

e-Learning on Digital Agriculture

Lecture 12. Integrated Marketing Communications and Sales

PhD. Nargiza Nosirova



English (US)

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Start now»

Your ads appear beside related search results...



People click your ads...

...And connect to your business



Sign in to Google AdWords with your **Google Account**

Email:

Password:

[I cannot access my account](#)

Learn about AdWords

How it works

[Reach more customers](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

You create your ads

You create ads and choose keywords, which are words or phrases related to your business.

[Get keyword ideas](#)

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!



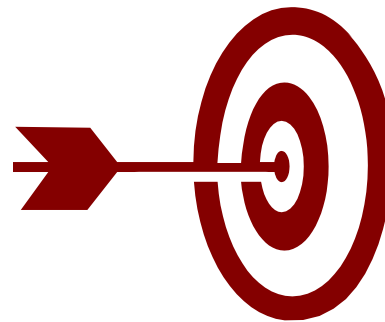
Keywords are what people search for on Google.



The most powerful brand in the world

It's Google's World

- **Founded in 1998**
 - Delivers relevant search results by favoring pages linked to by other sites
 - Sells ads linked to search keywords
 - Annual revenue exceeds \$10 billion
- **Keys to success**
 - Simplicity
 - Speed
 - Accuracy



Google Adwords

- Keyword-targeting advertising
 - Text ads at top or side of search results
 - Advertisers compete for top spot
 - Cost is “per click” (CPC)
- Contextual ads
 - Appear on other relevant Web sites
- Site-targeted
 - Generates sales and branding
 - Cost is per thousand impressions (CPM)

Google Rapidly Expanding

- Beyond online search advertising
 - Automated purchase of radio ads
 - Magazine and newspaper ad-buying
 - YouTube
 - Google TV Ads
 - Partnership with Nielsen Media Research
 - New varieties of online ads

Rapidly Changing Media Environment

- Increasingly difficult to target audiences & communicate effectively
 - Consumers no longer passive recipients
 - They demand more than information
 - From a myriad of sources



Integrated Marketing Approach

- Traditional mass media
 - Television, radio, magazines, newspapers, billboards
 - Now drive consumers to Web sites
- Online strategies
 - Provide detailed information
 - Be experiential, entertaining, interactive
 - MySpace, YouTube, Facebook, wireless mobile media devices, e-mail

The New Look of Advertising

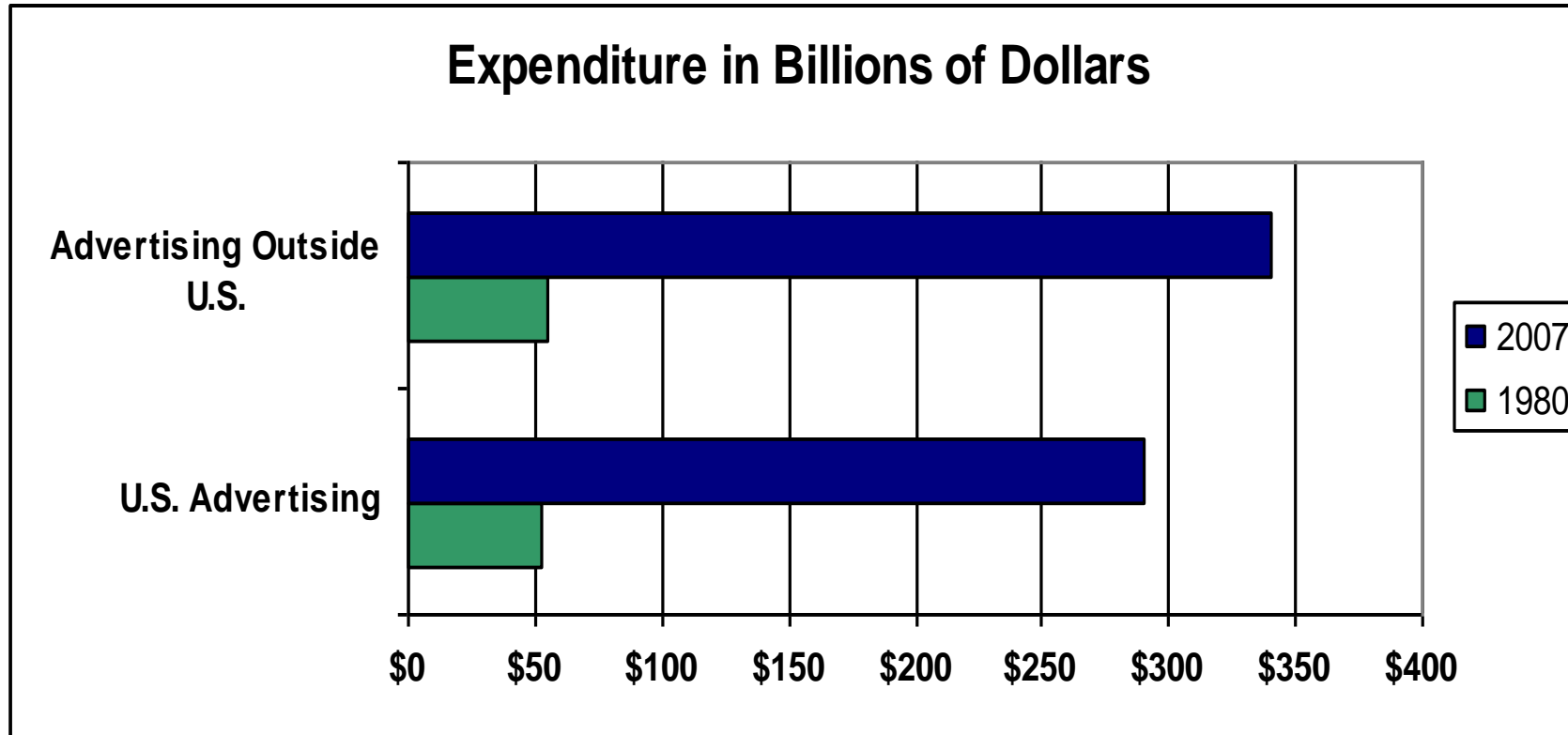
The screenshot displays the official Las Vegas tourism website with a dark theme. At the top, there is a search bar, the 'ONLY Vegas' logo, and navigation links for 'STAY | PLAY | SPECIAL OFFERS | FEATURES | MY VEGAS'. A secondary navigation bar includes 'Be Anyone', 'Experience Vegas', 'Fun Facts', 'History', 'News', 'Free Will', and 'RSVP'. On the right, there are language options for 'Español' and '中文', and a note for business users to visit 'LVCVA.com'.

