

Place and promotion Strategies

When we talk about the distribution of channels it says that a way through which commodities (goods and services) are passed until the end-users consume it. As a matter of fact, the channels are from simple to Complex according to the business size in the market. The Channel of distribution involves the organization getting product reach from producer to customer. It is also known as marketing channels or marketing distribution channels or channels of distribution. For any production the prime objective is its consumption, these channels include wholesalers, distributors, agents, and retailers including dealers, brokers, and commission agents.

Marketing channels

There are basically four types of marketing channels:

1. Direct selling.
2. Through intermediation.
3. Dual distribution.
4. reverse channel.

Explanations-

1. Direct selling- This includes party plan, one- on- demonstration, personal contact, and internet sale direct sales mostly use multi-level marketing.

fig.no.1.Direct selling(deltamedia.com)

2. Through intermediation- This includes wholesalers and retailers where they make products available and uses in an indirect way.

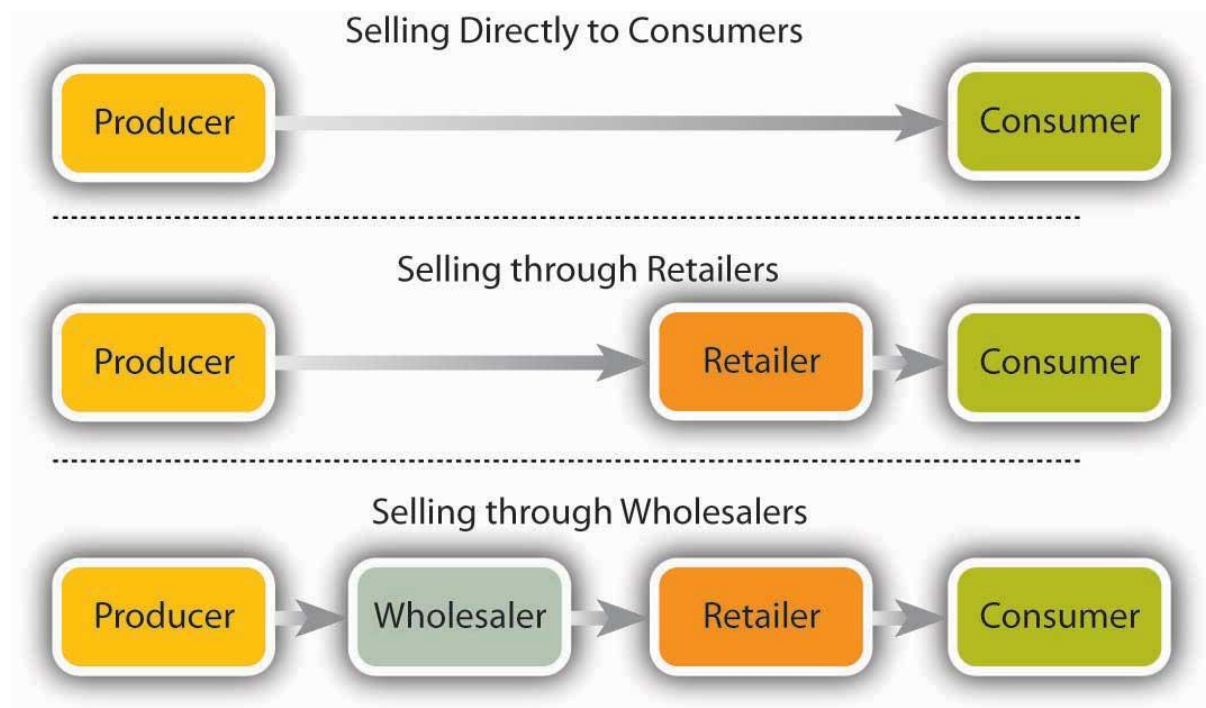
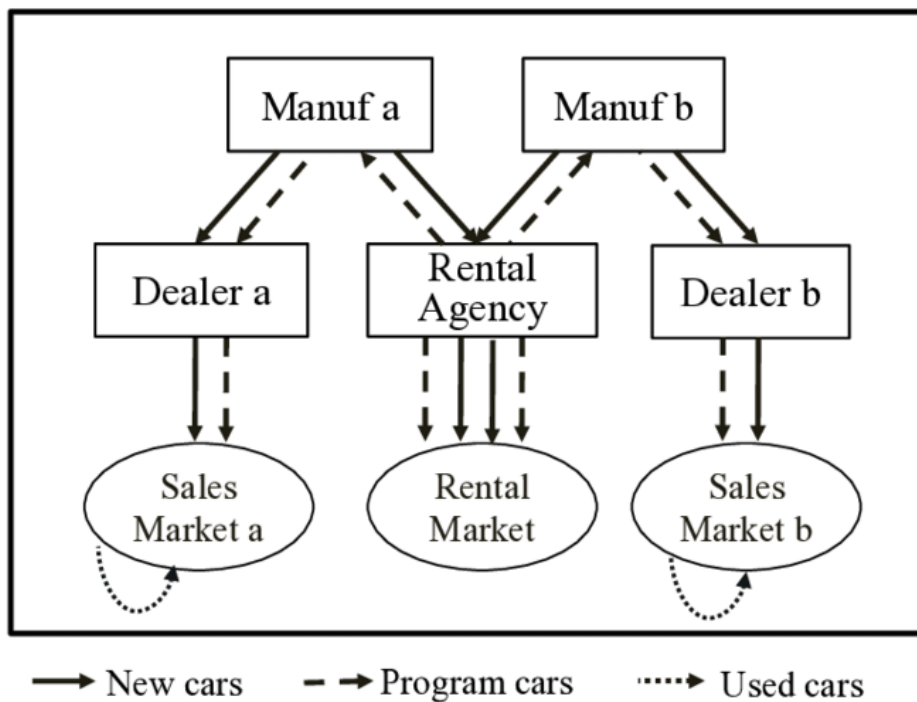
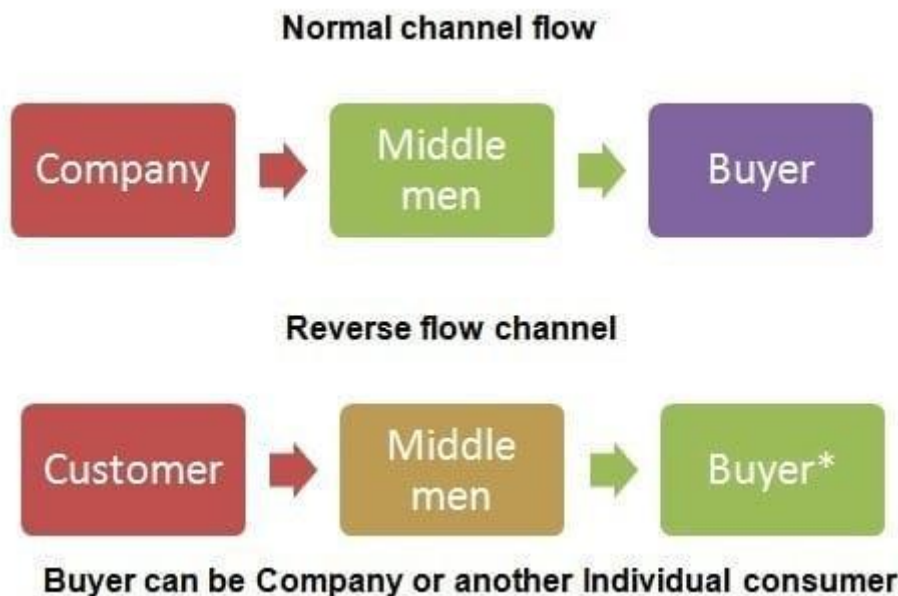


