

# **Welcome to the Class of Marketing (Sem II)**

## **Unit IV**

### **Topic: Integrated Marketing Communication-II**

**Dr. Ritu Narang,  
Department of Business  
Administration,  
University of Lucknow**

# Objectives

- To understand the micro and macro models of marketing communication
- To study steps involved in effective communication

# Response Hierarchy Models

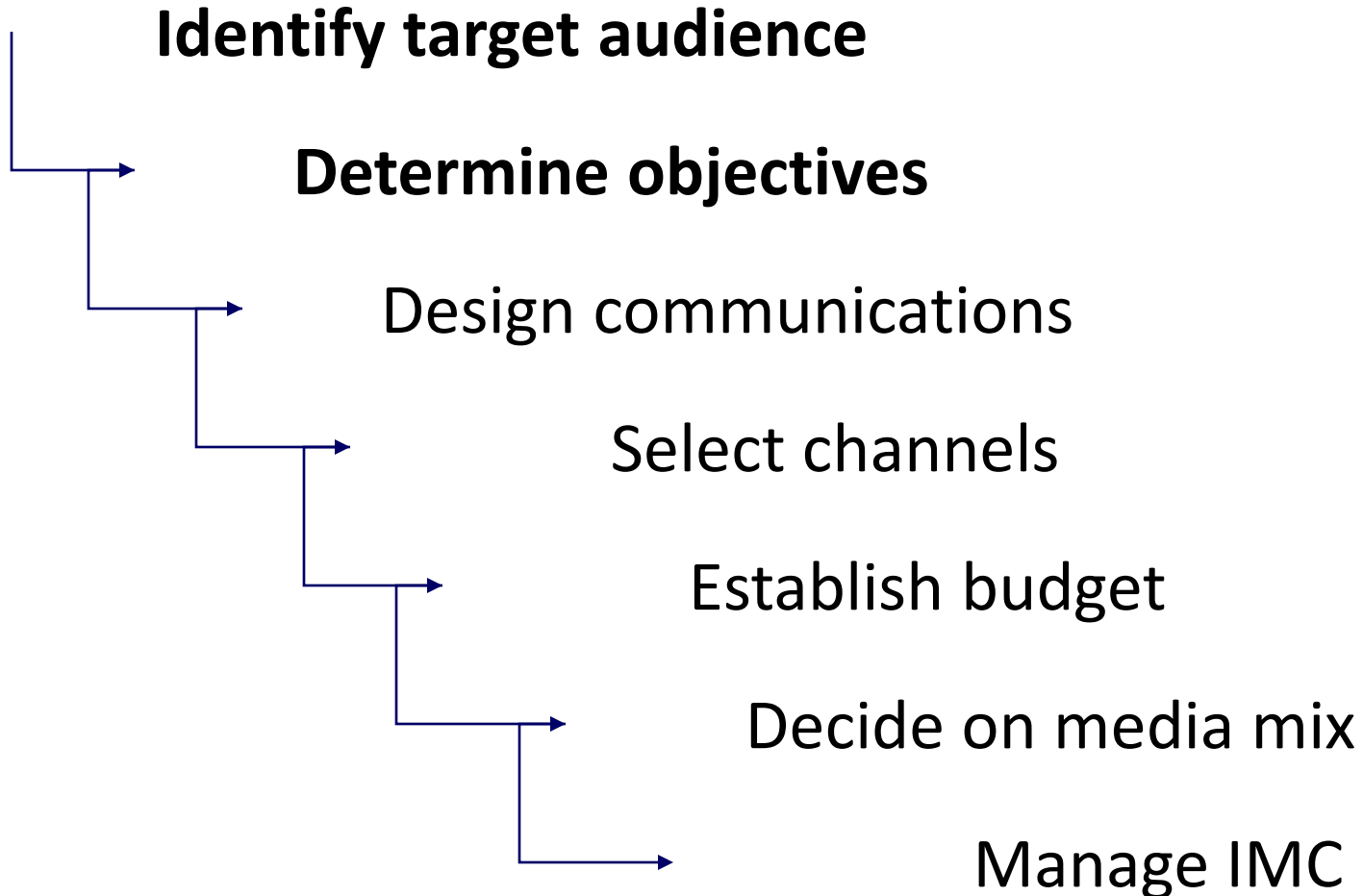
## Models

Stages	AIDA Model <sup>a</sup>	Hierarchy-of-Effects Model <sup>b</sup>	Innovation-Adoption Model <sup>c</sup>	Communications Model <sup>d</sup>
<b>Cognitive Stage</b>	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
<b>Affective Stage</b>	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
<b>Behavior Stage</b>	Action	Purchase	Trial ↓ Adoption	Behavior

