



STRATEGIES FOR EFFECTIVE MARKETING COMMUNICATION AMONG COLLEGE STUDENTS IN KUMBAKONAM TOWN

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ABSTRACT

Marketing communication is the strategic practice of conveying messages and information to a target audience to promote products, services or brands. In a world inundated with information, effective marketing communication is essential for businesses to connect with their customers. This practice goes beyond traditional advertising, encompassing various channels such as social media, content marketing, and influence partnerships. Successful marketing communication involves understanding consumer behavior, crafting compelling narratives, and building meaningful relationships. In this digital age, businesses must adapt and innovate continuously to capture attention and drive action.

Introduction

Marketing communication, or Marcum, is the art and science of connecting businesses with their audience. It's about crafting compelling messages, building brand identity, and using various channels to engage and influence customers. In today's digital age, effective marketing communication is essential for cutting through the noise and capturing attention.

In today's competitive business landscape, attracting and retaining customers requires a well-planned marketing communication strategy. This book delves into the importance of integrated

marketing strategies and how they can help businesses capture their target audience's attention and drive sales.

Understanding Marketing Communication Strategy

Definition: A marketing communication strategy conveys a message to the target consumer through various mediums.

Core Elements: Message, Target Audience, and Medium - All three must align for success.

Collaboration: Marketing and communication departments working together ensure consistency and effectiveness.

Setting Marketing Communication Objectives

Defining Business Goals: Identifying specific objectives is crucial for measuring success.

Varied Goals: Goals can include brand recognition, PR awareness, enhanced customer service, or gaining a competitive edge.

The Importance of Integrated Marketing

Trust Building: Consistency across all platforms helps build trust with audiences.

Audience-Centric Approach: Knowing your audience's preferences and behavior is key to channel selection.

Achieving ROI: Effective communication should ultimately lead to positive results and returns on investment.

Using a Marketing Communication Strategy

Understanding Your Audience: Effective strategies start with a deep understanding of your target audience.

Content Alignment: Content in branding and messaging across all channels is crucial.

Continuous Communication Consistency: Marketing communication should be an ongoing, authentic, and value-driven process.

Understanding Marketing Communication Strategy

Objectives:

In order to attract customers to your business, you need to first attract their attention. And with hundreds (if not thousands) of competitors in most industries, a Marketing communication strategy is your chance to outline how you plan to capture and keep the attention of consumers.

For anyone wondering why an integrated marketing strategy is necessary, we'll break down how to develop a marketing communication strategy that targets the consumers you want to reach and drives sales.

- ❖ Marketing Communication Strategy
- ❖ Integrated Marketing Strategy Important
- ❖ Using a Marketing Communication Strategy to Meet Your Business Goals

Marketing Communication Strategy:

The definition of a marketing communication strategy is how your business plans on conveying a particular message to your target consumer through different mediums.

- ❖ The message: What you want to say
- ❖ The target: Who you are speaking to
- ❖ The medium: What channels you are using

In order for marketing communication strategy to be successful, all three elements must complement one another. Public Relations teams have traditionally been in charge of a company's communication strategy, but the lines are blurring.

It is becoming more common for marketing and communication departments to not being treated as two separate entities, which helps create harmony between the message and the medium. When there is disconnect between these it causes confusion — or worse, disinterest — on the part of the consumer. But before your teams begin planning, it's important to define your actual business goals. Maybe your goal is to help your business create demand for its products and services, but there are others:

- Building a more world-class and recognizable brand
- Raising awareness about your existing brand through PR
- Providing better customer service on social media
- Gaining a more strategic competitive advantage

Setting Marketing Communication Objectives:

Objective:

Setting marketing communication objectives is a critical step in the development of a marketing strategy. These objectives are specific, measurable goals that a business aims to achieve through its marketing communication efforts. Well-defined objectives serve as a road-map; guiding your marketing

campaigns and helping you measure their success. Here's an explanation of how to set marketing communication objectives.