fig.no.2.Through Intermediation(businessstudynotes.com)

3. Dual Distribution- This includes simultaneously practice of making a wide range of marketing platform in a direct and indirect way.



4. Reverse channel- The above three steps have a common thing that is the flow of product from the manufacturer to the end user's this reverse channel due to the help of Technology have made the rivers flow that is from consumer to intermediates to beneficiaries.



The strategic role of marketing channel

The marketing channel plays an important role in order to make and choose the floor of the product in the ever-growing market.

1. Enhance efficiency- A proper system of distributing channels will not be less efficient. In this way, the organization will work.
2. Smooth flow of commodities- This helps in the flow of commodities from creating possession, time, and place utility.
3. Reducing cost- Like the terms and conditions of purchase, sales and payments here this will lead to a reduction in cost during a transaction.
4. Facilitate search- This function is carried forward by the agents where buyers and sellers search for each other for the exchange of commodities.
5. Proximity to consumers- This helps in reducing the burden of the producer as the middlemen are close to the end-users of product which helps to gather the necessary information and reaction.

Working of the supply chain in marketing channel:

Supply chain works as the connection between the producer and the buyer this might include different activities, people, entities, information, and resources. This is an important aspect of the business so it can reduce its cost and manage the time. This also includes product development, marketing, operations, distribution, finance, and customer service. When the supply chain of any company is effective, it helps in decreasing costs and increasing profitability.

