff can be trained to use them at work.

In this topic you will learn how to:

- 4A Conduct research to update industry knowledge
- 4B Share updated knowledge with clients and colleagues
- 4C Apply updated knowledge to work role

# 4A

## Conduct research to update industry knowledge

***Staying up to date and sharing knowledge allows you to know when issues and challenges arise, and come up with solutions to overcome these issues.***

To understand marketing issues, staff need to monitor evolving marketing technologies, the buying habits of customers and the latest search engine algorithms. Studying or predicting issues enables a business to build and maintain the capabilities and acumen of staff to cope with and adapt to change successfully.

Everyone working in the marketing communication industry needs to keep abreast of technology changes, current issues and trends, and be able to communicate and apply these to work tasks and functions. By doing this, staff can better predict and adapt to changes, and have new ideas to push forward.

Staying up to date can be easy if you take some simple steps:

1. Decide what you need to know.
2. Identify where you will find it (e.g. news pages, blogs and social media).
3. Set up a regular monitoring schedule (decide how often you will look at sources).
4. Determine how to remember the information and who to share it with.

You can share information formally or informally. Formal situations include conducting research and writing a report or attending a meeting. Each person attending the meeting will be given an opportunity to contribute. However, sharing usually takes place in an informal setting; for example, chatting during a work break or socialising after work.



## Conduct formal research

***Formal research usually begins by deciding on the objective and scope of the research.***

Formal research helps to determine what will be researched, the limits of the research and why it is being conducted. Usually, the research has a purpose – to answer a question, find out why something happens, what the best way to deal with a situation is, or what people think about a certain topic or issue.

When collecting information, you need to be aware of the type of data you need as this will determine how you can collect it.



Here are some key types of data.

### Primary data

Primary data is information that is new and fresh. It has never been used before, and is collected specifically for research, such as collecting daily data over a period of time on the number of site visitors and pages visited on a site.

For primary data, 'field research' is the usual method. Identify where the data can be found and then determine the best way to collect it. You may need to carry out street surveys, send out questionnaires, interview people, observe them, interact with them or talk to them on the phone.

### Secondary data

Secondary data is information that has already been collected and used by someone else; for example, statistics on a particular industry that have been collected and presented in a government report.

For secondary data, 'desk research' is usually the way forward. Identify where the data can be found and then investigate it to see if it can answer the questions you have set yourself.

### Quantitative data

Quantitative data is largely numerical; it is facts and figures. For example, the number of Western Australians aged 18–25 with smartphones, or how many people use the Melbourne tram system each day. Quantitative data tends to be large-scale and general with little detail.

Secondary quantitative data is found in databases, libraries and other sources.

### Qualitative data

Qualitative data is in-depth data from individuals, such as opinions, views and ideas. Qualitative data may focus on expert opinion, or may be based on the views of specific types of customers; for example, mothers in Brisbane who are home owners and have a four-wheel drive.

This type of data usually needs to be researched from scratch.

## Conduct informal research

*Informal research means taking advantage of situations as they arise to discover new information.*

Informal research tends to be a continuous process and may not have a defined end. Informal does not mean that the research is unplanned or that it has no particular purpose; it is just a different way of researching. It usually has an objective, such as finding out about the latest developments in digital marketing or why a particular business uses a certain style of marketing campaign. However, informal research often opens the door to a new objective and new set of questions.



As with formal research, you should have a clear objective for the research; decide on your methods and how to use the results. Note that it usually takes longer to collect information for informal research.

Social networking sites have simplified the whole process of conducting informal research as they allow individuals to share ideas and knowledge without actually having to be face to face. It is possible to interact with people in remote locations in real time.

There are plenty of situations when you can conduct informal research, such as:

- Meet with individuals and groups at conferences, events, trade shows and exhibitions.
- Talk one-on-one with colleagues who have a special interest or understanding of the topic.
- Network with individuals and groups who work in a particular marketing area.
- Join online forums for marketing professionals.
- Ask questions when you see or hear something relevant to your research.

