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3. How the entrepreneur promotes his company

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3.1. Basics of marketing communication

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Advertising-related threats

Advertising can have a negative impact on the motivation of everyone involved in your business: if you promise something to your employees and customers and then fail to deliver on that promise, you can lose a lot.

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Marketing communication: AIDCAS model (1)

- **Consciousness:** make known. In larger groups, not everyone knows the companies that are close by
- **Knowledge:** potential customers may know that your company is in the area they are looking for, but they may not know your offer and, therefore, not be aware that your activity can meet their needs
- **Friendliness:** friendliness and cordiality are fundamental to the success of companies and their business
- **Preference:** the preference is to convince the recipient of an advertising message that your company is the best option

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Marketing communication: AIDCAS model (2)

- **Conviction:** sometimes customers prefer your company, but they are not entirely convinced. Conviction is the transformation of positive emotional reception into positive intellectual reception, that is, based on beliefs and factors
- **The decision to buy and choose your company** - ultimately, some recipients may be convinced of the choice of the company, but they may postpone it, which means that they can choose another company (for example, talk to a friend who bought the competing brand product). In order to motivate a recipient to choose your company (99% possibility of choosing yours), additional incentives are needed, such as gadgets, a personal and personalized attention call, etc.

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Attributes are what you have to offer the customer, that is, the characteristics of the product or service. The customer does not buy attributes, but benefits.

The art of promoting a company is to speak to the customer in the language of benefits.

The following is an example that compares the attributes of a school, in relation to the benefits for parents:

ATTRIBUTES

BENEFITS

- | | |
|-------------------------------------|---|
| 1. Pool | 1. Swimming lessons |
| 2. Control and Monitoring | 2. Drug-free school |
| 3. Accessible and educated director | 3. Higher quality of teaching (positive impact on teachers) |

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same as 4 and 5

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3.2. Public Relations (PR)

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Objectives of a PR

- Improve communication between your company and your customers
- Attract media attention to the activities carried out by the company
- Protect the company's image against sudden deterioration in crisis situations
- Knowing how to receive unjust accusations and slander
- Protect the company from liquidation, disclosing its positive impact on the environment in which it operates
- Attract the most talented employees
- Involve customers in cooperation

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What is public relations activity? (1)

Public relations in the press:

- Local press releases
- Interviews with the head of the company in the local or national press
- Reports of the company's activity, or statements by those responsible, published in the newspapers
- Statements on TV and internet
- Press conferences
- Institutional or advertising films - published on the internet (YouTube, for example)
- Interviews

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What is public relations activity? (two)

- Radio statements

- Conversations with interview experts
- Direct statements: open days and school visits, birthday celebrations, picnics, festivities, concerts

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How to deal with the crisis:

- Apologize
- Admit
- Neutralize and compensate for the negative effects
- Correct
- Compensate for losses

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The biggest mistakes made during communication during a crisis:

- “Bury your head in the sand” or pretend that nothing happened
- Begin work on crisis management only when the situation is publicly known
- Letting the reputation “defend itself”
- Treating the media like an enemy - a journalist should never be told that he only wrote lies
- Passivity - must not respond to external communications; it is the journalists who must respond to the information that leaves the company, and not the other way around

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3.3. Your company's brand

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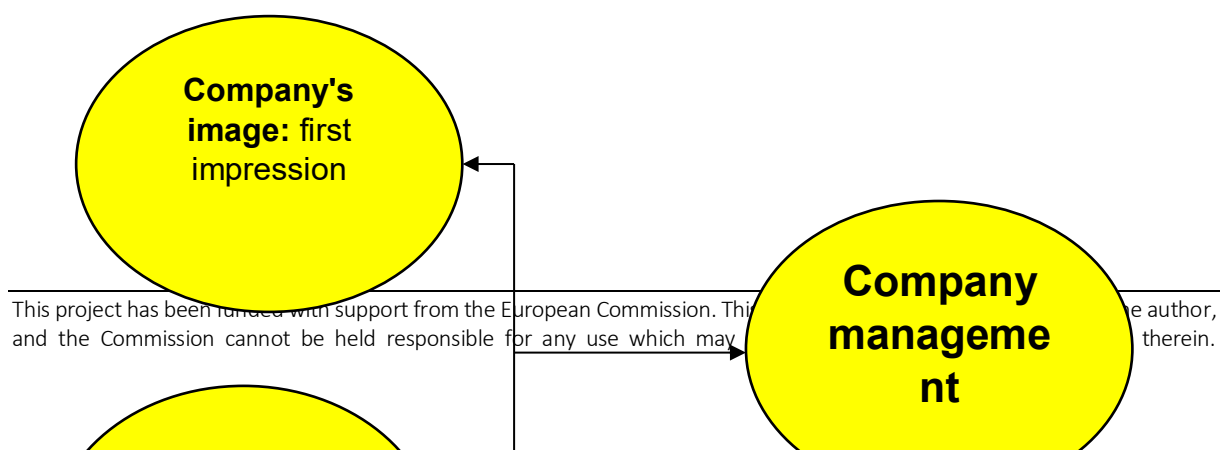
Why a brand in the business?