Marketing channel design

Definition (1):

Marketing channel design means designing effective marketing channels by analyzing customer needs, setting channel objectives, identifying major channel alternatives, and evaluating those alternatives.

Definition (2):

It refers to those decisions related to the development of new channels for marketing where none has existed before, or to the modification of available or existing channels. **Marketing channel design** decisions include identifying customer needs and wants, specifying constraints and objectives, and recognizing & evaluating alternatives.

The process of **marketing channel design** involves the following steps:

- Recognizing or identifying the requirement for marketing channel design decisions.
- Setting and coordinating distribution objectives.
- Specifying distribution activities.
- Developing alternatives.
- Evaluating relevant alternatives.
- Selecting the best or ideal channel structure.
- Selecting channel members.

Generally, three parties are engaged in **marketing channel design**:

1. Firms i.e. manufacturers, producers, franchisors, and service providers. They look down the marketing channels.
2. Wholesalers- They look down as well as up the marketing channels.
3. Retailers- They look up the marketing channels for securing suppliers.

This channel design and selection is influenced by the following factors:

- The products' nature
- The behaviour of buyers
- The business environment
- Competition
- Organization.

Steps involved in Channel Design

1. Recognizing the need for a channel design decision

Channel design decisions need to be made when there is a change in the business environment or when a company wants to enter a new market.

2. Defining the Channel Flow

The first step in channel design is to define the channel flow. Channel flow is the path that products and services take from the producer to the customer. Channel flow can be direct or indirect.

3. Setting and coordinating distribution objectives

Channel objectives should be aligned with business objectives. Channel objectives can include increasing sales, reaching new customers, and improving customer service.

4. Specifying the distribution tasks

The next step in channel design is to specify the distribution tasks. Distribution tasks are the activities that need to be performed in order to deliver products and services.

5. Developing possible alternative channel structures

Channel alternatives are the different ways that a company can distribute its products and services. Channel alternatives can include direct marketing, selective distribution, and exclusive distribution.

6. Evaluating the variable affecting channel structure

There are several variables that can affect channel structure. These variables include the type of product, the target market, and the distribution channels that are available.

7. Selecting the final channel structure

The final step in channel design is to select the final channel structure. The Channel structure should be aligned with business objectives. Channel structure can be direct or indirect.

8. Selecting the channel members

Channel members are the businesses or individuals who are involved in the distribution of products and services. Channel members can be categorized as upstream or downstream.

9. Implementing and coordinating the channel structure

The final step in channel design is to implement and coordinate the channel structure.

Variables that affect Channel Structure

1. Product Variables

The type of product can affect channel structure. Different product variables include bulk and weight, unit value, perishability, technical versus nontechnical, newness, etc.

2. Market Variables

The target market can also affect channel structure. Some markets require a direct channel, while others can be reached through an indirect channel. Common market variables are market geography, market density, market size, and market behaviour.

3. Company Variables

The size of the company can also affect channel structure. Some companies are too small to support a direct channel, while others may not have the resources to support an indirect channel. Common company variables are size, managerial expertise, financial capacity, and objectives and strategies.

4. Intermediary Variables

The type of intermediary can also affect channel structure. Some intermediaries are more willing to work with a direct channel, while others may prefer an indirect channel. The key intermediary variables related here are availability, services offered, and costs.

5. Environmental Variables

The final variable that can affect channel structure is the environment. The environment includes factors such as government regulations, social trends, and economic conditions. Channel structure should be designed to respond to environmental changes.

Types of Channel Structures

1. Direct Channel

A direct channel is a channel in which the producer sells directly to the customer. Direct channels can be used to reach large markets quickly. The disadvantage of a direct channel is that it can be costly to set up and maintain.

2. Indirect Channel

An indirect channel is a channel in which the producer sells through an intermediary. Indirect channels can be used to reach small markets quickly. The disadvantage of an indirect channel is that it can be difficult to control.

Channel members

1. Upstream Channel Members

Upstream channel members are businesses or individuals who are involved in the production of products and services. Upstream channel members can include suppliers, manufacturers, and wholesalers.

2. Downstream Channel Members

Downstream channel members are businesses or individuals who are involved in the distribution of products and services. Downstream channel members can include retailers, distributors, and dealers.

Approaches you may use to choose the Best Channel Structure:

1. "Characteristics of Goods and Parallel Systems" Approach

According to this approach, the decision on which type of channel structure to use is based on the characteristics of the goods. The Aspin wall model was first developed in the 1950s by Aspin wall.