The main content area is divided into several sections:

- What's Happening:** A search section for shows and events with filters for 'From' and 'To' (both set to Apr 2008) and a 'Submit' button.
- Maps:** A map of Las Vegas with a red location marker and a 'View Maps >' link.
- Free Visitors Guide:** A section for a free visitor information packet with a 'Learn More >' link.
- Features:** A central grid of six featured content blocks:
 - Experience Vegas:** Includes a photo of a woman in a Vegas-style outfit and a 'View Experience Vegas >' link.
 - Fun Facts:** Features a colorful star graphic and a 'View Fun Facts >' link.
 - Vegas History:** Shows a cityscape at night and a 'View Vegas History >' link.
 - Vegas News:** Displays a 'NEWS' graphic and a 'View Vegas News >' link.
 - Be Anyone:** Has a blue background with the text 'BE ANYONE IN LAS VEGAS' and a 'View Be Anyone >' link.
 - BDSSP Insider Search:** Shows a 'VEGAS INSIDER SPORTS UPDATE' graphic and a 'View BDSSP >' link.
- Experience Vegas:** A sidebar section with a photo of a woman and a 'View All >' link.
- Vegas News:** A sidebar section with links for 'World Series ... >', 'Must-See Special ... >', and 'First-of-its-kind ... >'.

Interactive, Informative, Entertaining

Growth of Advertising and Promotion



What is Marketing?

- An organizational function
- Processes for creating, communicating, and delivering value to customers
- Managing customer relationships in ways that benefit the organization and its stakeholders

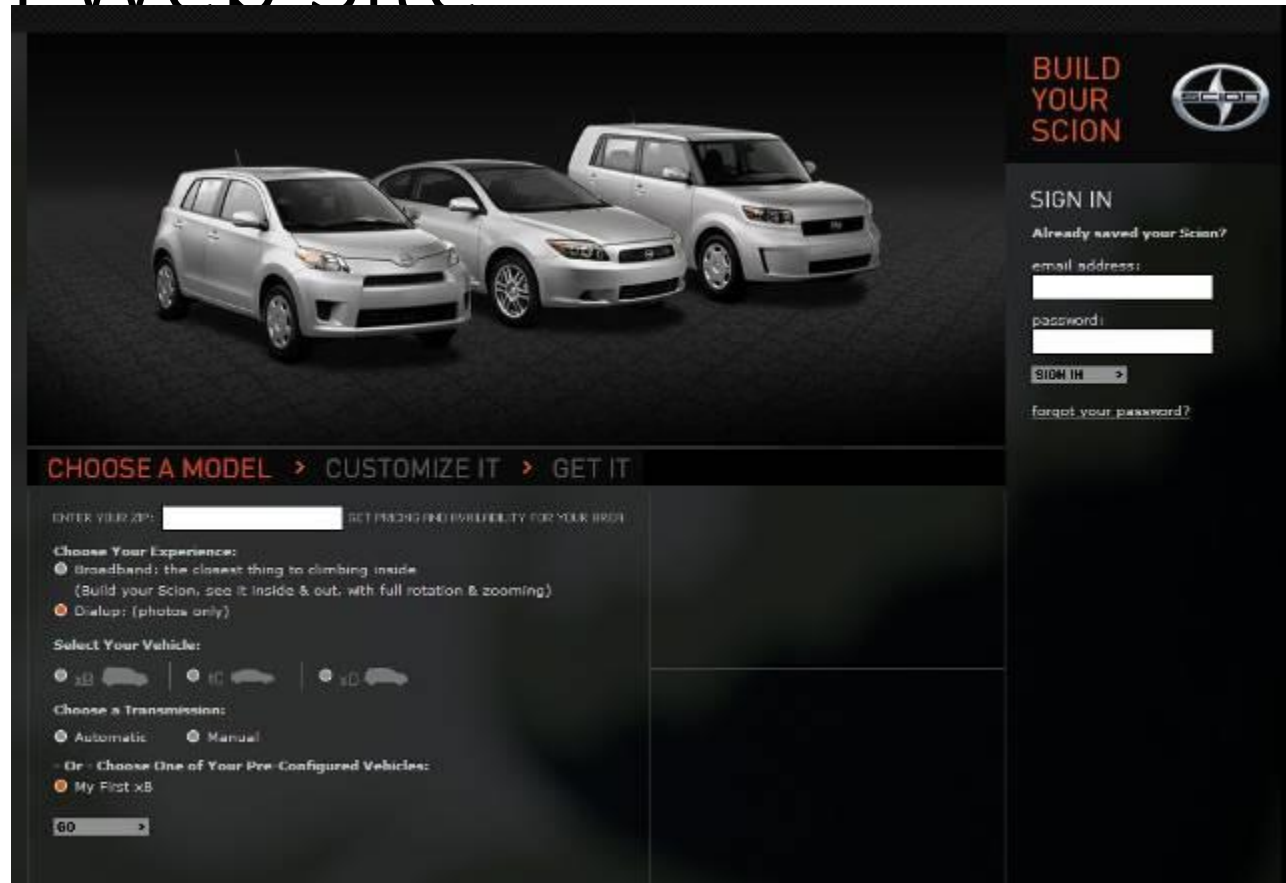
Value

Relationship marketing

Mass customization

Customer relationship management (CRM)