Watch this video about conducting informal market research.



## Monitor current issues of concern to the industry

*There are numerous online articles that discuss current issues of concern in the marketing communications industry.*

In a world where digital technology is changing rapidly, and customers have increased choice and less time to engage, marketing departments must deliver valuable customer experiences to ensure return on investment (ROI).

The marketing and communications industry currently faces many challenges, including:

- attracting skilled and innovative marketing talent to the business
- increasing levels of shared communication between customers and businesses
- ensuring marketing content is current and engaging
- determining which digital technologies best suit the business and customers
- managing websites
- targeting content for an international audience
- knowing where to focus efforts and budget now and in the future
- training current staff or hiring new talent capable of managing these challenges.

If you constantly research issues and trends in the industry, you will be ready for changes and improvements that could affect you and the business. You may also be required to report on emerging trends and opportunities that may give your business a competitive edge.

## Identify and monitor issues of concern

*You need to know what the issue is, then take steps to investigate it.*

Most research falls into one of two categories:

- You need to find out about a potential problem or opportunity that you have not considered before.
- You have identified the problem or opportunity already and now you need to know what to do about it.

Let's look at three potential issues of concern, what needs to be investigated and the information sources.

### Competitors' activities

Information needed:

- Products or services
- How they market to customers
- Prices charged
- Distribution and delivery
- Customer loyalty programs
- After-sales services
- Brand and design values
- Staff numbers
- Calibre of staff
- Use of IT
- Media activities

Information sources:

- Online searches
- Newspapers and media
- Exhibitions and events
- Suppliers
- Customers
- Competitor websites and brochures
- Former employees



**Developments in technology and new marketing techniques**

Information needed:

- Technology being developed
- Likely timescale before release
- Use of technology by others
- Relevance of technology to your operations
- Advantages and disadvantages
- Whether something better is being developed

Information sources:

- Marketing media
- Online searches
- Blogs
- Developers' websites
- Industry experts

**Keeping up with relevant skills**

Information needed:

- Likely new trends in skills requirements
- Regular updates in core skills
- New skills that need to be understood
- Technology impact on skills
- Skills that can improve performance
- Training opportunities and costs
- Training types, locations and qualifications

Information sources:

- Marketing media
- Online searches
- Blogs
- Industry experts
- Training providers
- Qualification bodies

Example

## Conducting research to update industry knowledge

John is a senior marketing executive at a travel and tourism company in Sydney. He directly reports to Deidre, head of marketing. Deidre wants some specific information on travel locations in Australia so she can put together a marketing plan for a travel insurance client.

John breaks down the research needed to prepare a report into four broad categories:

- customer knowledge
- market knowledge
- latest trends in travel such as Airbnb and ecotravel
- knowledge of trade exhibitions.

He coordinates with the social media marketing team to carry out an online survey on the average budget Australians allocate for family holidays. John then requests that the public relations team collates media reports on the top 10 holiday destinations in Australia. He checks for new blog postings that may have some relevance in terms of new trends. Lastly, he researches the tourism exhibitions scheduled to take place throughout the year.

John then compiles the information gathered, and presents the research to his manager and the team. The report states the locations that the business should target. It also details:

- the cost of the travel package to ensure the price is competitive
- the latest trends in the Australian travel industry
- the events where they can promote the campaign.





## Practice task 11

Click icon to complete interactive version

### Question 1

Why is it important to conduct research to continually update your industry knowledge?

### Question 2

List the **four** types of data that you would use when undertaking formal research and briefly explain each type.

### Question 3

List **two** ways you could conduct informal research.

### Question 4

Monitoring issues of concern in the industry requires a business to build and maintain the capabilities of staff to cope with change.

Provide an example of a current issue and discuss the business or staff capabilities needed to adapt to the issue.