The main consideration for channel structure selection should be product variables, according to this design. Each item characteristic is labelled with a distinct hue on the spectrum. Different variables involved in this are replacement rate, adjustment, gross margin, time of consumption, searching time, etc.

2. Financial Approach

The financial approach is based on the idea that the best channel structure is the one that minimizes costs and maximizes profits. Channel structures should be evaluated based on their ability to generate revenue and control costs.

3. Transaction Cost Analysis (TCA) Approach

The transaction cost analysis approach is based on the idea that the best channel structure is the one that minimizes transaction costs. Transaction costs can include search costs, information costs, negotiation costs, and monitoring costs.

The crux of TCA is on the expenditures incurred by a corporation in order to complete its distribution operations.

4. Management Science Approaches

Management science approaches to channel structure selection are based on the idea that the best channel structure is the one that maximizes efficiency.

Channel structures should be evaluated based on their ability to optimize resources and minimize waste.

5. Marketing Mix Approach

The marketing mix approach is based on the idea that the best channel structure is the one that maximizes the effectiveness of the marketing mix. Channel structures should be evaluated based on their ability to reach the target market, communicate with the target market, and sell to the target market.

6. Judgmental-Heuristic Approaches

Judgmental-heuristic approaches to channel structure selection are based on the idea that the best channel structure is the one that best meets the needs of the company. Channel structures should be evaluated based on their ability to support the company's business objectives.

Factors to Consider When Selecting Channel Members

1. Compatibility

The channel members should be compatible with each other. They should have similar business philosophies and be able to work together to achieve the objectives of the channel.

2. Capability

The channel members should have the capability to perform their roles in the channel. They should have the necessary resources and skills to support the channel.

3. Commitment

The channel members should be committed to the success of the channel. They should be willing to invest the time and resources necessary to support the channel.

4. Cooperation

The channel members should be willing to cooperate with each other. They should be able to work together to achieve the objectives of the channel.

5. Communication

The channel members should be able to communicate with each other. They should be able to share information and ideas in a way that is clear and concise.

6. Coordination

The channel members should be able to coordinate their activities. They should be able to work together to achieve the objectives of the channel.

What is Channel Management?

Gartner sales glossary defines channel management as a company's engagement activities related to selecting, enabling and compensating indirect channel partners¹. Once the companies go through various channel design decisions, they eventually conclude with a channel strategy.

After the company or the firm chooses a channel system, certain activities are done to ensure that the channel meets its objectives. These activities, in essence, make up the channel management decisions.

Elements that make up the Channel Management Decisions

The following are the important elements which entails the decisions which are to be taken during channel management

I) Selecting Channel Members: Selecting the channel members would be the most crucial decision the manufacturer will take. The channel management decision will be taken keeping the following things in mind:

- a) If the firm's values will be taken to the end consumer by the channel members and thus form the face of the organization itself?
- b) Any backlash the company might incur can be because of a small mistake done by the final channel member, and this would mean loss of reputation.
- c) Characteristics that should be kept in mind while selecting the channel members,
 - Number of years in business- gives an idea of intermediaries' consistence performance.
 - Financial record- gives an idea of their creditworthiness.
 - Service reputation gives a picture of their credibility to carry the brand forward.
 - Location-gives an idea of whether they can meet the sales targets.
 - Growth potential- the growth of intermediary gives an idea of potential growth on that particular channel.
 - Cooperativeness-given an idea of how easy or difficult it would be to perform business with the intermediary.

II) Training of Channel Members: This part of the channel management decision can be looked at it an HR. The marketing aspect of Marketing Channel Strategies. Training the channel members to perpetuate the company's values among the intermediaries effectively will improve performance.

A few methods by which a behavioural change can be brought about among the intermediaries. These are classical influence techniques seen in the HR domain which showcase how higher-ups can use power to bring about change. Types of power are:

Coercive power: Can be used to ascertain authority via force of severe repercussions if not cooperating

Reward power: performance-linked bonuses can be given. If the stick in the above situation didn't work, the carrot here would be bringing about the change.

Legitimate power: source of power from legal provisions. One difference between coercive power and legitimate power would be that in coercive power, one uses forces, but in legitimate power, one reiterates the positions of legal avenues

Expert power: the technical know-how of the product lies with the manufacturer, which can be leveraged to pass on the knowledge to the channel intermediaries.

Based on the situation, any one of the above powers can change channel members to motivate and perform better.