The Scion Web Site



Consumers can now customize
the car they want to purchase

Marketing Mix

- The four Ps

Product

Price

Place

Promotion



Coordinated Marketing Elements Build Image

WWW.MONTBLANC.COM

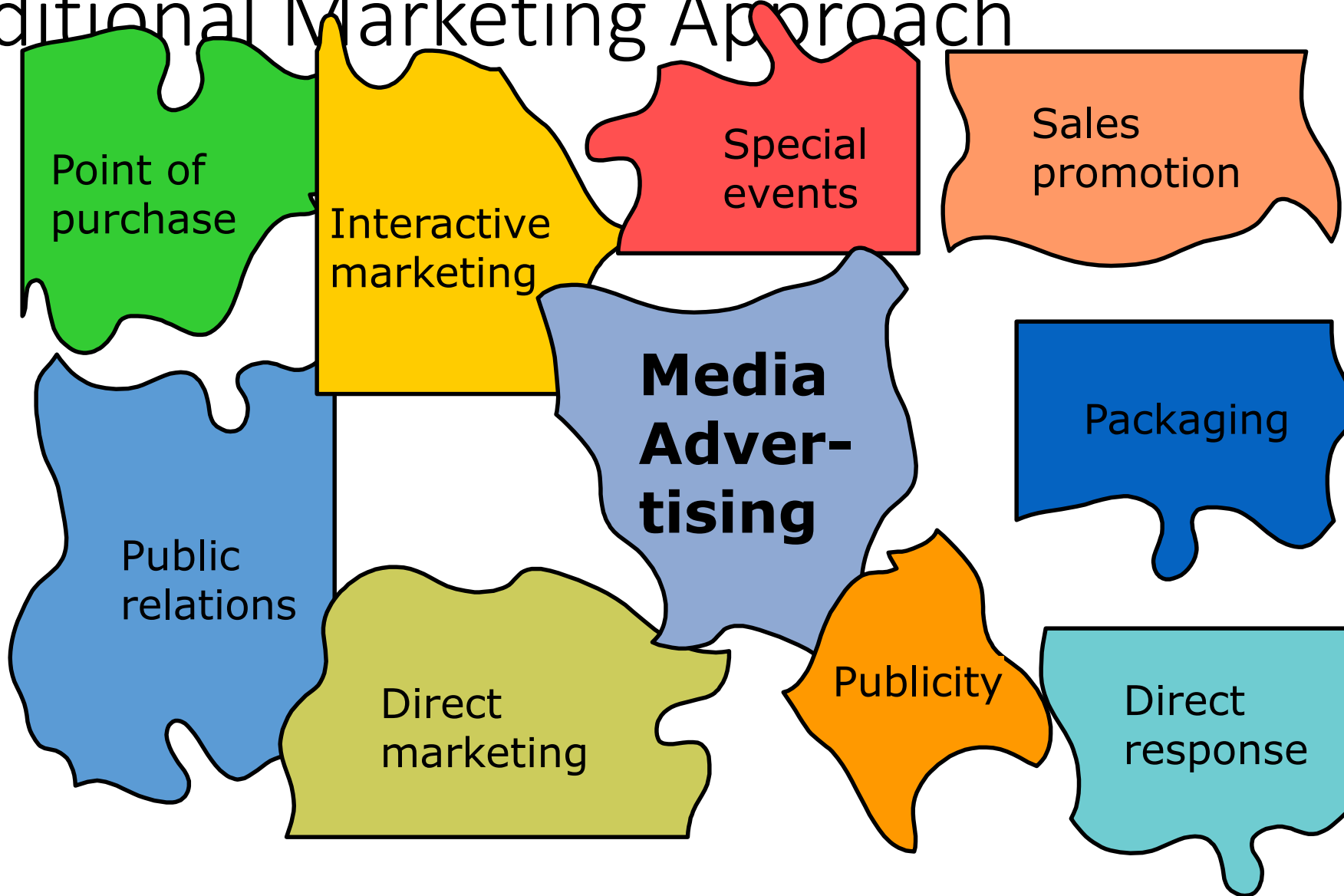
MONTBLANC

MONTBLANC TIME WALKER CHRONOGRAPH
Self-winding mechanical Montblanc movement 2802-502
43 mm case
Scratch-resistant domed sapphire crystal with antireflect coating
Pure stainless steel No. 1.4434
Swiss Made by Montblanc
\$5,740