# Micro-models of consumer response

- Learn – feel – do (high involvement & high differentiation)
- Do- feel – learn ((high involvement & low differentiation)
- Learn – do – feel (low involvement & high differentiation)

# Steps in Developing Effective Communications



# Designing the Communication

- Message strategy
- Creative strategy
- Message source
- Personal communication channels
- Non-personal communication channels
- Integration

# Message Strategy

- Theme, idea on positioning
- Differentiation
- PoP

# Creative Strategy

- Express message
- Informational and transformational appeals
- Positive and negative appeals
  - Fear
  - Guilt
  - Shame
  - Humor
  - Love
  - Pride
  - Joy

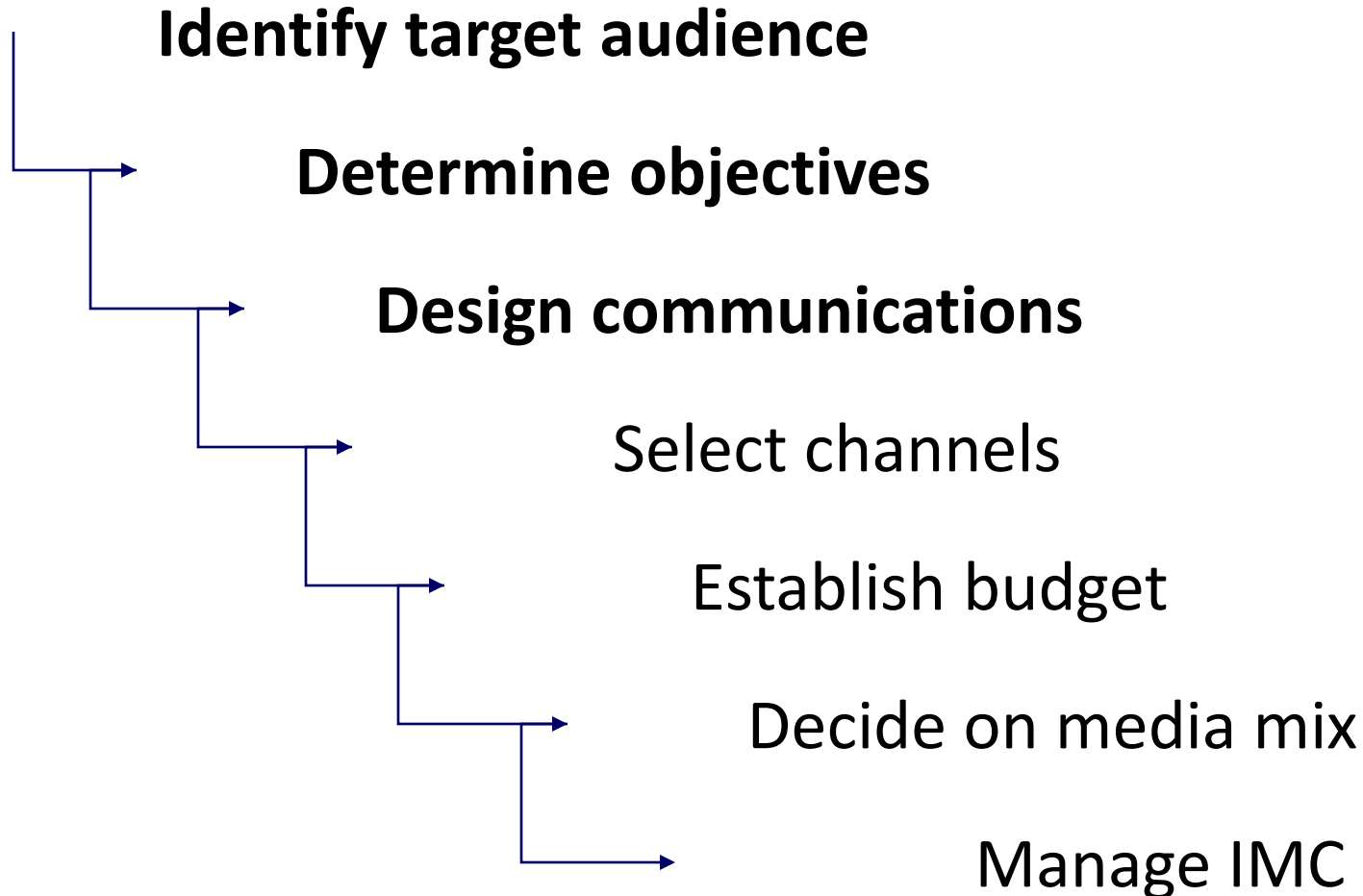


# Message Source

## Spokesperson's Characteristics

- Expertise
- Trustworthiness
- Likeability

# Steps in Developing Effective Communications



# Personal Communications Channels

- Personal communications channels derive their effectiveness through individualized presentation and feedback.
- Expert channel
- Advocate channels consist of company salespeople contacting buyers in the target market.
- Social channels consists of neighbors, friends, family members, and associates talking to target buyers.