Define Clear and Specific Goals:

- ❖ Start by identifying what you want to achieve with your marketing communication efforts. Your objectives should be specific and clearly defined.
- ❖ For example, rather than having a vague goal like "increase sales," you might set an objective like "increase online sales by 20% within the next quarter."

Make Objectives Measurable:

- ❖ Your objectives should be quantifiable, allowing you to track progress and measure success. Use concrete metrics like sales figures, website traffic, conversion rates, social media engagement, or email open rates to quantify your objectives.

Ensure Objectives Are Achievable:

- ❖ Your marketing communication objectives should be realistic and attainable within the resources and timeframes you have available.
- ❖ Setting overly ambitious goals that cannot be realistically achieved can lead to frustration and disappointment.

Consider Relevance to Business Goals:

- ❖ Align your marketing communication objectives with your broader business goals. Ensure that achieving these objectives contributes directly to the overall success and growth of your business.

Set a Timeframe:

- ❖ Specify a timeframe for achieving your objectives. This provides a sense of urgency and helps in tracking progress.
- ❖ For example, you might set a goal to "increase website traffic by 15% over the next six months."

Segment Your Objectives:

- ❖ Depending on your business and marketing strategy, you may have multiple objectives targeting different aspects of your communication efforts.



- ❖ Consider segmenting objectives based on different channels (e.g., social media, email marketing, content marketing) or target audience segments.

Prioritize Objectives:

- ❖ Determine the relative importance of each objective. Some objectives may be more critical to your business than others.
- ❖ Prioritizing objectives ensures that you allocate resources and effort accordingly.

Ensure Alignment Across Teams:

- ❖ If your organization has different departments or teams working on marketing communication, ensure that everyone is on the same page regarding the objectives. Collaborate to create a unified approach.

Monitor and Adjust Objectives as Needed:

- ❖ Regularly monitor your progress toward meeting your objectives. If you find that certain objectives are not being met or that external factors are affecting your ability to achieve them, be prepared to adjust your objectives and strategies accordingly.

Communicate Objectives Internally:

- ❖ Share your marketing communication objectives with relevant team members and stakeholders within your organization.
- ❖ This ensures that everyone understands the goals and can work together to achieve them.

There are many reasons having a well-thought-out marketing communications strategy is important.

- Build brand trust
- Reach the right audience at the right time
- Achieve positive ROI

The Importance of Integrated Marketing

Build brand trust:



- ❖ From a consumer perspective, it's easier to trust and connect with a brand that speaks to them consistently. Hearing conflicting information or having disjointed brand experiences, doesn't sit well with audiences.
- ❖ Using an integrated marketing communications strategy is a good way to build trust among your audience, across all platforms.
- ❖ Part of your strategy may also entail reaching out to journalists, bloggers, or influencers to help tell your story.
- ❖ By leveraging the trustworthiness of particular writers or publications you can build consumer trust through these types of positive associations.

Reach the right audience at the right time

From magazines to billboards, radio to social media, the list of mediums you can use to reach consumers today is extensive. And with so many platforms available, the challenge for PR teams today is identifying the channels that make the most sense for any given message.

Achieve positive ROI

Marketing communication involves getting the attention of consumers and building brand equity. But the ultimate goal (usually) isn't just interaction, it's making a sale.

When a public relations team is crafting a product promotion strategy, a primary goal is to increase sales of the product or service. Measuring these types of marketing efforts has traditionally been a challenge for marketing teams, but the PR and social media reporting tools available today can help you accurately track, analyze and prove the value of your efforts in the boardroom.

Gain a better understanding of your target audience

You can't create an effective marketing communications strategy without knowing who your target audience is. Whether it's through digital marketing, advertising, or on social media, you always need to be clear about the audience you are trying to reach.