## 4B Share updated knowledge with clients and colleagues

*Sharing knowledge and expertise between departments creates a wider awareness of the tasks and skills of others.*

Sharing knowledge connects departments and encourages teamwork, which generates a positive work culture. Knowledge-sharing is a great way to stimulate ideas and allow employees to have better access to the information they require to complete their work. Sharing knowledge with clients can also provide these key stakeholders with an explanation and rationale for the marketing plan, and update them on the progress of projects.



Here are some other advantages of sharing knowledge.

### **Creates awareness and facilitates decision-making**

If knowledge is shared openly, an employee is more likely to be involved and understand how their role fits into the wider organisation. This helps to achieve better results for the company, the clients and for the employee.

Marketing communications is a complex industry that requires several specialists to work closely together and support each other's functions and needs.

### **Provides a solution and improves response time**

Teams need guidance from someone who has dealt with similar situations before. Knowing who to go to in such situations improves the team's response time.

Individuals with a marketing specialty are vital to ensuring that the right decisions are being made in a timely manner. Marketing communications operate within very tight deadlines and decisions need to be made quickly in most cases.

### **Increases coordination**

Knowledge-sharing breaks barriers. When sharing ideas, a team can agree on a particular approach, which may increase work efficiency.

Teamwork in marketing communications is essential, as teams rely on the ability of each member to do their part in the most efficient and effective manner possible.

**Incorporates new ideas at work**

No business can afford to become outdated due to lack of knowledge about the latest technological, marketing or communication trends. While each department constantly studies their competitors, a collaborated workshop for knowledge-sharing helps to generate new ideas for how to outdo competitors.

Marketing communications is an industry that never stops developing and changing. A thorough understanding of your market, competition, clients and customers is essential for success.

**Commercial in confidence**

Sharing information with others in an organisation is unlikely to result in sensitive information being shared which may damage another party's commercial interests. When updating and sharing information with clients, care needs to be taken to not share any information that is intellectual property belonging to another client.

Confidentiality is often a key to marketing success. Marketing teams will be working on products and services that have not yet been released into the market. Competitors would gain a major advantage if sensitive information was leaked.

## How to share knowledge

*Each time you share information with others, you need to choose the most appropriate channel.*

You need to gain the attention of the recipient and present the information in a way they understand that is relevant to them.

Here are some ways you can share knowledge, how these methods can be used and the advantages and disadvantages of each method.



| Channel type            | Examples                          | Ideal use                                 | Advantages                             | Disadvantages   |
|-------------------------|-----------------------------------|---|--|---|
| One to many recipients  | Press releases<br>Memos<br>Emails | Updating a large group of people          | Can reach many people at the same time | May not be relevant to all<br>Difficult to know if it is read |
| One to a few recipients | Team meeting<br>Emails            | Informing or updating on a specific issue | More personal and direct               | May be lost among other information                           |

| Channel type                   | Examples   | Ideal use   | Advantages   | Disadvantages   |
|--------------------------------|--|---|--|---|
| Discussion                     | <ul style="list-style-type: none"> <li>Informal group discussions</li> </ul>   | <ul style="list-style-type: none"> <li>Solving problems</li> <li>Making decisions</li> <li>Deciding on strategy</li> <li>Allocating work</li> </ul>                             | <ul style="list-style-type: none"> <li>Good for resolving misunderstandings</li> </ul>   | <ul style="list-style-type: none"> <li>Can be time consuming</li> <li>Relies on good verbal communication</li> </ul>                |
| Mobile or social media updates | <ul style="list-style-type: none"> <li>Blogs</li> <li>Intranet</li> <li>Social media accounts</li> <li>Company Facebook account</li> <li>Twitter</li> <li>Discussion forums</li> <li>Facebook</li> </ul> | <ul style="list-style-type: none"> <li>Providing important updates and alerts</li> <li>Asking for ideas and responses</li> <li>Creating conversations on information</li> </ul> | <ul style="list-style-type: none"> <li>Easy to access</li> <li>Easy to track who has viewed information</li> <li>Creates participation and engagement</li> </ul> | <ul style="list-style-type: none"> <li>May be accessed by others</li> <li>Little control over the contribution of others</li> </ul> |
| Many to many recipients        | <ul style="list-style-type: none"> <li>Sharing information with customers, suppliers and other employees</li> </ul>  | <ul style="list-style-type: none"> <li>Sending out vital information and updates that affect all groups</li> </ul>  | <ul style="list-style-type: none"> <li>Seen as official news and may be trusted</li> </ul>   | <ul style="list-style-type: none"> <li>Takes time and has to compete with all other information being sent out by others</li> </ul> |

