

CHAPTER 11

MARKETING COMMUNICATION PLANNING FRAMEWORK



Marketing Communication Planning Framework (MCPF)⁴

Communication objectives:

1. Corporate objectives → Corporate Vision & Mission
2. Marketing objectives → Market share, sales revenues, ROMI, CLV
3. Marketing communication objectives → SMART objectives

Vision & Mision

Vision what be believe we can be

- Suatu pernyataan tentang gambaran keadaan & karakteristik yang **ingin dicapai perusahaan pada masa mendatang.**
- Tidak berdasarkan kondisi saat ini;
Berorientasi ke depan;
Mengekspresikan kreatifitas

Mision What be believe we can do

- Sesuatu yang harus dilaksanakan perusahaan agar tujuan organisasi dapat terlaksana dan berhasil dengan baik.

Telkom Vision & Mision

Visi

"To become a leading InfoCom player in the region"

Telkom berupaya untuk menempatkan diri sebagai perusahaan InfoCom terkemuka di kawasan Asia Tenggara dan akan berlanjut ke kawasan Asia Pasifik.

Misi

" One Stop InfoCom Services with Excellent Quality and Competitive Price and To Be the Role Model as the Best Managed Indonesian Corporation "

- Pelanggan akan mendapatkan layanan terbaik, berupa kemudahan, produk dan jaringan berkualitas, dengan harga kompetitif.
- Telkom akan mengelola bisnis melalui praktek-praktek terbaik dengan mengoptimalkan sumber daya manusia yang unggul, penggunaan teknologi yang kompetitif, serta membangun kemitraan yang saling menguntungkan dan saling mendukung secara sinergis.

SMART Objectives¹

- **SPECIFIC (Brand Equity)**

What is the actual variable that is to be influenced in the campaign? Is it awareness, perception, attitudes or some other element that is to be influenced? Whatever the variable, it must be clearly defined and enable precise outcomes to be determined.

- **MEASURABLE**

Set a measure of activity against which performance can be assessed. For example, this may be a percentage level of desired awareness in the target audience.

- **ACHIEVABLE**

Objectives need to be attainable, otherwise those responsible for their achievement will lack motivation and a desire to succeed.

SMART Objectives²

- **REALISTIC**

The actions must be founded in reality and be relevant to the brand and the context in which they are set.

- **TARGETED & TIMED**

Which target audience is the campaign targeted at, how precisely is the audience defined and over what period are the results to be generated?

Positioning Strategy

The 3Ps of marketing communications strategy are:

- Push-positioning strategies:

These are intended to influence **marketing (trade) channel buyer**.

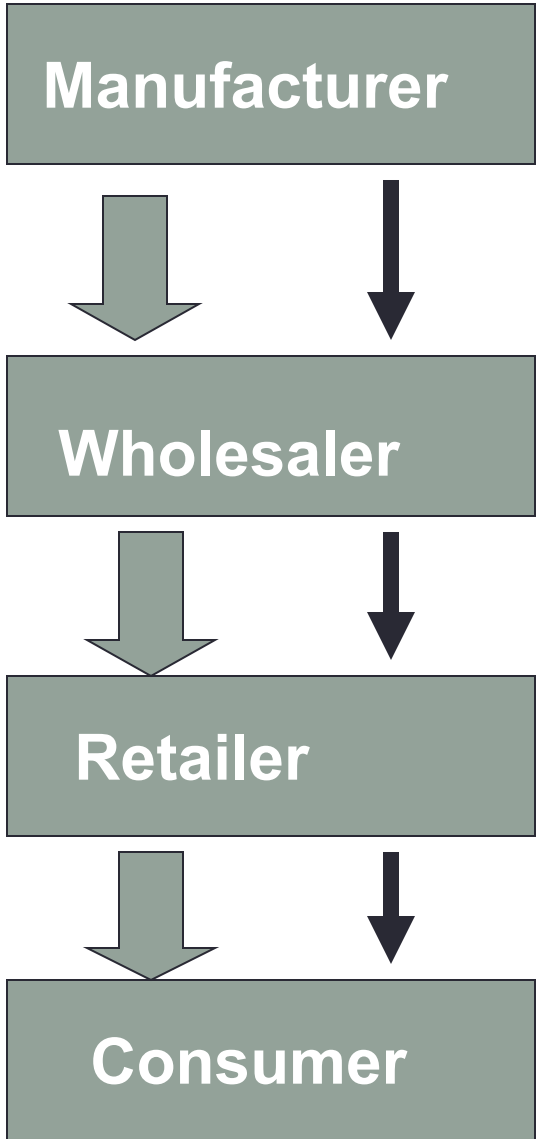
- Pull-positioning strategies

These are intended to influence **end-user customers**.

