

Marketing communication

[Business](#), [Marketing](#)



The full list of the titles in this series includes: Marketing communication overview-? outlines the basic marketing communication concepts and provides the foundation for rest of the series Positioning -? discusses the Ins and outs and Importance of claiming the most attractive position In your customer's mind Marketing message -? provides the framework for planning your marketing message throughout the technology adoption lifestyle (TALC) Marketing to influencer and opinion leaders -? describes the process and methods to develop word of mouth marketing in the marketplace Market communication in the Early

Market -? focuses on how (and why) you should tailor your message for technology enthusiasts and visionaries Market communication across the Chasm and In the Bowling Alley -? explains the tactics that will help you cross the Chasm Marketing communication objectives Marketing communication has two objectives. One is to create and sustain demand and preference for the product. The other is to shorten the sales cycle.

Creating preference Creating preference is often a longer-term effort that aims at using communication tools to help position your product or company in the minds of the target customer. Positioning and building a brand takes time and requires a certain consistency (not just in the communication efforts themselves, but also in regards to the core elements of product, pricing, and distribution) and therefore represents a significant commitment for the company.

However, establishing preference by building a brand will impact market share, profitability and even your access to talent-? and thus provides long-

term value for the company. " Shortening the sales cycle Shortening the sales cycle means assisting your sales and channel partners in their efforts to identify, engage and deliver a customer. Understanding the customer's buying process brings critical Insight Into how one can shorten the sales cycle.

The Through market research and conversations with salesperson, Marco staff must identify how they can help speed up the process. In the case of high-tech products, the sales cycle involves considerable amounts of customer education in the early stages of the process. Marco must focus on creating, packaging and delivering relevant information to the buyer throughout the buying process in order to sales meet this education need. In general, the communication techniques employed to shorten the sales cycle are by tauter more tactical than those used in building a brand.

Nevertheless, your strategy to achieve the two Marco objectives must be balanced, or the legitimacy of your plan will be questioned if one objective takes priority over the other. You must have close collaboration with sales and customer-facing channel partners in order to get this balance right. The following articles contain more on developing tactical plans: The marketing message Market communication in the Early Market Market communication across the Chasm and in the Bowling Alley influencer and opinion leaders Marketing to