## Prepare to share knowledge and present information

*As there are many different options for sharing and presenting information, it is a good idea to prepare before doing so.*

You don't want to forget a vital piece of information or tell the recipient the wrong information.

Here are some ideas of what can be done to get it right.

### Analyse your audience

- Know your audience and understand why they are interested in your presentation.

### Select a theme

- Have a central idea, product, service or process.

**Define your presentation objective**

- Think the idea through and consider all possible outcomes.
- The objective should specify exactly what you want your audience to learn from your presentation.
- A presentation objective keeps you focused as you research and develop your presentation content.

**Prepare the content**

- Determine how much information you can present in the time allocated.
- Prepare a presentation with the right level of detail.
- Write an introduction, body and conclusion.
- Use current data and facts to illustrate and support your ideas.
- Provide a variety of information to maintain focus and engagement throughout your presentation.
- Summarise and present data and statistical information using clear diagrams and tables.

**Select a presentation method**

- Select a communication method that is appropriate and meets the needs of the audience.
- Identify the visual aids, tools and technology you could use to enhance your presentation.
- Select an appropriate venue.

**Practise delivering the presentation**

- Practise the presentation to improve your communication style.
- Decide how you want to deliver the information and what aids you may need.
- Develop a list of questions that may be asked during the presentation and be prepared to answer them.

**Evaluate your performance**

- After the presentation, provide the participants with an opportunity to review the session.
- Ask questions to see if the information you presented was useful.

## Informal ways of using and sharing information

*The information you share needs to be appropriate and relevant.*

To use and share information you can:

- share email addresses and phone numbers (with permission)
- set up team members as a group contact on email or a social media group
- set up a message board or wiki
- agree to schedule meetings to share information and update one another (these can be outside of usual working hours)
- time meetings to allow most people to attend – meetings need to be flexible and convenient
- use text alerts with links.



## Encourage informal information sharing

*Businesses in the marketing communications industry understand the value of encouraging people to share information.*

Often, marketing companies are at the forefront of making information sharing easier.

The main steps they may take to do so include the following.

### Designing office space to encourage conversations

- Set up coffee stations around the office to bring people together.
- Set up tables and chairs around the office for informal meetings.

#### Things to consider:

Fast-food outlets are deliberately uncomfortable and packed; they want to discourage conversation as they want you to eat and leave.

### Encouraging different types of knowledge sharing

- Arrange weekly face-to-face informal information sharing meetings.
- Arrange a regular Friday afternoon happy hour or group chat in a coffee shop.

#### Things to consider:

Not everyone can do presentations in front of people, use IT to make engaging graphics or write interesting documents.

### Rewarding knowledge sharing

- Give small prizes to team members who collaborate well and share information.
- Give bonuses to team members who identify and share really valuable information.

#### Things to consider:

People like being rewarded and recognised for making a valuable contribution.

### Improving training and induction

Encourage new employees to contribute and share.

Train existing employees to do the same.

**Things to consider:**

If people are encouraged to share information and realise it is part of their job, they are more likely to do it.