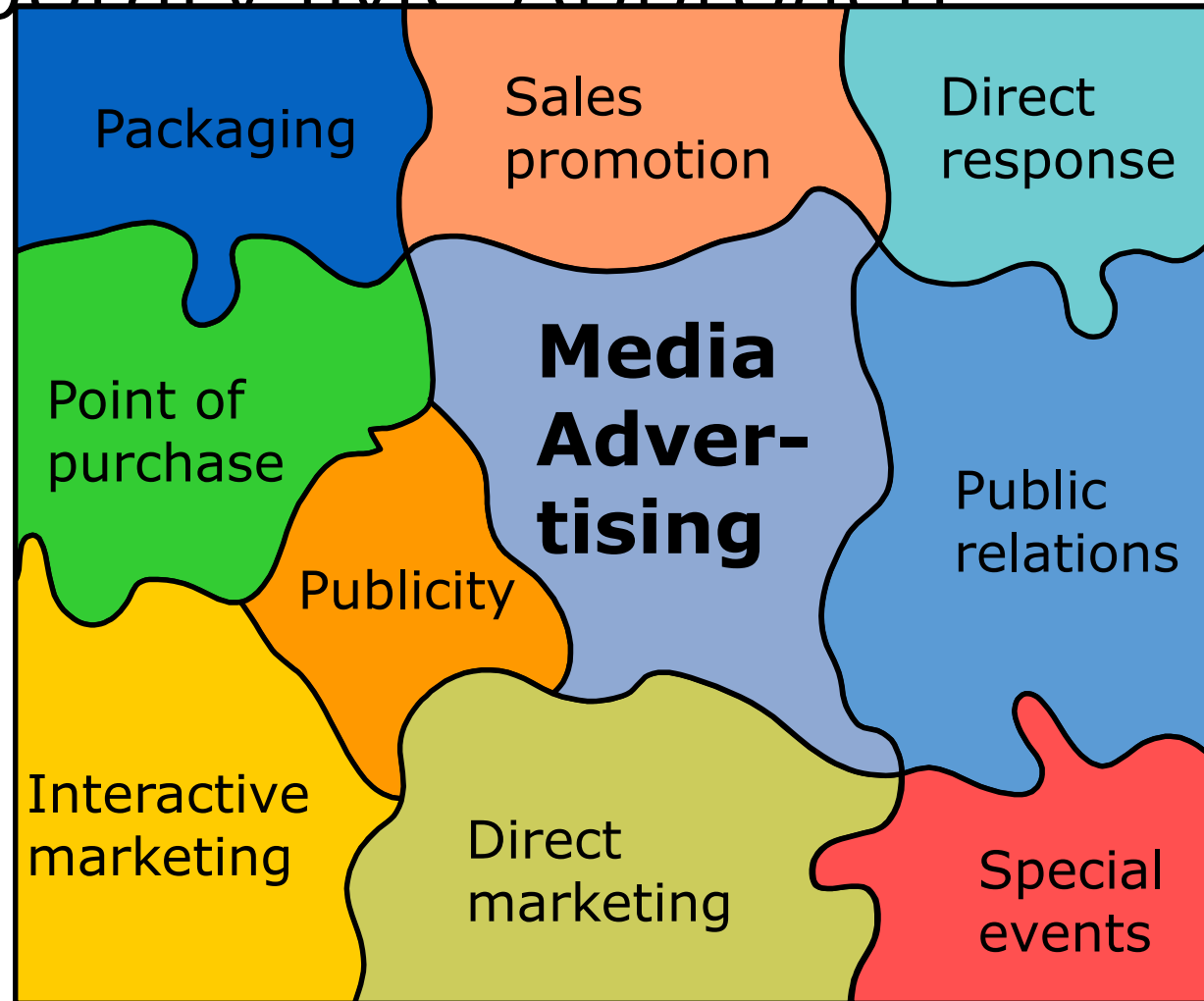


* Montblanc

Traditional Marketing Approach



Contemporary IMC Approach

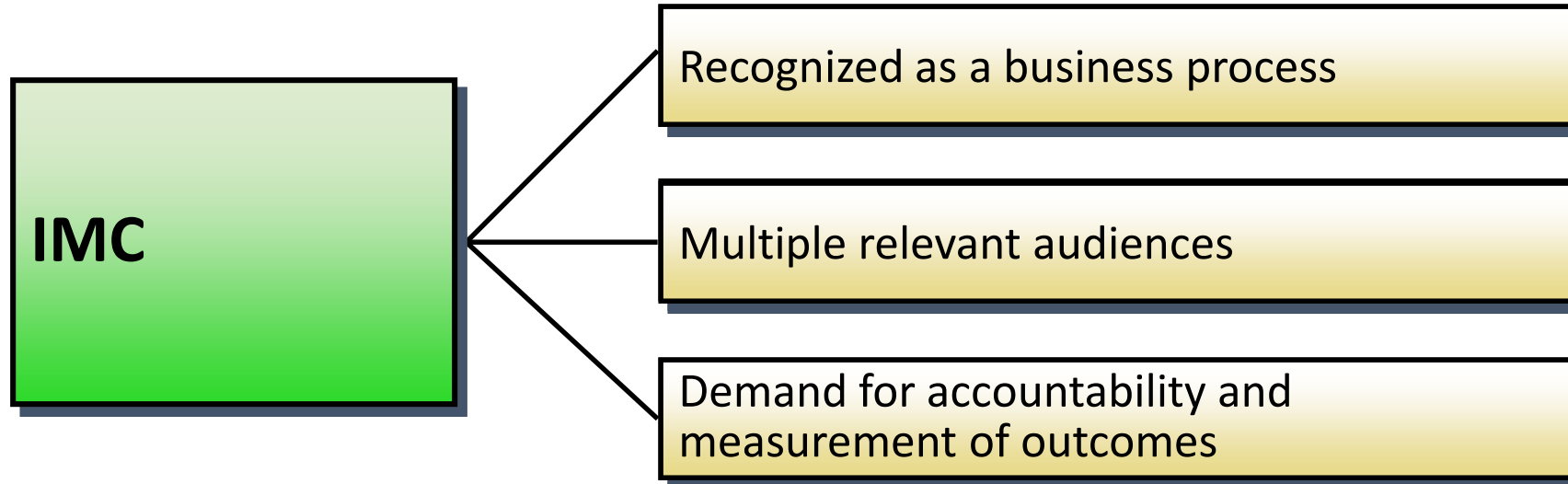


Defining IMC

IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs with consumers, customers, prospects employees and other relevant external and internal audiences.

The goal of IMC is to generate short-term financial returns and build long-term brand value.

Contemporary Perspective of IMC



Test Your Knowledge

Why are marketers decreasing the use of mass media advertising and increasing the use of integrated marketing communications?

- A) The mass market has become fragmented.
- B) New technologies have given consumers greater control over the communication process.
- C) Use of the Internet and electronic commerce is growing.
- D) New global markets are emerging.
- E) All of the above.