III) Evaluating Channel Members: In chapter three, we spoke of how X responsibilities given to the intermediaries have Z financial implications on the firm. Every channel member should be periodically evaluated to see if the channel of sale is still profitable after the expenses. The parameters to assess the members would be

- Sales attainment quota: if the sales targets are met
- Average inventory levels: will give us an estimation of movement of goods on one particular channel via that specific channel member
- Customer delivery time and costs associated with the return of damaged products on the channel.

IV) Channel Evolution: Channels evolve. we saw that adaptability of the channel should be a prime consideration in channel design decisions. This adaptability is not just due to external factors but also due to internal concerns.

During the channel life cycle, the products reach keeps increasing till the maturity phase is reached. This growth should be predicted to keep the channel delivery load optimal for each stage.

V) Channel Modification decision: While channel evolution is accommodating the natural progression of the product life cycle, channel modification decisions would be to accommodate any unseen changes which might necessitate the robustness in the channel.

VI) Global Channel Consideration: Future chance of expansion will also be in the back of the mind when deciding the channel and further while maintaining the channel

Meaning of Channel Conflict

Channel conflict refers to the dispute, discord and difference among channel partners where one prevents other from attaining their objectives. It is simply a situation in which partners of channel compete against each other or with internal sales department of vendor. Channel conflict results in huge losses for partners as it disturbs their business cycle. These conflicts arise when producer dis intermediate the channel partners like distributors, wholesalers, retailers, sales personnel's etc. by selling its products directly to client. The manufacturers sell their products over the internet or using various general market methods without involving any intermediaries.

Every manufacturing business in order to ensure proper market supply and customer satisfaction must decides its distribution and marketing channel in a right manner. There are number of channel partners and intermediaries which are involved in supply chain of any business. Any type of disturbance or clash among these trading partners will adversely influence the market captivity of business thereby bringing down its overall profitability and growth.

Types of Channel Conflict

There are basically four major classification of channel conflict based on the flow type and parties involved in it: –

1. **Vertical level conflict:** Vertical level conflict is a conflict among the channel partners at different level within the same channel. The member of channel at a higher level enters into dispute with the member at lower level or vice versa. It involves conflict among wholesalers and retailers or retailers and dealers.
2. **Horizontal level conflict:** Horizontal level conflict is simply a dispute in-between channel partners of same level within the same channel. It can be among two or more retailers belonging to distinct region or Stockists on grounds of manufacturer's biases, pricing, promotional schemes, area coverage and target of sales.
3. **Multi-channel level conflict:** This type of conflict arises whenever a manufacturer uses distinct channel for selling off its products. Multi-channel level conflict is a conflict of channel partner belonging to particular channel with the partner of some other channel. It is a dispute among partners of different channels that are participating in common sale for same brand. Example: Suppose if a manufacturer is using 2 channels for selling its products like online channel using website and other one a traditional channel comprising of wholesalers, distributors and retailers. Now, if the product is available at a cheap price on its website as compared to retailer then it will result in multi-channel conflict.
4. **Inter-type channel conflict:** Inter-type channel conflict arises in case of scrambled merchandising. When large retailers challenge the small retailers by entering into a product line which is distinct from their normal product range then it results in conflicts among channel partners.

Causes of Channel Conflict

Various causes for the occurrence of channel conflict can be well-understood from points given below: –

1. **Goal incompatibility:** Incompatibility of goals among different channel partners leads to conflict among them. When these partners such as manufacturer and dealer do not have a same set of objectives then would work in distinct direction thereby resulting in clash. For example, a manufacturer aims at grabbing large market share via offering their products at low prices and generating higher profits in long run. On other hand, the dealer is willing to sell products at higher price for making profits in short run then it will create differences between the two.
2. **Ambiguous roles:** The uncertain acts of channel partners when they do not have a clear picture of their role may cause conflict among the intermediaries. When partners are unaware regarding what they are supposed to do, which pricing policy should be adopted or which market should they cater to then all this uncertainty may disturb the whole distribution channel.
3. **Different market perceptions:** Variations in perception of channel partners related to market conditions may create differences among the intermediaries

thereby hampering the whole business. Perception of manufacturer regarding a potential market and penetration into a particular region may vary from intermediary's perception for same. This will create dispute among them and reduce the interest of intermediaries in capturing that specific market area.

