

# CHAPTER 10

## MARKETING COMMUNICATIONS:

### STRATEGIES, TACTICS, PLANNING;

#### OBJECTIVES, & POSITIONING

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# Strategy – Tactics - Planning

- **Strategy** adalah pendekatan secara keseluruhan yang berkaitan dengan pelaksanaan gagasan, perencanaan, tujuan, *positioning* dan eksekusi sebuah aktivitas dalam kurun waktu tertentu.
- Strategi dibedakan dengan tactic yang memiliki ruang lingkup yang lebih sempit dan waktu yang lebih singkat.

*"Strategi untuk memenangkan keseluruhan kejuaraan dengan taktik untuk memenangkan satu pertandingan".*

# Strategy vs Tactic

## Strategic vs tactical marketing

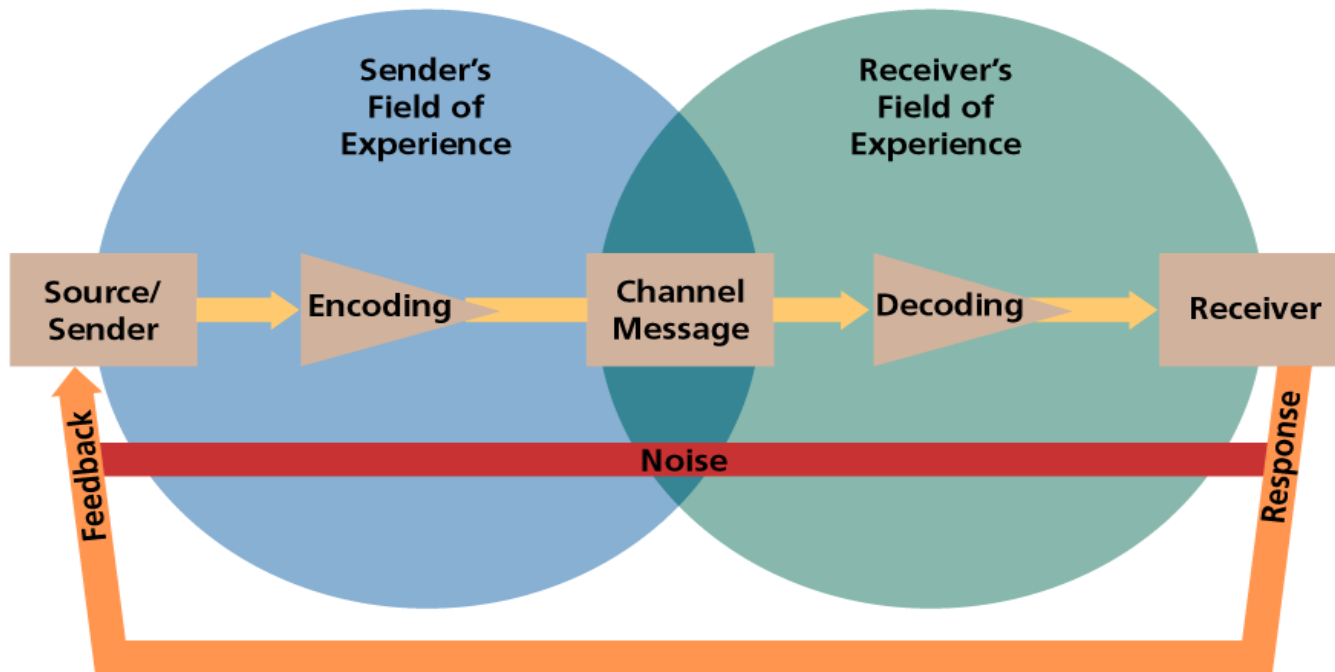
	Strategic	Tactical
<b>Timeframe</b>	Long term	Short term
<b>Focus</b>	Broad	Narrow
<b>Key tasks</b>	Defining market and competitive position	Day-to-day marketing activity
<b>Information &amp; problem solving</b>	Unstructured, external, speculative	Structured, internal, repetitive
<b>Example</b>	Segmentation	Price discounting Comms campaign

