

AN OVERVIEW HOW COMMUNICATION HELPS TO FORMULATE PROPER MARKETING STRATEGY

CHINMOY GHOSH*

Abstract

Marketing strategies are basically the back bone of any successful business efforts. Basically strategies are utilised in such a way to focus on target consumer. Without communication system marketing strategies are helpless to fulfil the goal. We find seven major variables which can develop a new path of communication-strategic model and which can help the business enterprise to capture their target consumers.

Introduction

Marketing strategies are basically the back bone on any successful business efforts. Basically strategies are utilised in such a way to focus on target consumer. This is the ear of social networking system, without communication system marketing strategies are helpless to fulfil the goal. In this paper we discuss about the core relationship between marketing strategy and communication system jointly fulfil the enterprise goal to capture the target customers.

Communication basically, help to communicate the actual theme of the enterprise product or services by the way of marketing strategy. In that paper we try to generate a new model of strategic communication model theoretically. We find seven major variables which can develop a new path of communication-strategic model. The variables are as follows –

- The Better Know customer and their Interests
- Uncover Your Unique Selling Proposition

*** Research scholar MAKAUT (W.B.),FACULTY- East Calcutta girls' College, CommerceDepartment**

- Proper brand voice
- Ensure that All Messaging is Consistent
- Choose proper Marketing Mix
- Establish proper Success Measurements
- Manage Leads and Client Data

Objective of the study- How communication helps to formulate proper marketing strategy.

Theoretical analysis based on available literature review-

Riku Kaijansinkko, in her research PRODUCT PLACEMENT IN INTEGRATED MARKETING COMMUNICATIONS STRATEGY, 2001 discuss about Product placement is a marketing communications method designed to enhance the image of a certain product among a selected target group by getting positive image enforcement from the positive aspects of the selected media vehicles, such as motion pictures, television series, commercials, theatre plays, video games and even school books. As such product placement is a component of the promotion category (also referred to as communications mix) of the marketing mix, and is considered as a method of publicity creation.

Ko J.M.G. Floor and W. Fred van Raaij in their, 2011 Marketing Communication Strategy discuss about Marketing communication is constantly developing. This book, therefore, requires the description of new media and new examples. Traditional printed media, radio and television remain important media in the marketing communication plan. But alongside these traditional media new, internet-based media are emerging, such as websites, weblogs, emails, Facebook and Twitter. It is consumers who decide on the content of the online social media such as Facebook, Twitter. Advertiser shave far less control over these online media than over traditional media.

Ms. Sisira Neti in her article SOCIAL MEDIA AND ITS ROLE IN MARKETING, 2011 discuss about Social Media, today, is among the ‘best way of communication’ to a brand for connecting with prospective consumers. Social network system is the medium to socialize. These new media win the trust of consumers by connecting with them at an extreme level. Social media marketing is the new mantra for several brands since early last year.

Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before.

Dr. Surendra Sisodia and Mr. Narendra Telrandhe in their article **ROLE OF INTEGRATED MARKETING COMMUNICATION IN MODERN INDIAN BUSINESS**, 2010 discuss about In today's ever changing "Nanosecond Culture" of social networks, empowered customers and hyper competition, we need to be prepared to immediately implement holistic thinking for our marketing and communications strategy. With an increase in global competition, technological advances, and fast informed customers, it is important for businesses to make a powerful impact on target audiences and markets.

G. Todorova in his article **MARKETING COMMUNICATION MIX**, 2015 discuss about Designing the right marketing mix involves the four P's i.e. Product, Price, Place and Promotion. In the field of marketing communications, must be coordinate efforts towards the last P of the marketing mix –Promotion. And need to develop strong sales and advertising messages that will connect with your customers instantly and effectively highlight product's quality and brand's differentiation from others.

Discuss about the variables for our study-

1. The Better Know customer and their Interests

All successful marketing efforts begin with a thorough understanding of the customer. Start by analysing current customer and why they chose a particular products or services. Don't have enough data to get the full picture? Put a research plan in place to help fill in any gaps relating to demographics, purchase patterns and other insights into when, where, why and how people purchase your products.

2. Uncover Your Unique Selling Proposition

Unique Selling Proposition (USP) is the main benefit that, when communicated effectively, drives sales of product or service. It focuses on a unique problem that a particular enterprise solve better than anyone else. USP must be compelling and strong enough to move people to act. USP will be central to all of marketing communications, so don't take this step lightly.

3. Proper brand voice

While most people think of logo and stationary when it comes to branding, brand voice is equally important. A good place to start is to generate a few key positioning statements to feature in particular communications. Start with a tagline, single sentence version and then a standard short paragraph. Try spooling out a handful of key messages that the company should be communicating. Outline key descriptive words to use and not use, and make sure that the new messaging standards are adhered to in all future communications.

4. Ensure that All Messaging is Consistent

From logos to business cards and marketing collateral, brand must speak to the customer in a contemporary, relevant manner. It needs to support of operational USP and accurately represent proper market position – don't mislead customers by creating a misleading brand, if aiming to be a low-cost option. Be honest, sincere and true to the heart of the business.