# Non-personal Communication Channels

Media

Sales Promotion

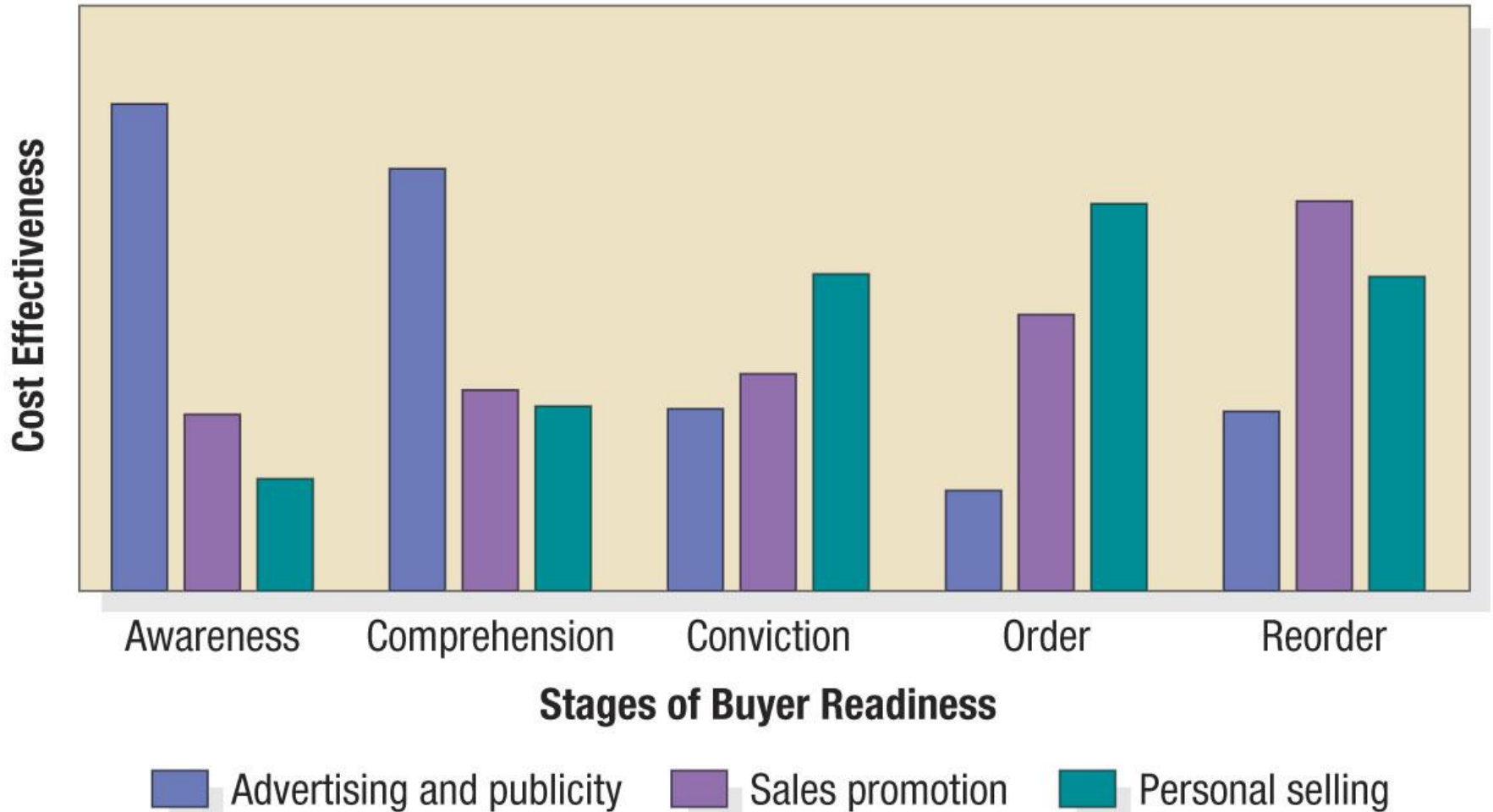
Events and Experiences

Public Relations

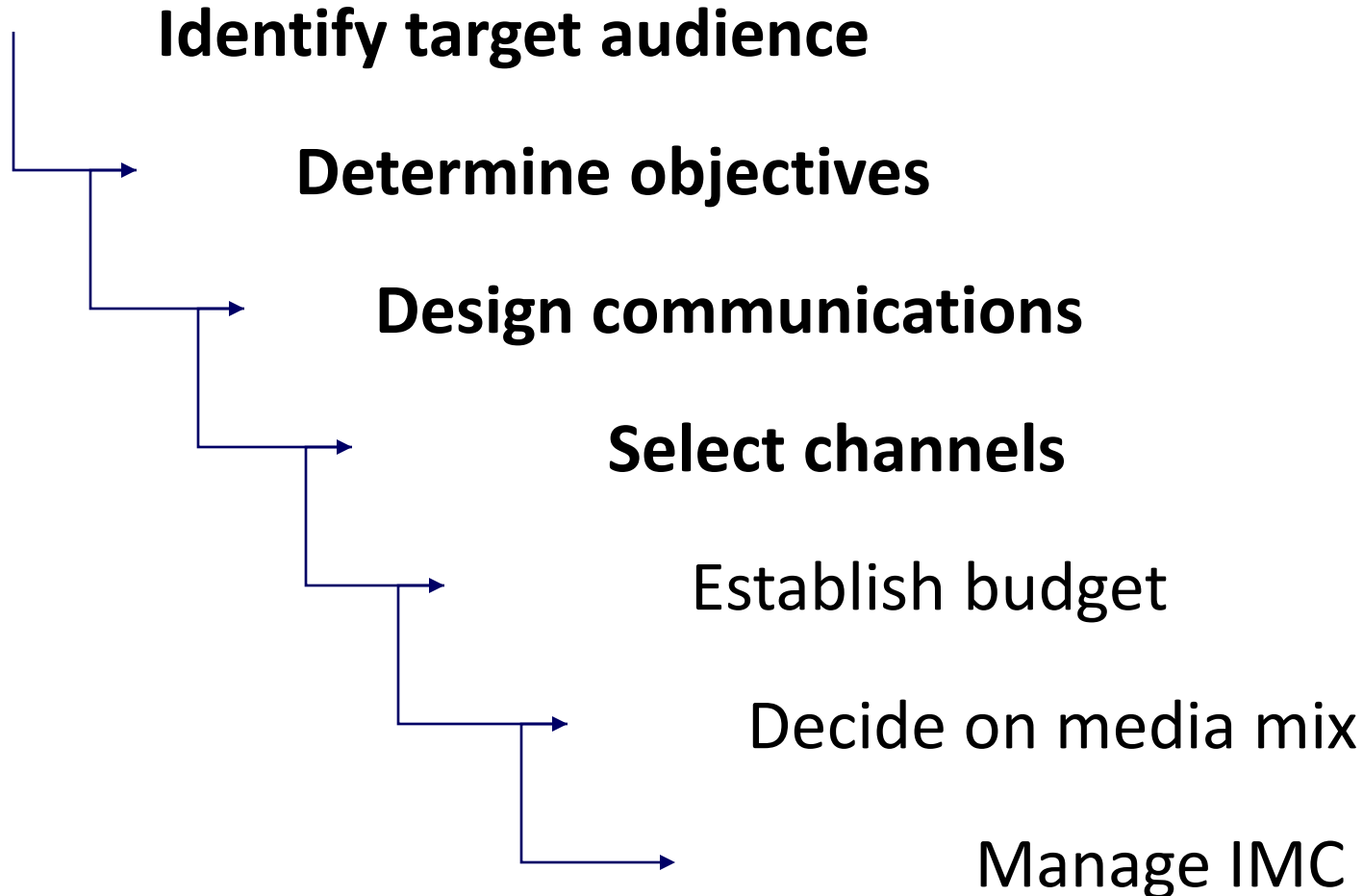
# Factors in Setting Communications Mix

- Type of product market
- Stage in the product life cycle
- Market rank
- Consumer readiness to make a purchase

