

Video Lecture 7 *(with slides)*

Marketing Plan

Fitness in Business

LECTURE

7

Hello, and welcome to Video 7

Marketing Plan

Hello, and welcome to your Video Number 7 of Fitness and Business teaching resources. We'll be looking at the Marketing Plan and building on some of the information details that we have and thinking about how we communicate effectively.

So we're looking at:

- Effective communication and the change in environment,
- Definition of promotion,
- Objectives of communication, understanding the elements of the promotional mix,
- Importance of integrated market communications,
- Push and pull strategies.

We're always looking back at the 10 steps of our strategic marketing planning process.

- Mission
- Corporate Objectives
- Marketing Audit
- SWOT Analysis
- Assumptions
- Marketing Objectives and Strategies
- Estimated expected results
- Identifying alternative plans and mixes
- Budget
- 1st year detailed implementation programme

We'll just remind ourselves of some definitions.

- Promotion is communication with individuals, groups or organizations in order to facilitate exchanges by informing and persuading the audience to accept the firm's product.
- Communication is the process of establishing a commonness of thought between sender and receiver.

So we're thinking about our communication objectives. When we put in information, we're looking at:

- Educating and Informing,
- Branding and Image Building,
- Effective Attributes,
- Encouraging Loyalty.

When you see these and then perhaps you see other people's social media elements that they're sending out, are they doing any one of these four elements or is it just self-promotion of the individual? Because often that can be the case.

A really big thing is that if you're doing communication objectives within your marketing, there has to be what we call a **call to action**.

So, for example:

"I'm a personal trainer and I'm offering services in your area. If you are interested, click on the link, pop your details here, send the email to here."

There must be a follow on, even when you're doing your educating and informing. For example:

"Here's an article about how to sleep better. If you're interested in this and you want to know more about how physical activity can support sleep, I'm a personal trainer in your area. Here's my email."

There must be something that they should be doing after seeing one of these areas above. When you see other people's adverts and promotions, think about: does it fall into one of these categories? Is there a call to action?

Communication Process.

Not to get too sidelined, but what we're always thinking about is that if somebody has information, they're **sending** it out, (they're **encoding** it). They're sending a **message in a medium**, it gets **decoded** by the **receiver** and then they might send **feedback** to really understand what it was: the initial intention of the message being sent. Obviously we have **noise and distractions** affecting this process and affecting the efficiency of this process. We have issues from the sender. Are they sending information the way that can be decoded by the receiver? And is there an opportunity for feedback? Is there a call for action? If you think about this, you can remove any issues when it comes to the promotions.

Now, we want to talk about your promotional mix and what you're going to use from each one of your promotional mixes.

Advertising.

- One the most visible important tools available to sports marketers,
- Advertising campaigns, whether you're doing a long-term one.
- Benefits and emotions that we're looking to get from our adverts.
- If we can, if we're able to have endorsements.
- And then reviewing the types of advertising when we're:
- Measuring the effectiveness.

Sales Promotions.

- Think out more short-term activities designed to stimulate immediate demand.
- Problem solving. Have we got stock levels, have we got time that we're not utilizing in our schedule, where we could be perhaps putting another business aspect to what we offer?
- Money, goods, services,
- Cost effective. Your target group.
- Types of sale: promotional techniques that you want to utilize as part of your sales promotions.

Sponsorship.

- Sponsorship is the financial or material support of an event, activity person, organization or product by an unrelated organization or donor.
- There will be objectives of the sponsorship.
- And often the reason why sponsorships fail is because people think they can just go to a well-known brand, a well-known business and ask for some money, ask for some support without there being a link between what it is that **you** are doing and what it is that the (sponsoring) **business** is trying to do.

Other Promotional Elements.

- We want to think about public relations - identify and establish and maintain mutual beneficial relationships with various publics on which success depends.
- Personal selling. Personal interaction rather than mass communication is really effective, where you can start to talk to people and action any objections they may have to engaging with your business.
- Direct mail, database management. You've got to manage that so it doesn't become junk mail to the receiver.
- And interactive media, email, webpages - all the promotional elements that you can look to explore.

Communication Strategy.

We've got what we call push strategies that encourage the trade to carry and promote products. They help to achieve distribution coverage, create trade goodwill and partnership. Pull strategies encourage products to be demanded. A combination of push and pull provides greater synergistic effect that can be achieved in the use of either strategy singly.

Pull Strategies.

- When we think about pull strategy, we think about mass media, gorilla advertising,
- Consumer sales promotions,
- Direct mail,
- Use of variations of the internet,
- And which is supported by core brand and message proposition and clear objectives.

Push Strategies.

- We're looking at sales force,
- Trade sales force, and sales promotions,
- Packaging,
- Direct mail,
- Internet events, and
- supported by core brand messaging in a clear position.

Selecting the Promotional Mix.

When we're looking at selecting the promotional mix, we're looking at:

- Our resources, objective policies,
- Characteristics of the target market,
- Characteristics of the product,
- Cost and available ability of promotional methods.

Summary.

- When we think about promotion, we're thinking about communication with individuals, groups or organizations to facilitate exchanges.
- Communication as a sharing of meaning.
- Utilizing elements of the promotional mix.
- The importance of integrating communications to create consistency in your messages.

- Importance of maximizing promotion with both push and strategies.
- And considerations when selecting mixed elements.

