

SECTION A

MARKETING OBJECTIVES Vs ADVERTISING OBJECTIVES

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A. 1 INTRODUCTION

This section has been written to provide you with a general understanding of the principles and methods used in developing your nicenstripy business.

It provides ideas of what you can do locally to promote the name of nicenstripy and your business in particular. Lastly, it advises how to carry out various promotional campaigns and what needs to be done and when.

It is in your interest to always agree any form of advertising or promotion with your Central Office who will also assist you in planning your campaigns, should you so desire.

When many people hear the word Marketing they immediately think of Advertising or Selling. Marketing Departments in larger companies, however, have far more responsibility than just advertising and the Institute of Marketing offers a definition of Marketing as follows:-

“Marketing is the management function which organises and directs all those business activities involved in assessing and converting customer purchasing power into effective demand for a specific product or service, and in moving the product or service to the final consumer or user, so as to achieve the profit target or other objectives set by a company.”

The objectives of marketing are notably different to those of advertising. Listed below are comparisons between marketing and advertising.

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A. 2 MARKETING OBJECTIVES Vs ADVERTISING OBJECTIVES

A. 2.1 ADVERTISING

Generally, advertising goals are defined in terms of sales and profits and are measured in concrete terms of pounds (£'s).

Advertising objectives are usually evaluated for a specific time period, during which the programme either achieves or fails to achieve the projected sales or profit objectives. Future sales are not taken into account. In addition, specific advertising activities rarely have a long-lasting effect.

The nature of the advertising objectives makes measuring the results more tangible. It is much easier to measure the number of enquiries from a specific medium and/or profit levels.

A. 2.2 MARKETING

Marketing goals are achieved by delivering sales messages to the defined target audience or some other communication effect and are measured by shifts in awareness, attitude, behaviour and knowledge by consumers.

Marketing has a lagged effect compared to advertising. Pounds invested in a particular fiscal or calendar year may not show results until a later period. But the effects of that marketing message may last indefinitely.

Marketing objectives are less tangible. Attitude shifts, changes in opinion and the like are more difficult to measure than sales and profits. Neither are marketing objectives a quick solution. Often the results can take years to filter through to a final conclusion, by which time the marketing objectives have changed and new objectives are being sort.



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A. 3 MARKETING RATIONALE

The basics of marketing are:-

“The development of products or services to satisfy the needs and wants of consumers in the market place.”

THE SEVEN P’S

Most marketing activities are generally defined as part of “the marketing mix”. This consists of policies that are deployed directly in a company’s relationship with its customers, to achieve its marketing objectives.

The marketing mix is often defined as the *four* Ps, which are: -

- i) **P**roduct type, design and packaging - the specification of the items and how they are presented to the customer.
- ii) **P**rices and user costs - what it costs the customer to obtain and use the items.
Payment terms can also be a very important part of the price process, which is why nicenstripy makes it as simple as possible for our customer to make a purchase, particularly on an ongoing basis!

- iii) **P**romotion - marketing conditions - how the customer is informed of the products and their benefits, and how the customer is persuaded to buy them. The main disciplines or functions of marketing communication include advertising, direct marketing, sales promotion, merchandising, public relations, exhibitions, and other “face to face” events. Packaging is also a major factor of the promotion process.
- iv) **P**lace or distribution - how the products reach the customer. The main discipline here is choice and management of distribution channels.

There is some overlap between different elements of the marketing mix. For example, direct selling is a mixture of place and promotion. Special discounts are a combination of price and promotion.

Some people include market research and choice of market as elements of the marketing mix, but the former is better defined as marketing support, and the latter as part of marketing strategy.

When marketing policy is being formulated, Customer Care should be a central focus. It should unite the four traditional elements of the marketing mix - price, product, promotion and place. However, most professional marketers now agree that in marketing a product and service of any kind there are three further Ps which have a strong effect on customer care: -

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- v) **P**eople - who deliver customer service and should embody the promise of the service by their behaviour.
- vi) **P**rocesses - in two senses, the process the customer goes through in obtaining service and the process the company goes through to ensure that what is delivered is what customers want. Special elements of nicenstripy processes are programmes, which focus marketing resources to achieve specific objectives at specific times. Programmes are very important in marketing, which depends on focus for achieving results.
- vii) **P**resence - how the total nicenstripy offering - product, price, people, etc., is delivered in front of the customer. It is what the customers hear when they speak with a call centre person, what they see when they read a letter and what they interpret in an advert. Corporate design, letter copy design, telephone call scripting, staff apparel, vehicle cleanliness, and most importantly 'Standards and Quality of Service' - all combine to play an important effect on presence.