# Cost Effectiveness by Buyer Readiness Stage



# Steps in Developing Effective Communications



# Establish the Budget



Affordable

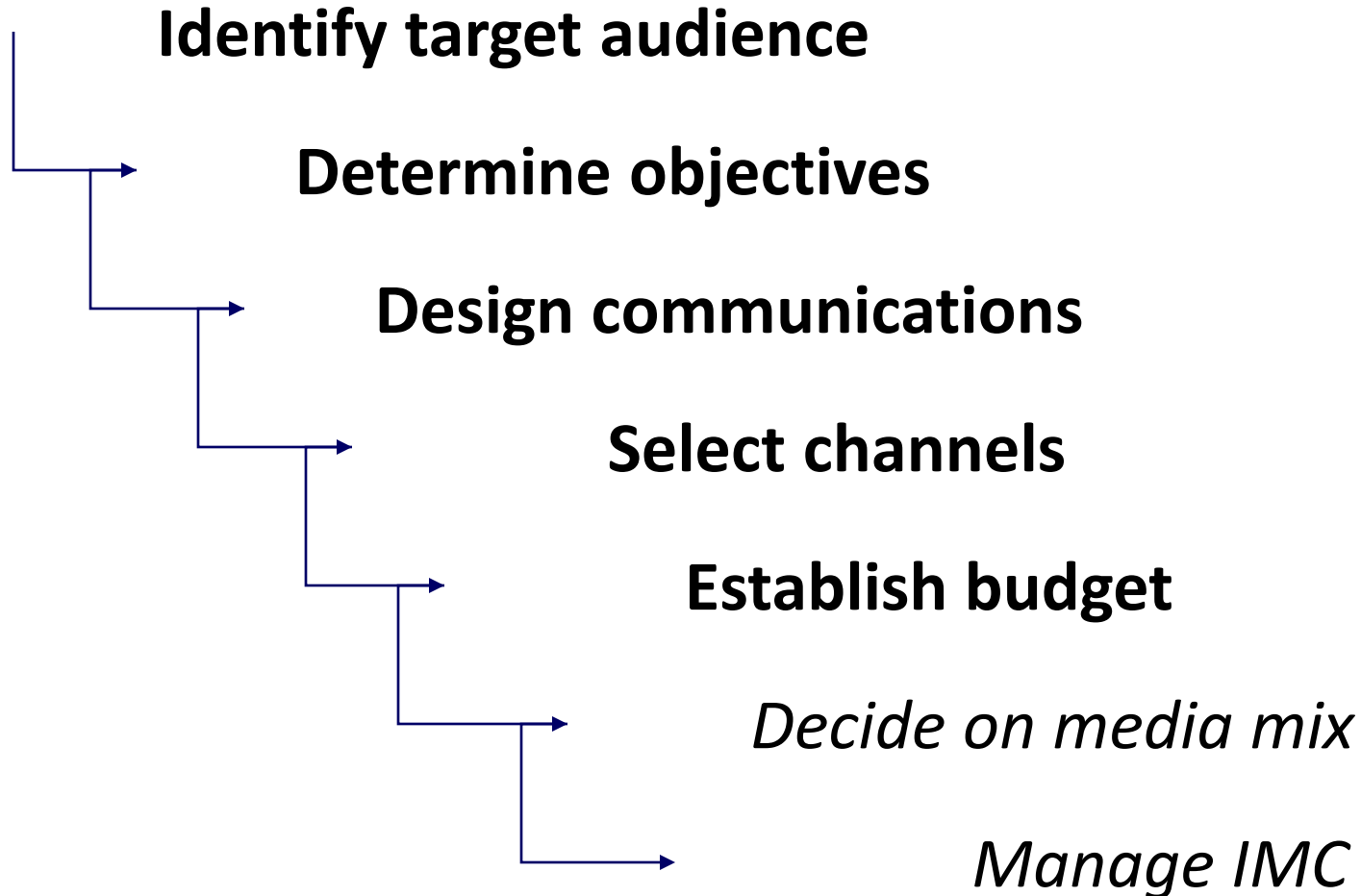
Percentage-of-Sales

Competitive Parity

Objective-and-Task



# Steps in Developing Effective Communications



**Thank you**