4. **Manufacturer dominance over intermediaries:** All intermediaries like wholesalers, dealers and retailers are hugely dependent upon the manufacturer for carrying out their activities. Whenever manufacturer makes any change in product, its price or marketing activity then it need to implemented by all the intermediaries in the distribution channel. Any change which is unfavourable for the channel partners may results in differences among them.
5. **Change resistant:** Many times, the channel partners within the distribution channel may restrain from adopting the changes. Whenever the channel leader decides to bring any change in distribution channel then the intermediaries may not support it leading to the condition of discord.
6. **Lack of communication:** Lack of efficient communication is one of the major reason responsible for dispute among the channel partners. In case if any of the partner of distribution channel is not informed of changes on right time, it will disturb the process of distribution and leads to disparity. For example, if a retailer needs a stock of products immediately and wholesaler did not communicate him about the availability of time, then it may cause dispute among them.
7. **Marketing mis-alignment:** The mis-alignment of marketing strategies among the channel partners may bring differences between them. When a manufacturer's product is promoted by two-channel partners in a different manner then it may create a varying image of same product in mindsets of consumer.

Consequences of Channel Conflict

The presence of channel conflict may prove quite dangerous for an organization. Some of these outcomes are as discussed below: –

1. **Price war:** There is price war among the intermediaries due to the presence of channel conflict among them. They compete with one another in terms of prices and as result of this customer in search of best deal may defer his/her purchase decision.
2. **Sales deterioration:** Channel conflicts may deteriorate the sales volume of business organizations. These conflicts reduce the interest of distributor in covering large areas for product distribution. It eventually leads to increase in number of customers shifting to products of other competitors in market.
3. **Customer dissatisfaction:** Whenever there is a channel conflict, the retailers and distributors may not pay proper attention towards company's product and also not assist customers in making their purchase decision. This will result in customer's resentment towards the brand.
4. **Poor public relations:** The brand and its products may be negatively publicized by unsatisfied distributors which will have adverse effect on its sale

volume. All this is an outcome of unhealthy public relation of manufacturer with its distributors.

5. **Distributors exit:** It is must for a manufacturer to retain its partners and distributors for enhancing his overall sales. The chances of distributors leaving a channel increases whenever there is a conflict in distribution channel.

Management of Channel Conflict

The channel conflict can be managed in following ways: –

1. **Common goal:** Every channel partner working within the distribution channel must decide a common goal in terms of survival, profit maximization, increased market share, quality level, customer satisfaction etc. Deciding of a single and common goal by all channel partner enables in avoiding any conflicts among them.
2. **Exchanges of employees:** This is one of the best ways of avoiding the channel conflicts within the distribution channel. When employees are swap between different levels of channel then they easily understand the role of each other thereby developing better understanding among them. For example, when two or more persons from a manufacturer level are shifted to a dealer level and from wholesale level to retailer level for a temporary period of time, they easily get to know about the responsibilities of distinct level thereby reducing the role ambiguities.
3. **Trade association:** Establishment of dealer council or trade association is another effective way of overcoming the channel conflicts. The dealer can unanimously put their grievances in front of leader which avoids any dispute. In addition to this, by adding channel partners or intermediaries as a member of trade association working for protecting their interest may bring unity and harmony among them.
4. **Regular communication:** Proper communication network enables channel leader in taking feedback from channel partners on a regular basis. Various formal as well as informal meetings take place that enables in knowing the trends and dynamics of market. Also, the issues and conflicts of channel partners can be easily resolved through frequent interactions.
5. **Fair pricing:** Implementation of fair price policy by business avoids channel conflicts as most of these take place as a result of price war. It must be ensured that products are priced equally in all regions including a fair margin for channel partners associated with trading of those products.
6. **Legal procedure:** The channel partner may utilize legal resources for resolving their conflicts in case it cannot be handled by their channel leader. The aggrieved party in case of critical and uncontrollable conflicts can take a legal action against the accused party by filling a law suit.
7. **Co-optation:** A expert possessing well-hand experience of handling conflicts should be hired by manufacturer as a member of board of directors or grievance redressal committee. It will serve as a useful way of addressing the conflicts within the distribution channel.

8. **Diplomacy, Mediation and Arbitration:** For resolving the critical conflicts, the channel partners may resort to any one of following methods. In mediation method, a third person intervenes for resolving the conflict using his/her skills of conciliation. Arbitration is a method in which an arbitrator listens to both party's argument involved in a conflict and declares a decision for resolving the matter. And diplomacy is one in which representative from both the sides meet for a conversation and find a solution thereby overcoming the dispute.

What is a Marketing Communication Mix?

To promote services or products to a target audience, the marketing communication mix refers to a set of tools used to promote them. What makes communication unique is the list of principles and factors that go into marketing those products and services, as well as how they are implemented. Now let's look at the elements of marketing communication mix used to promote them.

1. Advertising

In a paid, indirect way, customers are informed about products and services via television and radio. One of the most popular forms of advertising is public relations, which makes it possible for a company's product and service information to be easily communicated to a large target audience with little effort on their part.