Having an understanding of your consumers, and segmenting them into buyer personas, will inform which platform you should communicate on, and how you can be strategic in delivering that

message. If your service speaks to baby boomers, you might consider using direct mail or Face book while **marketing to Gen Z** means sharing your message on **Tik-Tok and Instagram**.

While you gain a deeper understanding of who your growing target audience is, it's important not to neglect your existing customer base. Keeping your current customers is just as important as acquiring new ones. You still need to communicate and keep these consumers up to date with relevant information on your business, product updates, and incentives that you may be providing.

Creating alignment between your content and channels

The actual content of the brand messages you send to your audience is what will clinch a conversion. And, if you have done your research on who your target audience is, then you should be able to create content that is consistent, just like your branding, across the various platforms and channels you use to communicate on, whether it be in a social media post, advertisement, email, or through influence Marketing.

Sample Size and Source of Data - The sample size is 60.

Data Analysis Tool - The statistical tool used for data analysis is percentage analysis.

Marketing Communications Data Analysis Table:

Table No. 1

Sources	Items	Options	Respondents	Percentage
Target Audience	Age	Below 20	15	25.00
		20-30	30	50.00
		30-40	10	16.67
		Above 40	5	8.33
		Total	60	100
	Gender	Male	35	58.33%
		Female	25	41.67
		Total	60	100
	Social Media	Facebook Instagram	20	33.33

Communications Channels		Linkedin		
	Email Marketing	-	10	16.67
	Tv Advertising	-	15	25.00
	Radio	-	5	8.33
	Print Media	-	5	8.33
	Other (Specify)	-	5	8.33
		Total	60	100
Message Effectiveness	-	Highly effective	25	41.67
	-	Effective	20	33.33
	-	Neutral	10	16.67
	-	Ineffective	3	5.00
	-	Very Ineffective	2	3.33
	-	Total	60	100
Campaign Reach	-	Local	18	30.00
	-	Regional	15	25.00
	-	National	15	25.00
	-	International	12	20.00
		Total	60	100
Marketing Objectives	-	Brand Awareness	25	41.67
	-	Sales Promotion	20	33.33
	-	Customer engagement	10	16.67
	-	Market Research	5	8.33

	-	Total	60	100
Customer Feedback				
		Positive	40	66.67
	-	Neutral	10	16.66
	-	Negative	10	16.67
	-	Total	60	100
Effect on Sales				
	-	Increased	30	50.00
	-	No change	20	33.33
	-	Decreased	10	16.67
		Total	60	100
ROI (Return on Investment)				
	-	Positive	25	41.67
	-	Neutral	15	25.00
	-	Negative	20	33.33
		Total	60	100

Marketing Communication Data Analysis Summary:

Target Audience: Majority (50%) are aged 20-30. Male respondents (58.33%) outnumber females (41.67%). **Communication Channels:** Top channels: social media (33.33%) and TV advertising (25%). Moderate reach for email marketing and radio (16.67% each). **Message Effectiveness:** Majority find messages highly effective (41.67%) or effective (33.33%). Small portion finds messages ineffective (5%). **Campaign Reach:** Local (30%) and regional (25%) campaigns are popular. National and international campaigns each have a 25% reach. **Marketing Objectives:** Primary objectives: brand awareness (41.67%) and sales promotion (33.33%). Market research is a lesser focus (8.33%). **Customer Feedback:** Most provide positive feedback (66.67%). Some are neutral (16.67%), and others provide negative feedback (16.67%). **Effect on Sales:** Half report increased sales (50%). 33.33% see no change, and 16.67% report decreased sales. **ROI (Return on Investment):** Notable

portion perceives positive ROI (41.67%). Some have a neutral perception (25%), while others see a negative ROI (33.33%).

Conclusion

Having a marketing communication strategy help you to better communicate your brand message and values to your target audience, retaining customers and attracting new ones. When marketing and communications are integrated effectively, you're better able to connect to your audience and maintaining steady business growth.

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