



SUCCESS

Developing a Marketing Communication Strategy

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Developing a Marketing Communication Strategy

- **Communication with stakeholders** is required to
 - promote vision, objectives and future plans;
 - seek sponsorship;
 - select teams;
 - be accountable.
- **Management of communication** requires integrated marketing communication (IMC).

Communication Targets and Objectives

- **Communication targets** are the individuals and organisations with whom you wish to create or reinforce a relationship.
- Communication aims to **change the targets' behaviour** across three dimensions:
 - Cognitive
 - Emotional
 - Behavioural

Relationship With Your Communication Targets

Before deciding how to communicate with stakeholders, decide what **type of relationship** you wish to create:

- Diffusion
- Personalisation
- Social bonding

Communication Tactics and Choice of Media

- **Pull tactics** attract individuals to the OSO.
- **Push tactics** promote the organisation to the market.
- The media you choose depends on the **strategy** of the communication:
 - Quality of the desired relationship
 - Type of tactic
 - Objectives of the communication

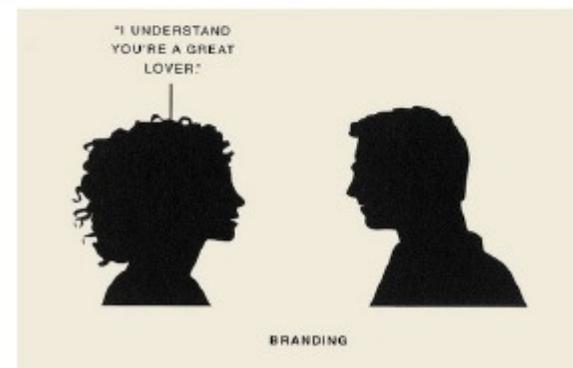
Assessing the Impact of the Communication Strategy

- **Assess** the results of the strategy.
- **Formalise** the strategy in writing and have indicators of success.
- **Adapt** the strategy to your organisation's culture, resources and competences.
- **Ensure** that the strategy is accepted internally.

KEY RECOMMENDATIONS

- Take an integrated approach to marketing communication with stakeholders.
- Be clear about who is the target of your communications.
- Analyse the behaviours of stakeholders in order to determine the best media for communication.
- Take advantage of opportunities for free publicity by developing relationships with key media.
- Evaluate the impact of all communications.

TO SUM IT UP !



<http://www.quicksprout.com/images/marketing-pr-advertising-branding.png>

Discussion Questions

How does your OSO communicate with targets?

What opportunities do you have for communication, and how might it be improved in the future?

Thank you for the attention



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