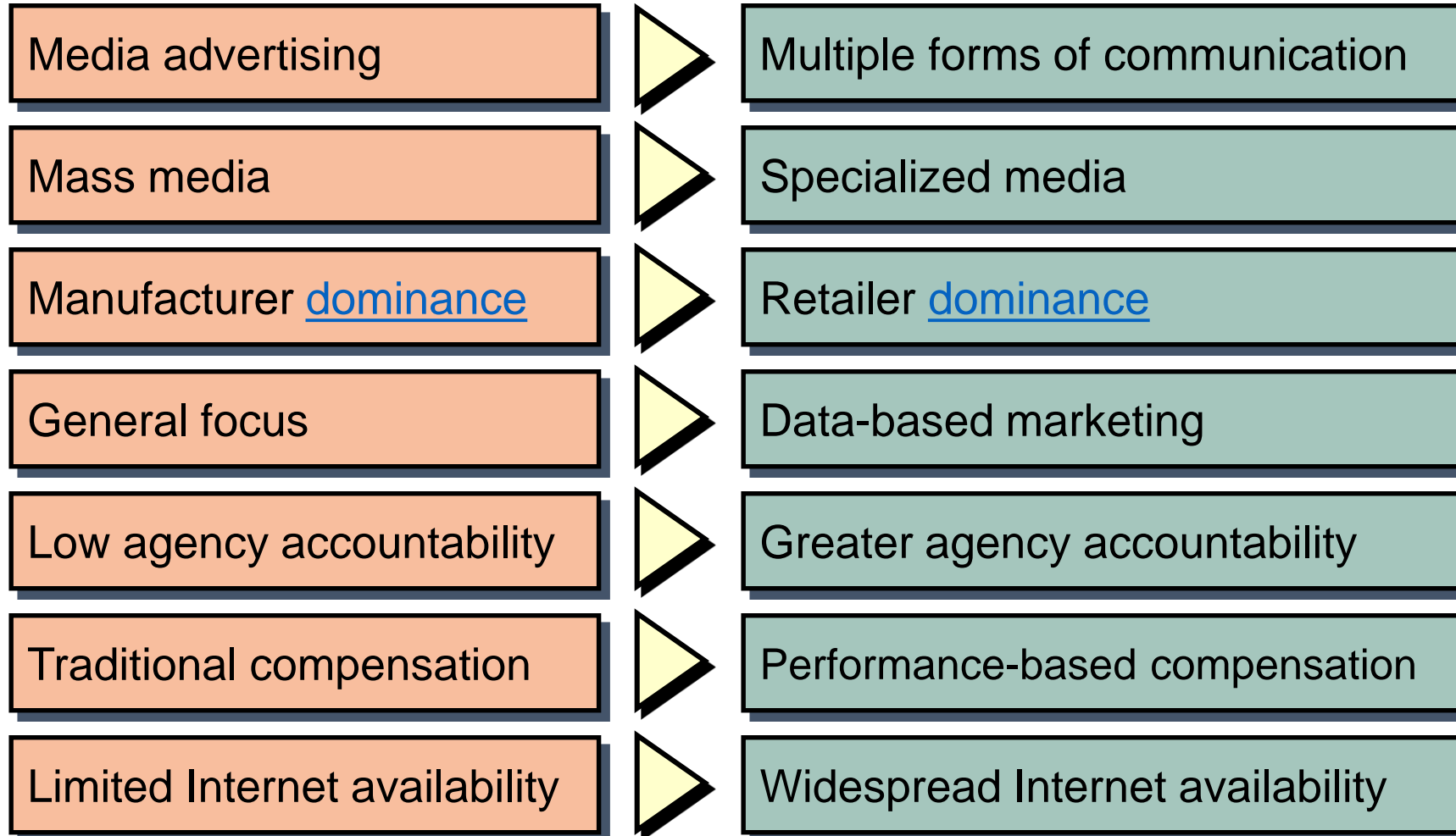
Growing Importance of IMC

- Strategic integration of communications functions
 - Avoids duplication
 - Synergy among promotional tools
 - More efficient and effective marketing
- Rapidly changing environment
 - Consumers
 - Technology
 - Media

Behind the Growing Importance of IMC

From

Toward



The Role of IMC in Branding

- Brand identity is a combination of
 - Name
 - Logo
 - Symbols
 - Design
 - Packaging
 - Performance
 - Image or associations

IMC plays a major role in developing and sustaining brand identity and equity

The Most Valuable Brands in the World

Rank	Brand	Brand Value (Billions)
1	Coca-Cola	\$65.32
2	Microsoft	58.71
3	IBM	57.09
4	General Electric	51.57
5	Nokia	33.70
6	Toyota	32.07
7	Intel	30.95
8	McDonald's	29.39
9	Disney	29.21
10	Mercedes-Benz	23.57

Finding New Ways to Build Brands

- Consumers are driving the trend
 - They view brands as a form of self-expression
 - They know more about brands and the companies that make them
 - Cynicism about corporations is at an all-time high
 - They seek and share information with other consumers via the Internet

Finding New Ways to Build Brands

- Get consumers involved
 - Apple Computer lets consumers test products in [store](#)
 - Starbucks positions stores as a community gathering place
- Interaction can be the best marketing
 - MySpace
 - Facebook
 - Google

The Promotional Mix

Advertising

Direct Marketing

Interactive/
Internet Marketing

Sales Promotion

Publicity/Public
Relations

Personal Selling

Advertising

- Paid forms of non-personal communication
 - About an organization, product, service, or idea by an identified sponsor
 - No feedback from audience
 - Important for products and services aimed at mass consumer markets
 - Cost effective

