

Retail Communication Objectives

- Understand Your Customer It is imperative that you understand your target customer. ...
- Make Connections A primary goal of retail marketing is understanding the connections between the customer's lifestyle and spending characteristics and why he chooses one product over another. ...
- Improve Direct Marketing ...
- Increase Customer Loyalty ...
- Make the Product Known ...

How can retail communication be improved?

1. Start Using an Internal Communication Platform.
2. Establish a Bring Your Own Device (BYOD) Policy.
3. Empower Employees with Information.
4. Facilitate Bottom-Up Retail Communication.
5. Use Face-to-Face Time to Complement your Digital Relationship.
6. Celebrate Employee Accomplishments.

What are the four steps in the retail communication process?

The steps include :

1. Planning the Retail Communication Programme: This is the first step in developing a retail communication programme. ...
2. To Device the Communication Strategy: ...
3. Preparing the Communication Budget: ...
4. Implementation of Communication Programme: ...
5. Evaluating the Communication Programme:

What are the 7 steps of the communication process?

Steps of the Communication Process

- Developing the Message.
- Encoding the Message.
- Selecting the Channel.
- Message Transmission.

- Decoding the Message.
- Feedback.
- Learning Effective Communication.

What is Marketing Communication?

Marketing communications are those techniques that the company or a business individual uses to convey promotional messages about their products and services. Experts of marketing communication design different types of persuasive communication and send it to the target audience.

What are the Marketing Communication Tools?

There are different tools used to attract the target audience. However, which tool to use depends on various factors such as geographical location of your target audience, popularity of your products, etc. Following are the important tools popularly used for marketing communications –

- Pamphlets
- Brochures
- Emails
- Advertisements
- Websites
- Sales Promotions and Campaign
- Exhibitions
- Personal Selling
- Press Release

Why is Marketing Communications Important?

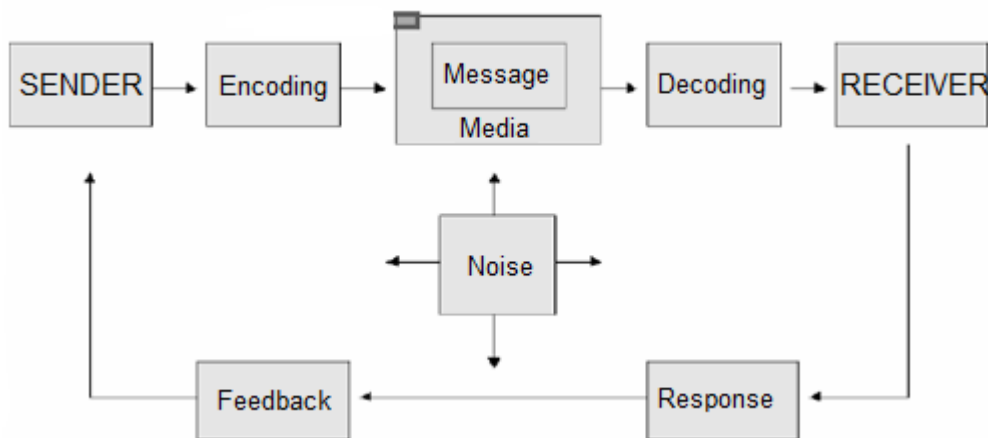
The sole purpose of marketing communications is to increase the volume of sales by persuasive, informative, and positive messages. Marketing communication provides new facts through encouraging messages about products/services.



Marketing communications is meant to inform and persuade target audience and reinforce market credibility.

Marketing Communication Process

Communication simply means passing the information from the sender to the receiver. But in practice, this is a complex process that involves many other factors. However, Kotler has given one of the most effective models to define the marketing communication process (see the following diagram) –



The diagram explains various components – first two components are **‘sender’** and **‘receiver’**. Second two components are **‘message’** and **‘media.’** The other features of this model

are **'encoding,' 'decoding,' 'response,'** and **'feedback.'** And, the last feature is **'noise.'** Noise is random and other competing messages that more often interfere with the communication.

This model emphasizes on the major key factors that play an important role in effective communication. It is imperative to know the market response and your target audience before you send any message.

Tips of Effective Marketing Communications

Following are the important points that you need to take care of for effective marketing communications –

- **Persuasive Message** – Different customers have different requirements and expectations; therefore, it is very important to customize your persuasive messages accordingly.
- **Design** – Every medium of communication (such as magazine, newspaper, TV, digital media, or brochure) has its own design and requirements. Therefore, you need to plan and design your messages accordingly.
- **Feedback** – Must collect feedback from your audience; it will help you improve your marketing communication.

Marketing Communication Mix

Generally, marketing communication mix is an integrated term that includes personal selling, direct response marketing, sales promotion, media advertisement, and public relations. These are the tools associated with strategic activities to communicate with the target audience.

The following table illustrates the common platforms of Marketing Communication mix –

Sales Promotion	Personal Selling	Advertisement	Public Relations
Programs	Sales meetings	Print media	Speech
Game, Contest, Lotteries, Coupons etc	Sales Presentations	Electronic media, Motion pictures	Press Release, Seminars
Gifts, Sampling	Incentive programs	Brochures, Booklets, Magazines, etc.	Charitable donations, Lobbying
Exhibition, Trade shows, Offers	Exhibition, Trade shows, Offers	Billboards, Displays, etc.	Sponsorships
Low interest financing	Brochure, mailing, etc.	Logos, Symbols, etc.	Publications, Company magazine, etc.
Rebates	Digital shopping	Audio & Video materials	Community Relations

Entertainment	TV shopping	Point-of purchase display	Events
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Check Your Progress

- What is marketing communications?
- Why is marketing communications important?
- Define marketing communications process.
- What do you understand by an effective marketing communications?
- Describe marketing communications mix.