# Marketing Communication Strategy

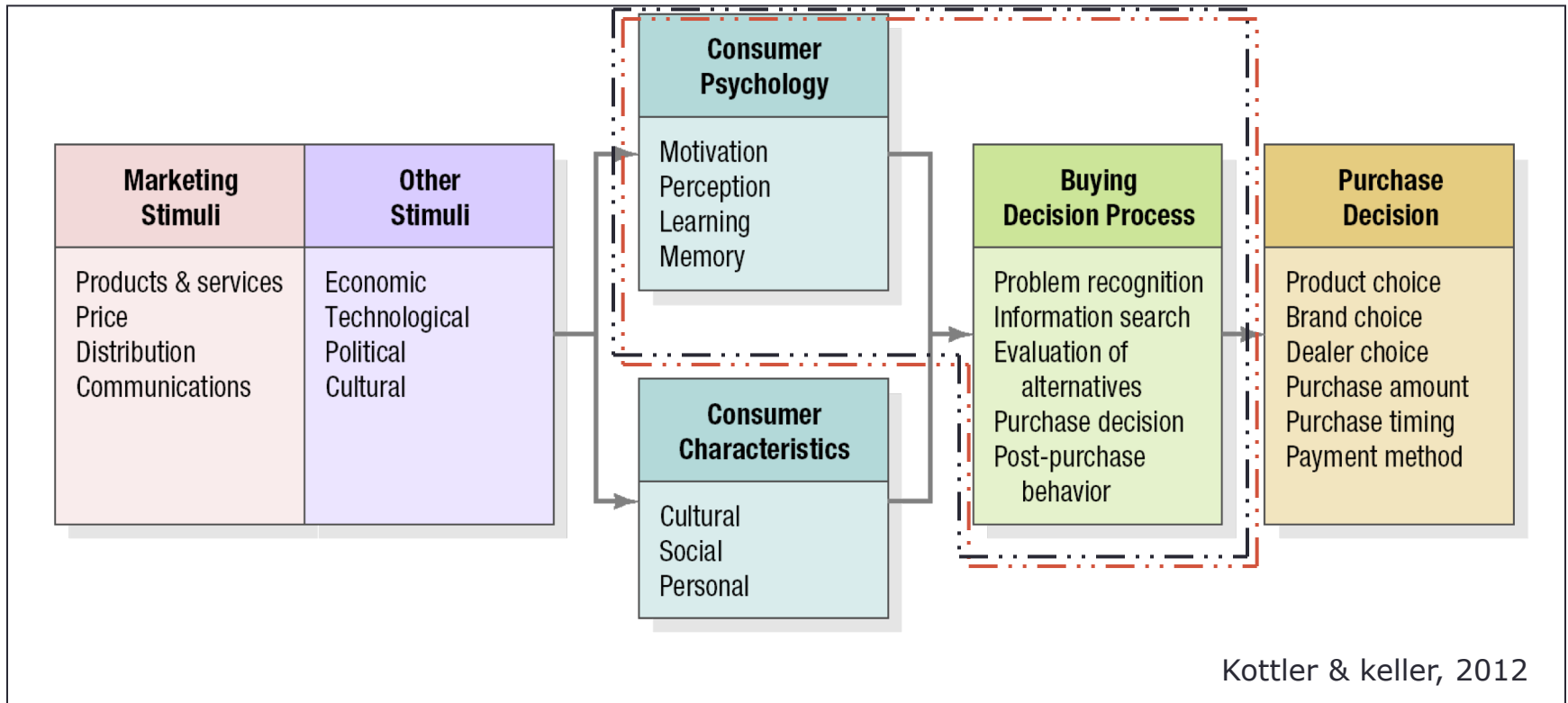
- Two Key Dynamics (fill, 2009:293)
  1. Who is the audience?
  2. The Way in Which people interpret message?
    - Positioning
- Marketing communications strategy → Concerned with Audiences and Positioning

# Audiences<sup>1</sup>

- WHAT; WHEN; WHERE; HOW message is communicated.



# Audiences<sup>2</sup>



# Marketing Communication Planning Framework (MCPF)<sup>1</sup>

- Context analysis
  - Communication objectives
- Marketing communications strategy
  - Coordinated Communication mix
  - Resources (human and financial)
  - Scheduling and implementation
    - Evaluation and control
    - feedback