The seven P's are important because most customers see their relationship with suppliers holistically, and not as a mixture of seven types of policy.

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The challenge of the marketing task is to mix and refine the previous elements: -

- ☒ To achieve the optimum mix of increased business, profit, exposure and image

OR

- ☒ To achieve your goals, whether they are oriented towards increased exposure, gross sales, net profit, upgraded image, etc.

A. 3.1 PRODUCT

nicenstripy products are, in practice, the services we provide, which are of higher than average quality, with appeal to a relatively wide market of individuals who make a purchase due to the nicenstripy image, their desire to provide their garden with the best that money can buy, including the lawn care products used or to simply save money.

A. 3.2 PRICE

nicenstripy services are a range of competitively priced services that appeal to people who have a need or a life style within which our image comfortably fits.

A. 3.3 PLACE

The look of a nicenstripy business should be consistent with the overall image of the company. Vehicles are designed to be visually appealing as well as functional and offer an efficient layout for good service to customers.

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A. 3.4 PROMOTION

The fourth 'P' is what we think of first and, perhaps exclusively, when we think of marketing. Promotion includes personal selling, advertising, sales promotion and local publicity.

It is important to remember that a sales message is delivered more effectively through personal contact; you and your staff are, in effect, your best marketing resource.

It is the quality of the product and service delivery that will bring a customer back a second time - and a third - and a fourth. In addition, a satisfied customer will provide referrals to other potential customers who may wish to share the 'nicenstripy Experience'!

The problem, however, is that no matter how effective personal contact may be, it does not reach the masses necessary and on a consistent enough basis to attract enough new business or increase your customer base.

Thus, companies use advertising and publicity as a surrogate for delivering personal sales messages.

A. 3.5 PEOPLE

The often-used phrase of 'people buy from people they like' is absolutely true. From the first second of customer interface to the last our people should reflect a caring image.

Later in this manual, we show how customer care plays such an important part of our marketing mix.

A. 3.6 PROCESSES

At all times our process is to assist our customer in making a purchase. Our systems are designed (as defined in the Operations Manual) to make a transaction smooth and painless for our customer and for those of us at “the sharp end”.

A. 3.7 PRESENCE

nicenstripy believe it has captured its market correctly with the image it portrays. We never, however, feel we have reached utopia as that leads to complacency.

We should all be continuously asking ourselves

“how can that be improved”

or

“what can I do next time to improve that”.

It is only by the continuing process of everybody within the organisation, at every level, questioning, that we will ensure our presence will be superior to that of all competitors.

Your Directors fully understand the importance of listening and the views of everybody is taken in to account, as they appreciate that no one man can take the organisation forward!

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A. 4 MARKET POSITIONING

A. 4.1 SUCCESSFUL PLAN

One of the primary tasks in developing a marketing strategy is establishing identity: -

WHO ARE WE?

WHO IS OUR CUSTOMER?

Answering these questions is the first step in organising a successful plan.

A. 4.2 WHO ARE WE?

nicenstripy occupies a specific and identified “niche” in the gardening and grounds maintenance industry.

This positioning strategy should be the focus and foundation of every piece of communication to our customer, every service by our people and every marketing activity planned by those associated with our business.

By identifying ourselves, we have automatically provided some answers to the second question: -

A. 4.3 WHO IS OUR CUSTOMER?

Who should receive the news and information of nicenstripy positioning statement?

We want to talk to individuals who probably match one or more of these descriptions:-

1. Home User Customer

Age: 25 - 85

Sex: Predominantly Female

Social Groups: ABC₁C₂

In the high majority of cases it is the lady of the house (no matter what her age) who makes the decision to hire a gardener. Men just think it was their idea and decision!

2. Commercial Businesses

The commercial market falls into a number of sub-categories and each market segment requires a slightly different approach in order to obtain their business.

Public Houses

Office Blocks

Management
Agents

Nursing Homes

3. Local Council

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Housing
Officers

Age Concern

Public Private
Partnerships

Local Authorities are encouraged both politically **and** financially by Central Government to establish partnerships with the commercial sector to improve and enhance the operation of Local Government.

Younger customers are motivated by style and are more concerned about “labels”. Mature customers are motivated by “that old fashioned service”.

All of nicenstripy customers look for great value for money and added value through **advice** and **service delivery**.

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