## Example

### Sharing information via different communication methods

Clive is the owner of a local food delivery business. He is excited about a recent article about the business in the local newspaper. Clive decides to share the article on the company's webpage and Facebook page. He thinks this will allow for positive feedback from existing customers, increase local engagement and entice new customers to try the service.

Clive's plan goes well until disgruntled customers start posting comments about the food being cold on delivery, incorrect orders, long delays and inefficient delivery drivers. The Facebook page now shows hundreds of negative reviews about the business! People reading the negative comments are also adding their own comments, so the negative reviews are listing higher than any positive reviews.

Clive hadn't expected this to happen. He realised too late that he can't control what the Facebook users are posting and has to dedicate two staff members to answer the complaints and placate angry customers. Clive now knows he should have thought his communication methods through and perhaps discussed this method with his staff before making his decision.





## Practice task 12

Click icon to complete interactive version

Check your understanding of sharing updated knowledge with clients and colleagues.  
Read the following statements and select yes or no for each one.

### Question 1

My boss told me that I need to present my research findings to the team. She believes knowledge should be shared to stimulate innovation and challenge the staff.

Is this an appropriate way of sharing knowledge?

\* Yes

\* No

### Question 2

Sharing new ideas and information with others is a great way of generating conversation and debate. Is this right?

\* Yes

\* No

### Question 3

I don't have time to plan any questions for our meeting, but I think I know what I need to ask. Is this OK?

\* Yes

\* No

### Question 4

My report is quite lengthy with lots of data and figures. I will ask my colleague to read it before I submit it to the client. Is this a good idea?

\* Yes

\* No

## Question 5

Read each of the steps for sharing knowledge and presenting information to others. Number the steps in the correct order from 1-7.

- Select a theme.
- Prepare the content.
- Analyse your audience.
- Select the presentation method.
- Evaluate your performance.
- Define the presentation objectives.
- Practise delivering the presentation.

## 4C Apply updated knowledge to work role

*Knowing what is happening in the marketing communications industry can have a positive impact on your career in the industry.*

As discussed earlier, one of the main issues affecting the industry is sourcing and retaining skilled and knowledgeable individuals for marketing roles. By staying up to date with industry trends and developments, you become a valued employee.

You can use your knowledge of trends and new developments in the industry to do the following.

### **Develop a specialty**

Show that you are interested and have a good understanding of a particular type of marketing by keeping up to date with developments.

### **Contribute to meetings**

Be able to comment on particular approaches to marketing and show that you should be consulted or included in decision-making regarding that trend or development.

### **Provide proof**

If a marketing trend is being considered, you can provide some up-to-date facts and figures that prove the approach either works or does not.

You can also comment on which types of businesses find that this development works in an ideal way for them.

## Apply information about future trends to your work role

*Knowledge of future trends can affect your current job role and the future of the business.*

An employee who has the skills and knowledge to identify, research and apply new information to current marketing communications activities is highly valued.

The trick with new trends is to try to understand them and then to apply them to your particular situation, your business or your client's business.



Here are some examples of future trends and how you could apply them to your work role.

### **In-store marketing**

80 per cent of millennials use their smartphone in-store. The relationship between physical and online sales is narrowing.

**Application:**

Use apps to engage customers with unique in-store experiences. Show them special offers on their smartphones as they walk through the store.

### **Live video**

Online video accounts for a huge percentage of mobile traffic, particularly in social media.

**Application:**

Periscope and Facebook Live offer brands the chance to live stream videos to their customers.

### **Time-limited social content**

Snapchat gives customers a very limited time to read brand content before it disappears, creating a sense of urgency to make a purchasing decision.

**Application:**

With so much marketing content, limiting the time it can be accessed makes it more urgent and exciting. Instagram now offers the same feature.

### **Wearable mobile devices**

The mobile wearable market is worth over \$5 billion and is growing.

**Application:**

Make some simple changes to websites to allow wearable devices to access them.

### **Interactive content**

Interactive content is twice as likely to convert a website visit into a sale compared to static content.