# Marketing Communication Planning Framework (MCPF)<sup>2</sup>

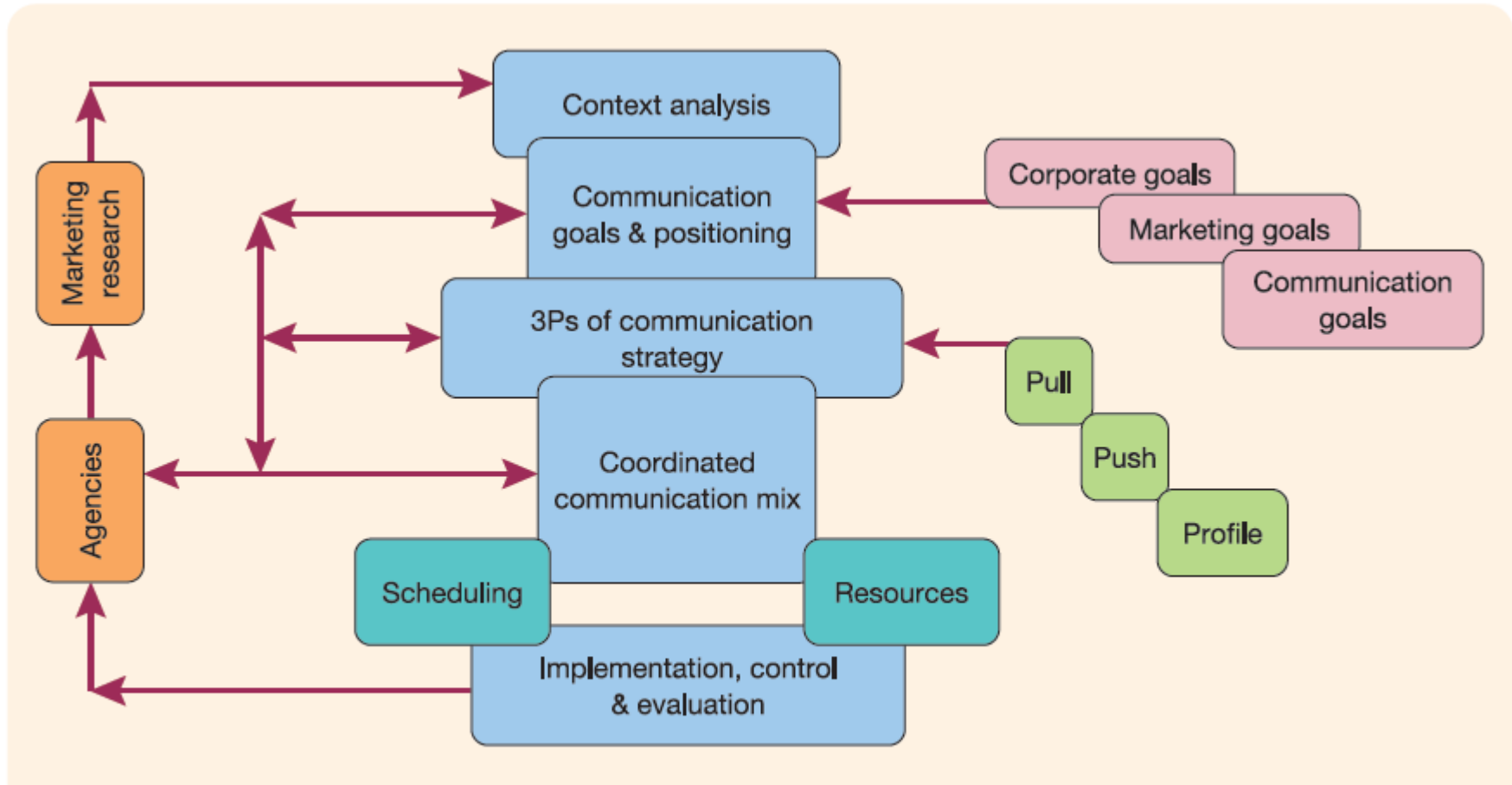


Figure 10.6 The marketing communications planning framework



# Marketing Communication Planning Framework (MCPF)<sup>3</sup>

## Context analysis:

The purpose is to understand the key market and communication drivers that are likely to influence a brand.

### 1. Customer context\*\* →

Segment characteristics; level of awareness; level of involvement

### 2. Business context\*\* →

Competitor analysis; SWOT-TOWS Matrix

### 3. Internal context →

Culture, value and beliefs; Marketing expertise; Organization identity

### 4. External context →

Communication; Political, Social, Economics, Technological opportunities

# Mengidentifikasi Customer Context

- pembeli potensial produk
- pemakai kini
- pihak yang memutuskan (*decider*)
- individu
- kelompok



# Mengidentifikasi Business Context

## SWOT Analysis



Strengths

Weaknesses

Opportunities

Threats

# Understanding SWOT & TOWS Matrix

- **Why use the tool?**

- Analisis SWOT adalah cara yang efektif untuk mengidentifikasi Kekuatan (Strengths) dan Kelemahan (Weaknesses)
- Memeriksa Peluang (Opportunities) dan Ancaman (Threats) yang dihadapi
  
- S-O: Memanfaatkan peluang yang ada
- S-T: Menghindari ancaman yang ada
- W-O: Menghilangkan/merubah kelemahan sesuai peluang
- W-T: RESIGN