

Diabetes wa



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Diabetes WA (Marketing and advertising budget) Marketing and advertising: Marketing and advertising are very much important for the organizations like Diabetes WA. People should know what they are doing and what the benefits are for the people of the society. As mentioned earlier that marketing communication is the base of the organization. People must be involved and informed about the services and the products. The organization must participate with the NDSS and Diabetes Australia to share the media exposure in the TV media and Radio Channels, so that it reaches to the mass. The 360 degree marketing approaches are important. The DAGMER (Defining Advertising Goals for Measured Advertising Rules) approach tells the effective advertising must be measurable (Altstiel & Grow 2006). However, the marketing are the ongoing process and financial support is very important for these campaigns. Most of the campaigns must reach the target audiences. The basic target audiences are the people who are in the middle age, staying nearby the town and the diabetes WA centers. However, Diabetes can happen to anyone irrespective of their earning capacity and even many time juvenile diabetic patents are also seen. The major concept about the campaigns must be to create a concern about the diabetes within the minds of the diabetic patients. And for the future patients the fear of losing the happy moments with the family must be focused. It means the advertising campaigns must tell the viewers about the importance of him or her being fit and diabetes free. Media Mix: Media is the most important factor in this case. The media is the platform which can help the campaigns to reach the mass. That is the reason the media mix is very vital. The media mix is basically the combination of the proper Medias which supports the advertising campaign efficiently (Surmanek, 1996). In this case the television

and the radio are very important as they reach to the mass in a very efficient way. However, choosing the perfect channel is also very important. Different channels have different TRP (television rating points) and they have different target groups. However, health related channels are the most appropriate target for the Diabetes WA. Online promotion is another important initiative which should be taken internally. The company is having a great website so they must utilize the website and do better SEO (Search engine optimization) to get hold of the online users. Marketing Budget: The advertising budget or the total amount of the money assigned for the advertising campaign varies on time (Ferrell, Hartline, 2008). It means specific time has specific budgeting. The advertising budget cannot be a constant budget for a long time. And the outcome of the investment in the advertising comes after a longer period. In this case the one time budget can be taken as \$ 60, 000. This amount can be segregated into many factors. 1. Print advertising: news paper ads, magazine ads, flyers are the important tools which must be used to reach the target group and for that \$20, 000 can be allocated. 2. Television: it is very wise to get some free advertising period or media space with the help of the government as this a social responsibility of the government to help the people to understand about the Diabetes. However, even after that there are many costs are related and they are campaign cost, development cost etc. for this another \$ 20, 000 can be allotted. 3. Online promotion: for the SEO with companies like Google, yahoo, facebook etc some amount must be allotted and it can be taken as the online promotion budget. \$5000 can be taken as the onetime promotional cost. 4. Exhibitions and health education is another way of promoting the brand, in this case \$5000 can be allotted to arrange some good conferences, talk

show etc. Bibliography Altstiel T & Grow J 2006. Advertising strategy: creative tactics from the outside/in. London: SAGE. Ferrell O C, Hartline M D, 2008. Marketing Strategy. Stamford: Cengage Learning. Surmanek J, 1996. Media planning: a practical guide. New York: McGraw-Hill Professional.