The Most Common Forms of Advertising



Consumers

National Advertising

Retail/Local Advertising

Primary vs. Selective Demand Advertising

Business-to-Business Advertising

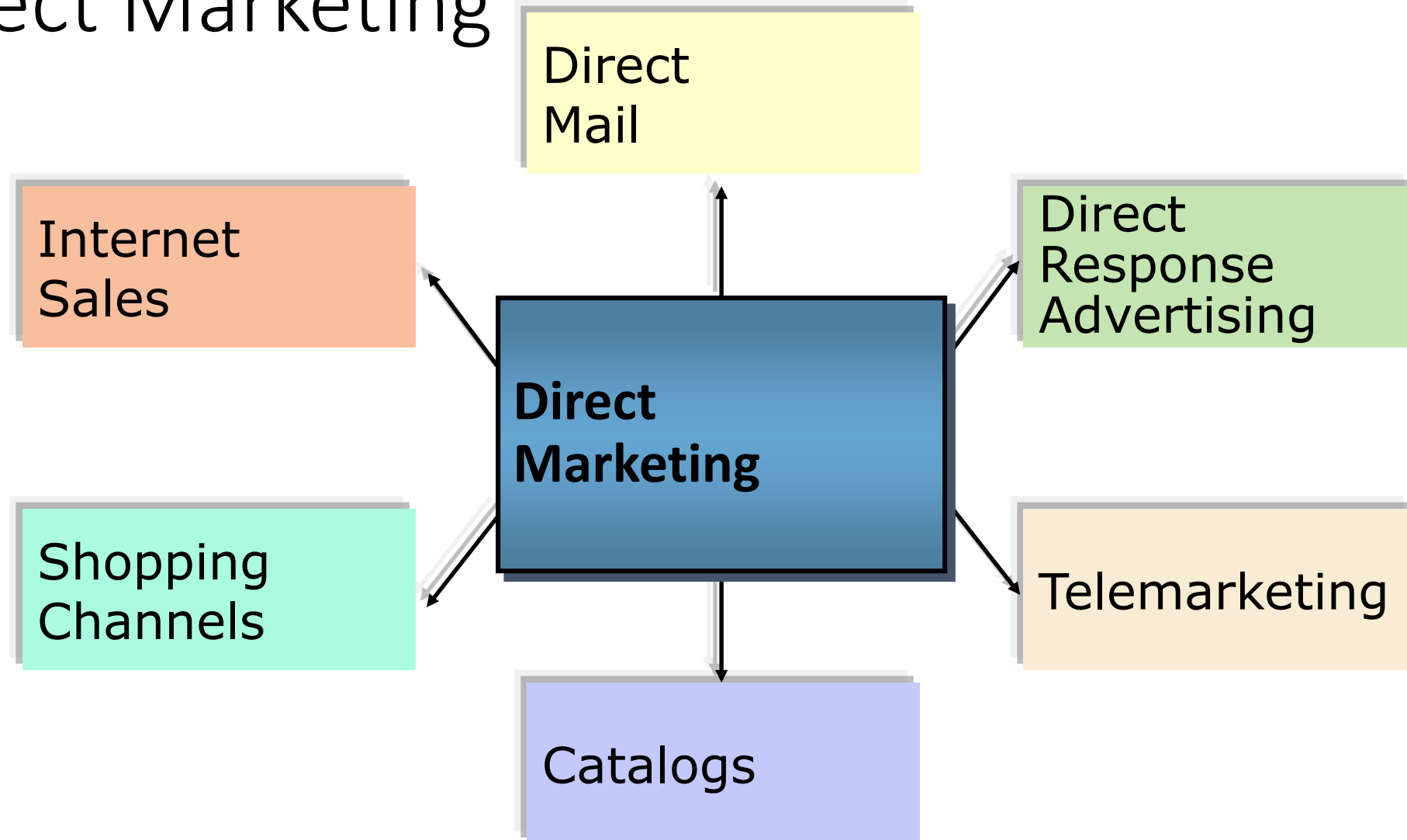
Professional Advertising

Trade Advertising



Organizations

Direct Marketing



Bose U

Product

Advertising

Our reputation stands behind them.

Bose® is the most respected name in sound, a name backed by more than a 30-year history of industry-leading innovation. And now you can enjoy Bose sound quality in our complete family of Acoustic Waveguide™ products—the Wave radio, Wave radio/CD, and the Acoustic Wave® music system.

Great sound. Compact size. No compromise.

Even if the only space you have available is a bedside table, a kitchen counter, or a small corner of your office, you can still fit extraordinary sound into your life. The solution is our patented Acoustic Waveguide™ speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. And with our credit card-sized remote control, you can enjoy this award-winning sound right from the palm of your hand.

The Wave radio.

The Wave radio has revolutionized the radio industry. With its sparkling high notes, full bass, and remarkable clarity even at low volumes, it's no wonder the critics at Radio World called it "...simply amazing..." You'll find some pretty amazing features too, like dual alarms, and six AM and six FM station presets.

The Wave radio/CD.

We reimagined our Acoustic Waveguide™ to make room for a CD player, while maintaining the Wave radio's small dimensions and room-filling sound. The result is a compact, tabletop unit that brings out the full richness of your CDs or music on the radio. And with the dual alarm feature, two people can wake up at different times to different tracks on the same CD.

The Acoustic Wave® music system.

Why settle for an ordinary stereo when you can enjoy the extraordinary sound of this sleek, all-in-one music system? The Acoustic Wave® music system includes an AM/FM radio, a CD player, and something else you won't find in any other stereo—an expanded version of our Acoustic Waveguide™ speaker technology. The result is our best sounding integrated system. Or, as Steve Review said when first introduced, "...possibly the best-reproduced sound many people have ever heard." And the entire system is the size of a briefcase.

Call now and make six interest-free payments. Audition one in your home today. Call now to learn about our in-home trial, 100% satisfaction guarantee, and easy payment plan. Let Bose put a Wave radio, Wave radio/CD, or Acoustic Wave® music system in front of you. And hear all that stands behind them.

For FREE shipping, order within 30 days.

Call today, 1-800-655-2673, ext. C355.
For information on all our products: www.bose.com/C355

Wave radio and Wave radio/CD Acoustic Wave® music system

Name _____
Address _____
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Phone (____) _____
E-mail _____
Bose Corp., P.O. Box 1000, Framingham, MA 01701

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Better sound through research.

Includes call for action. Phone number, mail-in form, website address provided.

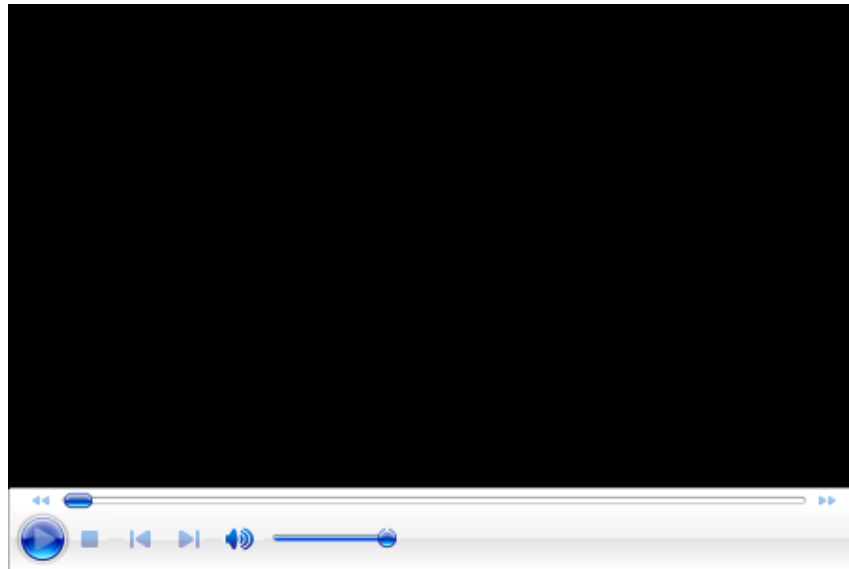
©1999 Bose Corporation. Covered by patent rights issued pending. All other names are trademarks of their respective owners. This document is for informational purposes only. Product specifications subject to change without notice.

Interactive/Internet Marketing

- Back-and-forth communication
 - Users participate in and modify the form and content of information
 - Happens in real time
- Interactive media
 - Internet
 - CD-ROMs
 - Kiosks
 - Interactive television
 - Digital cell phones

