

01

DECEMBER
2018

Creation of messages

SATURDAY

Today there is a new view of communication as an interactive dialogue between the company and its customers that takes place during the pre-selling, selling, consuming and post-consumption stages. Companies must ask not only "How can we reach our customers?" but also "How can our customers reach us?"

Thanks to technological breakthroughs people can now communicate through traditional media (newspapers, radio, television, telephone) as well as through newer media forms (computers, fax machines, cellular phones, and pagers). By decreasing communication costs, the new technologies have encouraged more companies to move from mass communication to more targeted communication and one to one dialogue.

The product's styling and price, the package's shape and colour, the salesperson's manner and dress, the place of sale, and the company's reputation all communicate something to the buyer. Every direct contact delivers an impression that can strengthen or weaken a customer's view of the company.

To communicate effectively, marketers need to understand the fundamental elements underlying effective communication. It is a communication model with four elements. Two represent the major

parts in a communication: sender and receiver. The other two represent the major communication functions - encoding and decoding. The last element is the system of

Advertising - print and broadcast ads, package - outer
 package inserts, motion pictures, brochure
 and booklets, poster and leaflets, directories, Reprints of ads
 full boards, Display signs, Point of purchase displays,
 audio-visual material, Symbols and logos, videotape

Sales promotion - Contests, games, Sweepstakes, lotteries,
 premiums and gifts, Sampling, fairs and trade shows,
 exhibits, Demonstrations, Coupons, Rebates, Low interest
 financing, Entertainment, Trade in allowances,
 Continuity programs, Tie-ins.

Public Relation - Press kits, speeches, Seminars,
 Annual reports, Charitable donations, Sponsorship,
 press releases, Community relations, Lobbying, Identity
 media, Company magazines, Events.

Personal Selling - Sales presentation, sales meeting,
 incentive programs, Samples, fairs and trade
 shows.

Direct marketing - catalogues, mailing, Telemarketing,
 Electronic Shopping, TV shopping, Fax mail,
 e-mail, voice mail,
 etc.

The model underscores the key factors in effective
 communication. Sender must know what audience they want
 to reach