- Facilitates selection
- Reduces risk
- Provides emotional benefits
- Offers a sense of belonging

Having a valuable brand must be one of your strategic goals!

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Company image and reputation



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Changing the image



Today, EMPIK's reputation is equally high, although the image has changed dramatically.

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Brand personality

The brand gives the company personality or human characteristics.

Research by the best brand management experts shows that each brand can be characterized by five dimensions:

- Honesty: To what extent is the company seen as honest, generous, cheerful, kind, family-friendly and authentic?
- Emotion: does the company convey courage, boldness, youth, imagination, timeliness, originality and friendship?
- Competence: can you trust the company? Is it smart and solid? Is it associated with your success?
- Elitism: is it associated with nobility, charm, uniqueness, splendor and exclusivity?

- Hardness: is the brand strong, fierce, tough, tenacious? Is it associated with masculinity?

Source: Jennifer Aaker's Brand Personality Dimensions, www.valuebasedmanagement.net.

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The brand is a visual identifier of reputation.

Reputation is a positive opinion in the eyes of current and potential customers, which translates into consumer decisions favorable to brand owners.

A good reputation facilitates contacts and reduces the buyer's feeling of risk and uncertainty.

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3.4. Your company's UPS

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What is UPS?

- UPS is a "unique selling position"
- The overwhelming feature that makes you think your business is unique
- Allows you to pass on information
- In the customer's opinion, it becomes the best option / choice for him

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UPS - Unique selling position

"Marketing is too important to leave it to the marketing experts"

Put yourself in your customer's position and use common sense. Make sure you'd respond to your own ads and promotions. The answer is ... "Probably not."!

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How to plan a good UPS

1. Identify the three strongest sides of your organization
2. Identify the top three customer benefits
3. Determine the customer's biggest unmet problem / need; what is the frustration of the biggest customers?
4. What evidence of its effectiveness can you provide the customer?
5. Write a sentence that describes the benefits for the customer (as provided in points 1 to 4)
6. Insert your new UPS in all promotional materials
7. Keep the promise made at UPS

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The latest trends in internet marketing:

1. Infographics
2. Open classes

3. Creation of exclusive web content
4. Local partnerships
5. Social media contests
6. Presence on social networks ("social focus")
7. PPC (Pay-per-click) ad
8. Interactive content
9. Marketing with influential people (influencer marketing)
10. Playing video files from mobile devices
11. Livestreaming
12. Chat
13. Augmented reality
14. Short-term content
15. Customization
16. Marketing with a message (purpose Driven Marketing)

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What is more important?

Despite the existence of many promotion techniques and tools on the internet, there is a solution that guarantees the best visualization of your company's website, which are high quality web content.

Content is key - if you want to attract customers to your website, make sure it contains interesting materials.

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3.5. Word-of-mouth marketing

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Word-of-mouth marketing

It is a form of communication related to products and services between people who are considered independent from the supplier of those products or services, through a medium that is also considered independent from the supplier of those products or services.

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How does it work?

"Even those who are deaf to the lament of advertising, will hear your friend."

Paddi Lund

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MOM Justification

"Sea of sameness" - a sea of uncertainties, for example, restaurants, almost 100 thousand hairdressers and beauty salons, 48 thousand bars, 150 thousand clothing stores, 22 thousand florists in the USA.

To stand out, it is necessary to rely on the recommendations of satisfied customers.

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Why is WOM powerful?

- Non-biased - the message is true
- Mechanism that provides experience - someone else's experience. Lack of personal customer experience is the most important factor in stopping buying
- Adapted to the individual recipient
- Honest
- Becomes part of the product, for example, film + recommendation from a recognized critic
- Save time and money

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Rule 3:33 - Customers talk about extremely positive experiences 3 times, but they talk about negative experiences 33 times.