**Application:**

Create online reviews, chances to answer questions, make choices and explore scenarios.

Example

## Applying knowledge about trends to your work role

Ken is the marketing manager at his company. His team is supposed to be launching a new service next month. He thinks to himself, 'We haven't even got 5,000 Facebook fans and our Twitter account only has 2,000 followers. How are we supposed to let anyone know what we're doing?'

He is short on ideas and knows they have a very limited budget. Luckily, Tina, the junior marketing assistant, has been to a digital technology conference the week before, and is full of ideas.

Tina tells Ken excitedly, 'BuzzFeed recently live streamed two people trying to explode a watermelon using rubber bands. Over 11 million people have watched it. Twitter, YouTube, Instagram and Facebook all allow you to stream live video. It's simple, cheap and really effective. We just need to come up with something that will grab people's attention and keep them watching.'

'Great idea, Tina!' says Ken. He likes the fact she always keeps him up to date with the latest trends.

'We can use big data too,' adds Tina.

'What's that for?' asks Ken, who is out of touch with the latest developments.

'We can use it to personalise customer experiences and marketing,' answers Tina. 'You know how Netflix, Spotify and Amazon personalise what appears on customers' interface screens? We can do the same. It's the way marketing is going.'

Tina is right. Three months later, live video streaming has increased the business's Facebook fans to just over 50,000. The Twitter account now also has 13,000 followers. The new service launch has been a huge success.





## Practice task 13

Click icon to complete interactive version

### Question 1

Explain how you would apply one of the following future trend technologies to your work role:

- In-store marketing apps
- Live video
- Time-limited social content
- Wearable mobile devices
- Interactive content

### Question 2

Describe a time when you were required to apply new or updated knowledge to your everyday work tasks.



## Summary

- Marketers study current trends to help them predict future trends and open up more business prospects. Trends can be incorporated into business plans so staff can be trained to use them at work.
- To understand marketing issues, staff need to monitor evolving marketing technologies, the buying habits of customers and the latest search engine algorithms. Studying or predicting issues enables a business to build and maintain the capabilities and acumen of staff to cope with and adapt successfully to change.
- Formal research helps to determine what will be researched, the limits of the research and why it is being collected.
- Informal research tends to be a continuous process, and each part of the research opens the door to a new objective and set of questions. Informal does not mean that the research is unplanned or that it has no particular purpose, it is just a different way of researching.
- In a world where digital technology is changing rapidly and where customers have increasing power of choice and less time to engage, marketing departments must deliver valuable customer experiences to ensure return on investment.
- Sharing knowledge connects departments and encourages teamwork. The capabilities of different technologies can be shared, which generates a positive work culture. Knowledge-sharing is a great way to stimulate ideas and allow employees to have better access to the information they require to complete their work.
- Each time you share information with others, you need to choose the most appropriate channel. The most important things to remember is that you need to gain the attention of the recipient and present the information in a way they understand and is relevant to them.
- When you share information, it needs to be appropriate and relevant.
- Knowing what is happening in the marketing communications industry can have a positive impact on your career. One of the main issues affecting the marketing and communications industry is sourcing and retaining skilled and knowledgeable individuals for marketing roles.
- Knowledge of future trends can affect your current job role and the future of the business. An employee who has the skills and knowledge to identify, research and apply new information to current marketing communications activities is highly valued.



## Learning checkpoint 4

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This learning checkpoint allows you to review your skills and knowledge in updating and monitoring knowledge and issues of the industry. It also involves applying and sharing knowledge of everyday work activities.

1. Why is it important to monitor and conduct research to update your general knowledge of the industry?

2. Why is it important to share updated knowledge with clients and colleagues?

3. List at least **three** skills that employees need to update regularly to ensure success in their work role and job responsibilities.

4. List **two** examples of current issues and/or trends that affect the marketing communications industry. Why is it important to continuously access and apply this information at work?