

MODULE 1 - MARKETING AND BRANDING IN THE DIGITAL AGE

FOUNDATIONS OF MARKETING AND BRANDING

Marketing Has a History

- Production Orientation Era (18th-19th Century) = Product quantity was low and sold as produced. Distribution costs key marketing focus
- Sales Orientation Era (20th century-Post WWII) = Competition and production grew. Promotion became another key marketing focus as a result
- Marketing Orientation Era (1960-Present) = Competition continues to increase. Marketing becomes a strategic focus, utilising the four Ps

The Impact of Technology

Mass communications allows marketers to broadcast to consumers with messaging regarding products and brands. The internet has impacted the ability of consumers to communicate back and facilitates narrowcasting.

Linear and Nonlinear Communication

Nonlinear communication allows for sequenced communication and feedback and has become used then linear communication.

Broadcast and Narrowcast

Broadcasting is communication to a geographical group, without specific targeting, while in contrast narrowcasting is to a specific target market. For example, the Internet can be used for both: a message can be broadcast to anyone accessing a site, however, when a site requires a log in, the users can be narrowcast to.

Multi-channel and Omni-channel

Multi-channel marketing involves utilising different channels, each with their own strategy. In contrast, an omni-channel has an integrated strategy across channels.

Outbound and Inbound

Outbound marketing is directed towards consumers with the aim of engaging some of the target audience. Whereas inbound marketing is directed towards a specific target audience to create engagement between them and the product or brand.

Relationship Marketing

Rather than focusing on individual sales, relationship marketing prompts customer loyalty over the long-term. This is facilitated by technology that allows for the capture and analysis of customer data and targeted promotions.

Content Marketing

Related to relationship marketing, content marketing involves communicating relevant content to customers that is not sales focused, but adds value for the customers.

Branding

Dates back through history, but the modern version was necessitated by the growth of mass media and of the middle class able to choose their purchases. Brands became a sign of quality and became valuable trademarks. Brands continued to change into perceived emotional benefits for consumers, as organisations look to drive sales. As competition became global, organisations began to focus on brand recognition and loyalty. Branding expanded to include non-profits, political groups and celebrities. Customers now influence brands, due to the rise of social media. Branding, in comparison to the functionality of the product, is the meaning, which provides an identity, although meanings can be different for individual consumers.

Signs and Meaning

Because consumers' perceptions are key, signs are therefore important. Signs can be anything that affects the senses, communicating an encoded message. Colour is a powerful signifier, as it affects consumers' perception and is key to brand recall.