5. Choose proper Marketing Mix

With all of the recent advancements in online marketing, there are more ways to communicate than ever before. Every industry and brand is unique, so there is no standard marketing mix that will work for everyone. The key is to understand your options, and choose a media mix that fits particular customers (where do they spend their time / attention), budget and marketing communications goals.

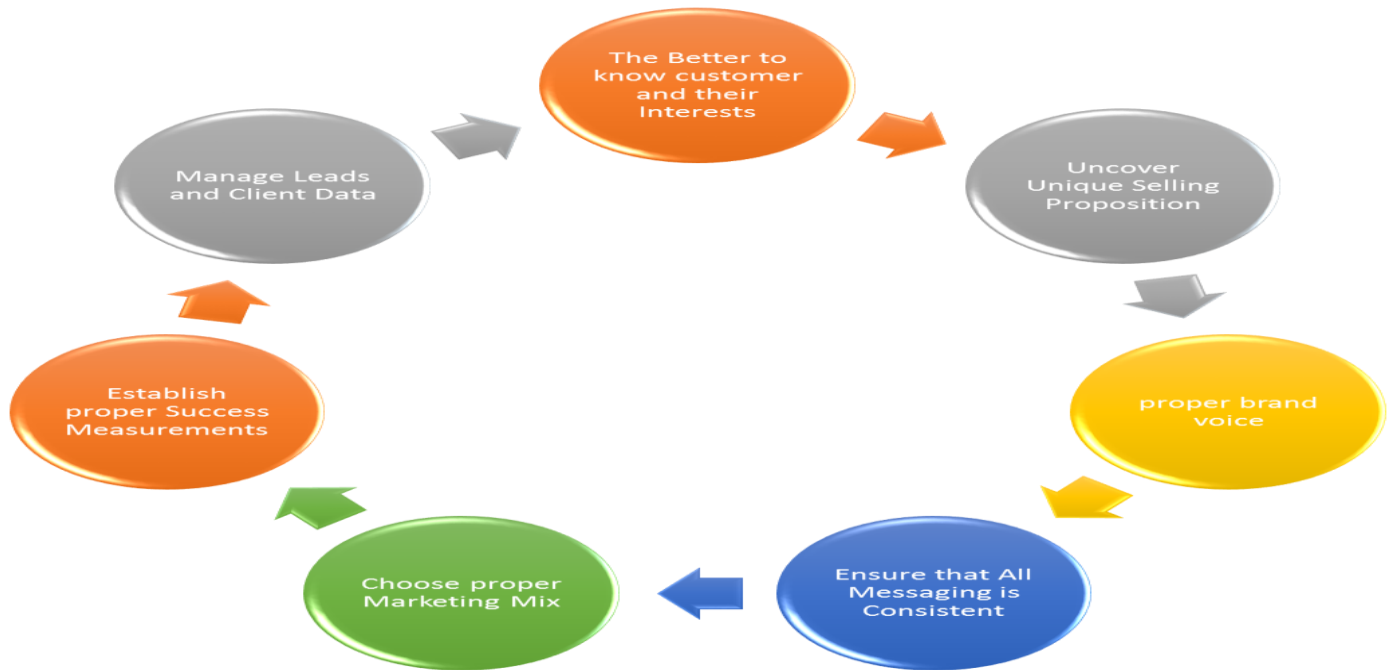
6. Establish proper Success Measurements

Whatever the medium and message, ensure that communications are measurable. Whether its email open rates, social media exposure or direct mail response rates, establish key communications goals and put systems in place to construct a chart of success. Tie this data in with sales metrics to get a true sense of what's working and what's not.

7. Manage Leads and Client Data

The enterprise must know about audience, built proper brand and told proper story. People are interested – now what? A Customer Relationship Management system is a database of contacts (customers, prospects, others) that allows to organize information (contact info, records, files,

calls, emails, etc.) to streamline and scale sales and marketing processes. This will help to better understand how customers move through the sales funnel and help to close more leads.



MODEL OF STRATEGIC MARKETING COMMUNICATION

CONCLUSION

According to our study we conclude that basically marketing strategies are depend on effective communication system , combination of above seven variables- the Better Know customer and their Interests, Uncover Your Unique Selling Proposition, Proper brand voice, Ensure that All Messaging is Consistent, Choose proper Marketing Mix, Establish proper Success Measurement ,Manage Leads and Client Data can create strong marketing strategy which can help the business enterprise to capture their target consumers.

REFERENCES

- Abrams, Rhonda (2000), *Successful Business Plan: Secrets and Strategies*, (Palo Alto; California: Running 'R' Media)
- Arthur Anderson (1998), *Best Practices: Building Your Business with Customer-Focused Solutions*. New York: Simon & Schuster
- Borden, Neil H (1942). *The Economic Effects of Advertising*. Homewood, III: Richard D. Irwin.
- Borden, Neil H & M. V. Marshall (1959). *Advertising Management: Text and Cases*. Homewood, III, Richard D. Irwin.
- Culliton, James W (1948). *The Management of Marketing Costs*. Boston: Division of Research, Graduate School of Business Administration, Harvard University.
- Davenport, Thomas H. and Jeanne G. Harris (2007), *Competing on Analytics: The New Science of Winning*. Boston: Harvard Business School Press.