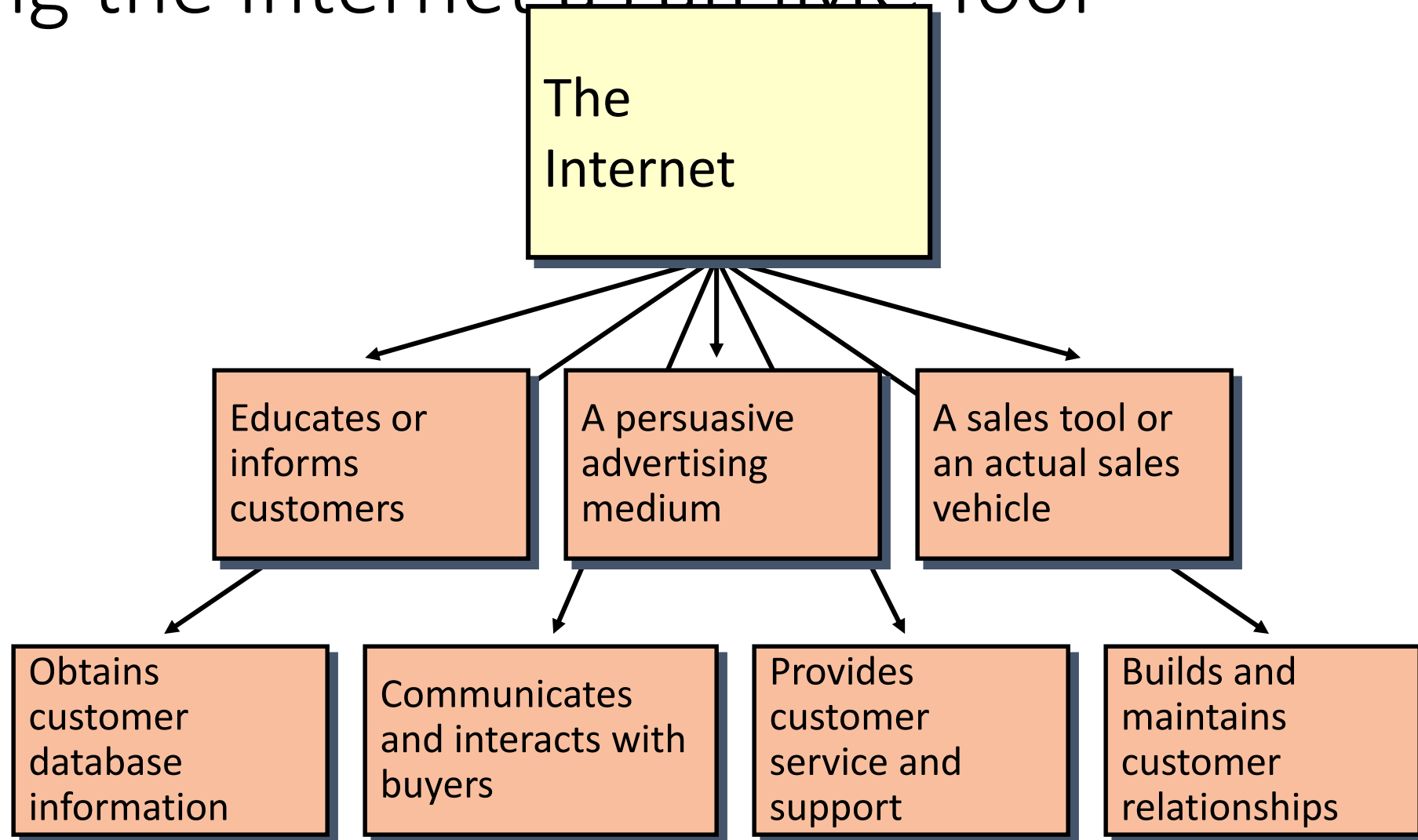


Sales Promotion



*Click outside of the video screen to advance to the next slide

Using the Internet as an IMC Tool



Sales Promotion

Coupons
Samples
Premiums
Contest/Sweepstake
Refunds/Rebates
Bonus Packs
Loyalty Programs
Events

Consumer-oriented

[For end-users]

Trade Allowances
POP Displays
Training Programs
Trade Shows
Coop Advertising

Trade-oriented

[For resellers]

Sales Promotion



- Most of the promotional budget now goes to sales promotion
 - Declining brand loyalty
 - Increased consumer sensitivity to “deals”
 - Larger and more powerful retailers are demanding more trade promotion support

Test Your Knowledge

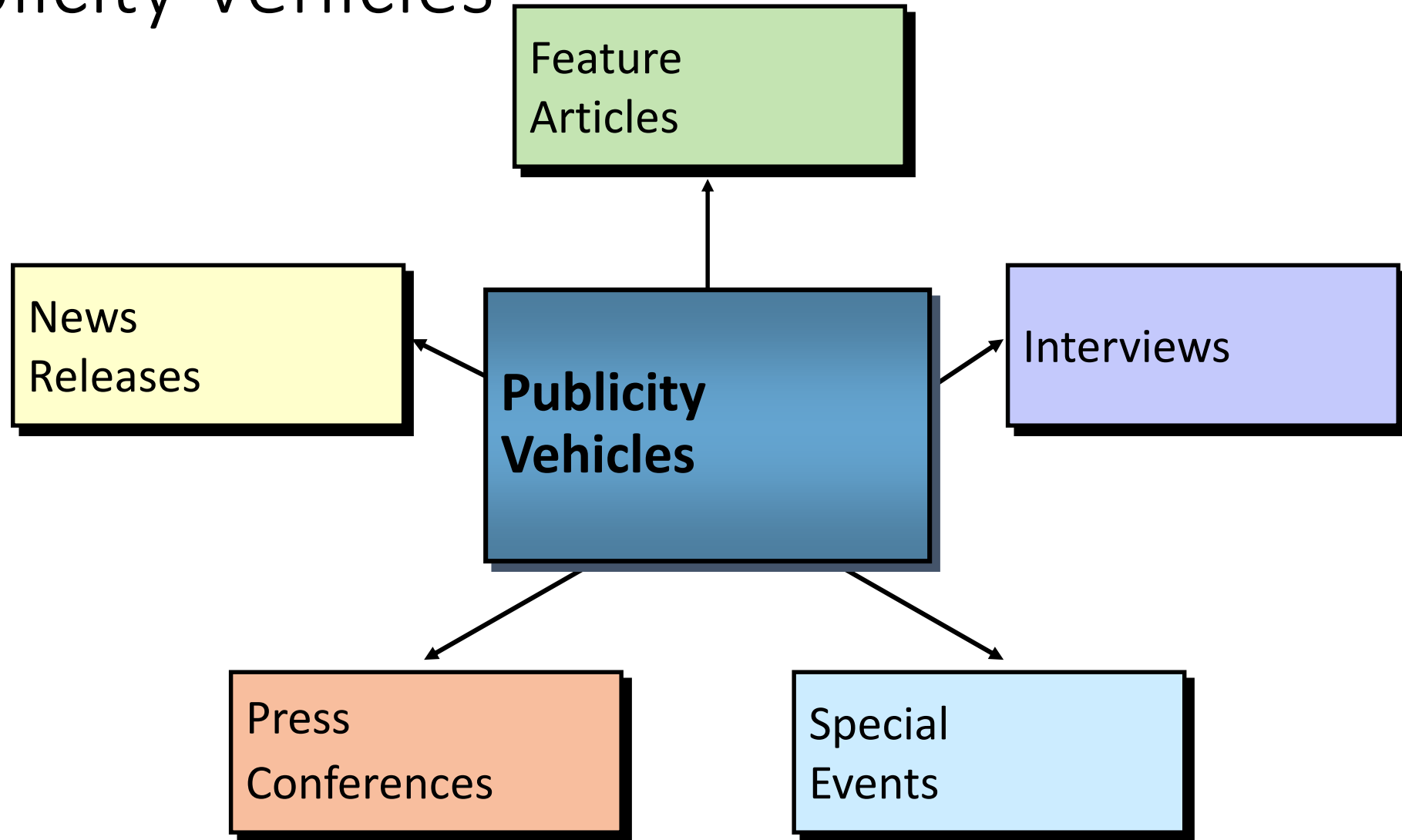
_____ is nonpersonal communication, neither directly paid for nor run under, identified sponsorship.