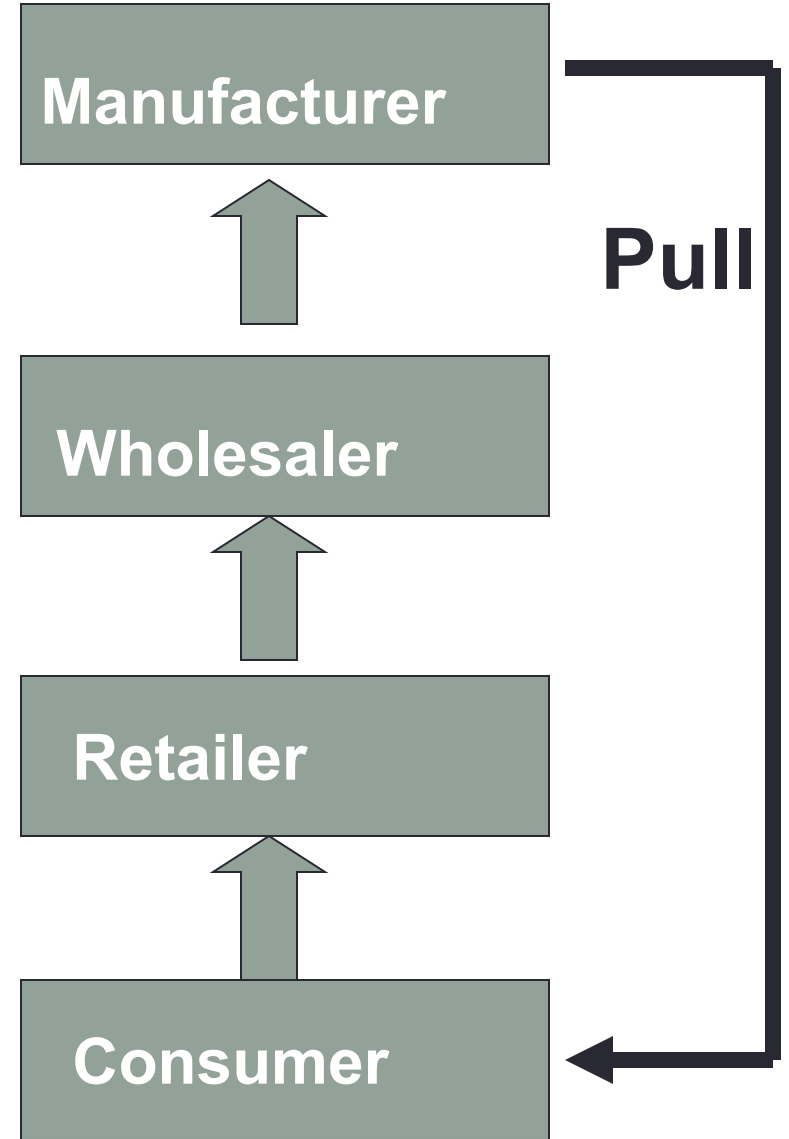
- Profile-positioning strategies

These are intended to influence **a wide range of stakeholders**, not just customers and intermediaries

Push



Pull



Coordinated Communication Mix

- **Respon audiens;** kognitif, afektif, atau *behavioral*.
- Empat model **tahapan respon pelanggan** yang ternama diterapkan yaitu; Model Aida, Model Efek Hirarkis, Model Inovasi-Adopsi, dan Model Komunikasi

Models

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

Take Home Quiz for next week

- Buatlah Paper Review Aplikasi Teori Perkuliahan Dalam Penulisan Tugas Akhir/Thesis/Disertasi/Artikel Jurnal
- Presentasikan Minggu depan + Kumpulkan Hard Copy

Scope:

1. Pendahuluan → Tren & Permasalahan
2. Kajian Literatur → SOTA & Kerangka Pemikiran
3. Metodologi Riset → OVAR; Teknik Sampling; Teknik Analisis
4. Hasil & Pembahasan → Empirical Findings & Interpretation
5. Kesimpulan & Saran → Praktisi & Akademisi