We are all aware of the influence of advertising on our purchasing decisions. Broadcast advertising, or ATL, is the most common type of advertising, while direct response advertising, or BTL, uses print and digital media (out of home advertising).

Market leaders depend heavily on advertising. Advertising is more likely to be used by companies with deep pockets or a large number of competitors in the market. As well as being unique, the advertising message itself must also be so. Advertising messages that are unique and compelling have a stronger connection with their target audience than those that are not.

2. Sales and promotion

Several short-term incentives are included in the sales promotion in order to persuade customers to initiate the purchase of goods and services. Sales promotion tools include rebates, discounts, paybacks, Buy-one-get-one-free schemes, coupons, and more. According to the industry, there are many different ways to run sales promotions and many different tips and tactics.

For consumer durables, free services and value addition (free installation) outperform trade discounts in the FMCG(Fast moving Consumer Goods) sector.

Sales promotion also involves giving the consumer a reason to buy the product, in the form of a discount. Also included may be the provision of incentives for dealers and distributors to help move the product. Sales promotion has lower costs and requires less capital because it gets the product moving.

Increasingly, sales promotions are used as a marketing tool, especially with the rise of E-commerce and online sales. As if on cue, you'll see a 'Online Sale' every other day, where

customers can buy impulsively. On-line retailers can move huge quantities of products across the country or region they are selling in because of a temporary discount.

3. Personal selling

When salesmen approach prospective customers directly to explain the products and services they offer, this is the traditional method of marketing communication. You can communicate directly either verbally (face to face) or in writing (via emails and text messages) and it is considered one of the most reliable modes of communication.

When it comes to converting a lead into a prospect, and ultimately a paying customer, personal selling is the second most popular method of doing so. Today, many large corporations and even smaller businesses are focusing on personal selling.

An employee of the company's marketing department will often be present in a branded retail outlet when you enter it. Having their own brand promoter on staff ensures that the customer will receive more attention from the company. Because the company's salesman has been hired specifically, he'll also have a better understanding of its product and its competitors' products.

Alternatively, the retailer's own salesman would have promoted any brand on the shelf instead of a third-party brand promoter. But because he has so many brands and products to sell, the retailer's salesman may not be as knowledgeable as the brand salesman.

He becomes overburdened and forgets the features of the products he's selling as a result. In conclusion, if a company wants to communicate the benefits of its products, persuade and convert the customer, then personal selling with hand picked and trained executives is the best option.

4. Public relation

People talk about your products or services when you use public relations, because it creates a buzz and encourages others to do the same. In the days leading up to the release of a movie or the launch of an upcoming product, news about the movie or product is published in the newspapers.

The same is true for public relations. Since its inception, social media has grown to become one of the most important platforms for public relations campaigns. You'll see a lot of news about what's trending.

The same goes for press conferences, face-to-face interactions with consumers, newspaper advertorials, and community involvement. In spite of this, digital marketing is used by large and small businesses alike because it helps the brand reach its target audience.

PR turns brand messages into stories that appeal to the media and target audiences by turning them into compelling stories. News, strategies, and campaigns are amplified through partnerships with newspapers, journalists, and other relevant organisations to create a positive view of the company.

Not everything, however, can be shared via public relations. Basically, they're trying to figure out which stories they think could be turned into a successful PR strategy. It's therefore best to steer clear of anything that is perceived as too "salesy." In order to create a great PR campaign, you need to find a public interest, current event or trend.

As part of the communications mix, public relations plays a vital role. As a result, a strong brand image can be built, and a brand can release information slowly, keeping the public's attention.

In order to create a positive brand image in the market, the companies engage in a number of social activities. Activities that companies undertake, such as building public restrooms, donating some of their purchases to child education, and organising blood donation camps are examples of this.

5. Direct Marketing

Emails, faxes, and mobile phones are used by the companies to communicate directly with prospective customers without involving a third party in the process, thanks to the technology. In the last few years, digital marketing has been putting a lot of pressure on television and newspaper ads. To date in 2016, digital marketing has nearly surpassed television advertising in terms of spending, and is the most popular form of advertising among all media.

Because digital advertising is accessible to even small businesses and less expensive than traditional television advertising means that even smaller businesses can participate. As a result, digital advertising generates much more revenue than television or radio or newspaper. In spite of this, digital marketing is used by large and small businesses alike because it helps the brand reach its target audience.