- A) Advertising
- B) Sales promotion
- C) Publicity
- D) Public relations
- E) Personal selling

Advertising Versus Publicity

Factor	<i>Advertising</i>	<i>Publicity</i>
Control	Great	Little
Credibility	Lower	Higher
Reach	Measurable	Undetermined
Frequency	Schedulable	Uncontrollable
Cost	High/Specific	Low/Unspecified
Flexibility	High	Low
Timing	Specifiable	Tentative

Publicity Vehicles



Public Relations



Systematically planning and distributing information in an attempt to control and manage image and the nature of the publicity received.

Public Relations Tools

Cause-related
Marketing

Publicity
Vehicles

Special
Publications

Community
Activities

Corporate
Advertising

Public Affairs
Activities

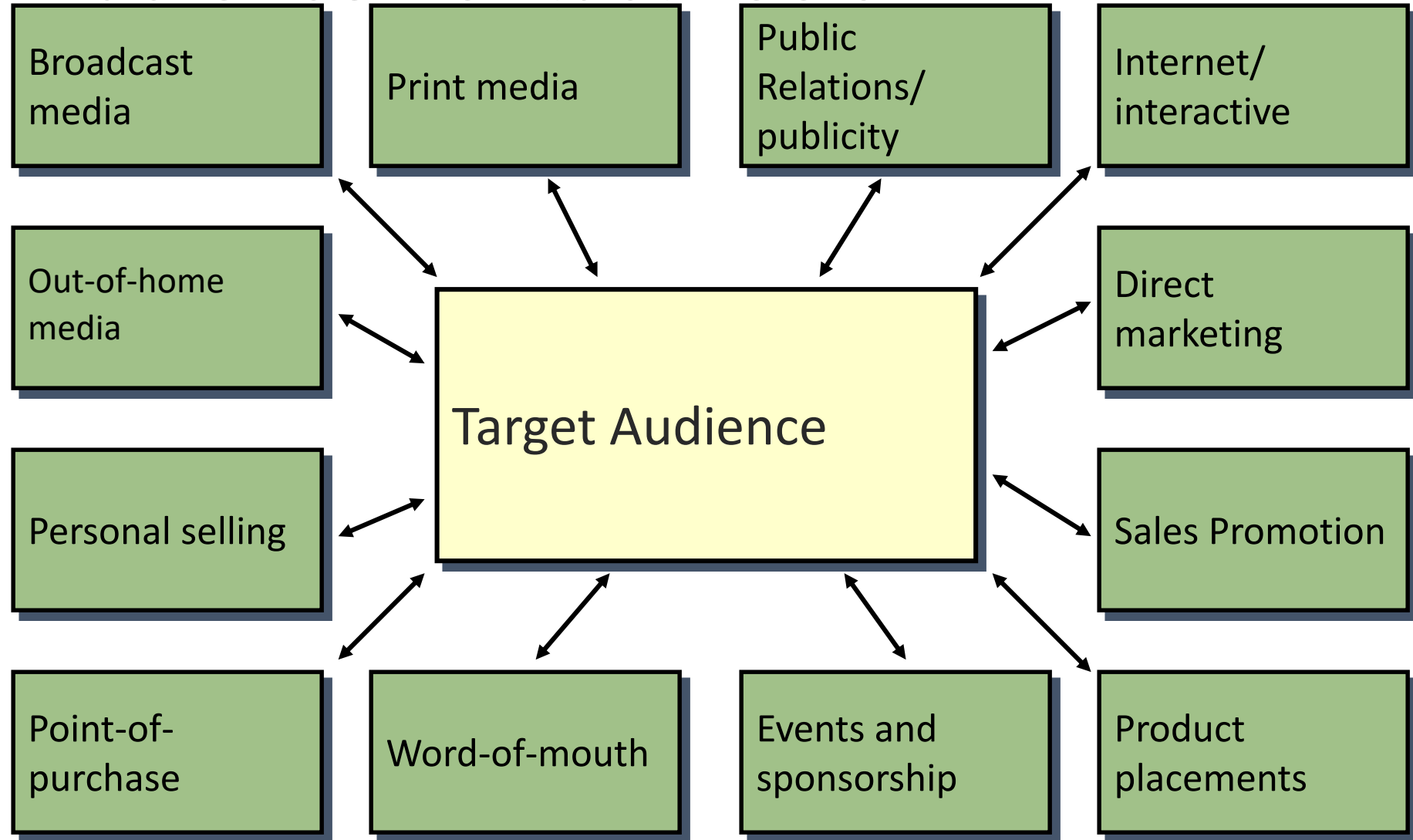
Special Event
Sponsorship

Personal Selling



- Person-to-person communication
 - A seller attempts to assist and/or persuade prospective buyers to make a purchase or act on an idea

IMC Audience Contact Tools



Test Your Knowledge

The _____ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand.

- A) promotional plan
- B) marketing plan
- C) communications plan
- D) marketing audit
- E) situation analysis

The IMC Planning Process

- Developing an integrated marketing communications plan requires

Planning

Executing

Evaluating

Controlling

Basic Elements of a Marketing Plan

1. A detailed situation analysis

2. Specific marketing objectives

3. A marketing strategy and program

4. A program for implementing the strategy

5. A process for monitoring and evaluating performance

Model of the IMC Planning Process



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