The personal connection that the brand makes with the consumer is the key attraction of digital marketing. Social marketing allows brands to enter your private space, such as your email box, your Face book wall, or your Twitter feed. Brands that execute successful campaigns can actually walk away with a large number of digital followers as a result of their efforts.

Other Practices

When it comes to marketing, these are the spokes of the wheel.

1. Social media

Although relatively new, social media has changed the way we communicate by offering 'the next big thing.' As part of the direct marketing section of the communications mix, it can be used to advertise, retain and gain customers, gather feedback about products or services, and as a customer service tool.

2. Identity & Image of a Brand

Your company's visual appeal is referred to as your brand identity or corporate image. It's all there, from the company logo to the colours used in it. Consistent branding across all marketing collateral tends to be viewed more positively. Businesses with a consistent image are perceived as more serious and well-organized by customers than their counterparts, who tend to use a variety of marketing collateral.

3. Sponsorship

The possibilities are endless when it comes to sponsoring. With major brands and especially in sports, sponsorship is a common occurrence. As a result, it is frequently used to attract new communities and align with them.

An effective marketing and communications tool, sponsorship requires a thorough understanding of your target audience, as well as the setting of clear goals.

4. Product packaging

In terms of marketing and communications, packaging can be considered a component of both. As the company's last point of sale, packaging can make or break a brand's reputation.

In addition to visual design and product writing, packaging can also communicate effectively through its size and shape, as well as the materials it is made from. A customer's decision could be influenced by any of these factors.

5. New variables/innovations

Today's communication tools are vastly superior to what was available ten years ago - or even five years ago for that matter. You should always keep an eye out for new developments and releases that could revolutionise the way you communicate with your target audience.

6. Events and Experiences

In order to reinforce their brand in the minds of customers and create a long-term association with them, several companies sponsor sports, entertainment, nonprofit, or community events. There are signs of the event's sponsor on the playground, player's jerseys, trophies and awards in the entertainment shows as well as stage banners and hoardings.

7. Interactive Marketing

Consumers can now interact with companies online and have their questions answered. Interactive marketing has recently gained in popularity as a marketing communication tool. Among the most successful interactive marketing campaigns is that of Amazon.

Customers have the option of choosing what they want to buy and can see what they've chosen or ordered in the recent past. Customers can also ask questions on a variety of websites, such as answer.com, and receive answers online.

8. Word-of- Mouth Marketing

In addition to being one of the most widely used communication tools, it allows customers to inform others about the goods and services they recently purchased.. A brand's image is determined by the customer's perception of the brand and by what he tells others about the brand. Because it's free, word-of-mouth marketing may be the least expensive form of advertising a business can engage in.

However, it is also one of the most difficult forms of advertising because you have no control over what is said about your business by whom.

Examples include new social media platforms (networking, video, messaging), gaming platforms, forums, and mobile apps, among others.

Let's sum up

We've covered a lot of ground when it comes to marketing. When it comes to marketing a product to a large audience, it's even more difficult. When developing a marketing strategy, it's important to keep in mind what customers like and dislike about products and services. Who is your target audience and what is the best way to promote?

As a marketing professional, you must understand the importance of scheduling, pricing, distribution channels, and a good promotion plan when it comes to marketing strategy.

However, you must also have a thorough understanding of the market, taking into account the services offered by your competitors, and acting accordingly to that understanding. I hope that I've been able to shed some light on your knowledge of the marketing communication mix. Read our articles to learn more about upcoming trends and technologies.

Steps for Developing an Effective Communication in International Market

Important steps in developing an effective communication in International Market are as follows:

1) Identifying the Target Audience:

Even for the same product, the target audience may be different in different countries. For example, certain consumer durables, which are used even by the low-income groups in the advanced countries, may be used only by high-income groups in the developing countries. In several cases the need satisfaction by the product varies between markets.

For example, bicycles are basic means of transportation in countries like India and the important category of consumers are small farmers, blue-collar workers and students. In some of the advanced countries, bicycles are used for sporting and exercising and hence, the target audience is different.

2) Determining Communication Objectives:

The communication objectives may also be different in some cases. For example, when the product is in the introduction stages in a market, the emphasis of communication could be on consumer education and creation of primary demand. In a market where the product is at other stages of the life cycle, the communication objectives would be different.

3) Determining the Message:

The decisions regarding the message content, message structure, message format and message source are influenced by certain environmental factors like cultural factors and legal factors. The differences in the environmental factors among the countries may, therefore, call for different messages so as to be appropriate for each market.

4) Budget Decisions:

The size of the total promotional expenditure and the apportioning of this amount to the different elements of the promotion mix are very important but difficult decisions.