

MARKETING AND RESEARCH

**Lecture Title: Marketing
Communications and Distribution
Channels.**

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**Undergraduate Diploma in
Digital Marketing**

Lecture Summary

- **Different Marketing Communication channels**
- **Marketing factors that affect to build effective strategies for global markets.**
- **Different marketing intermediaries and channels of distribution.**
- **Distribution strategy development and pricing related processes.**

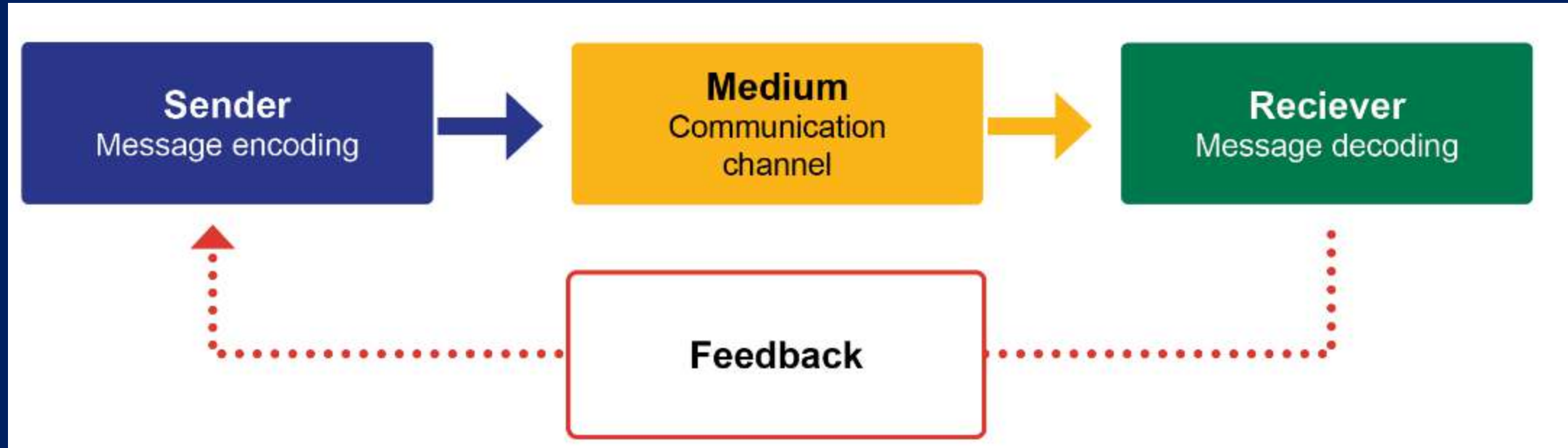


Marketing Communications (MarCom)

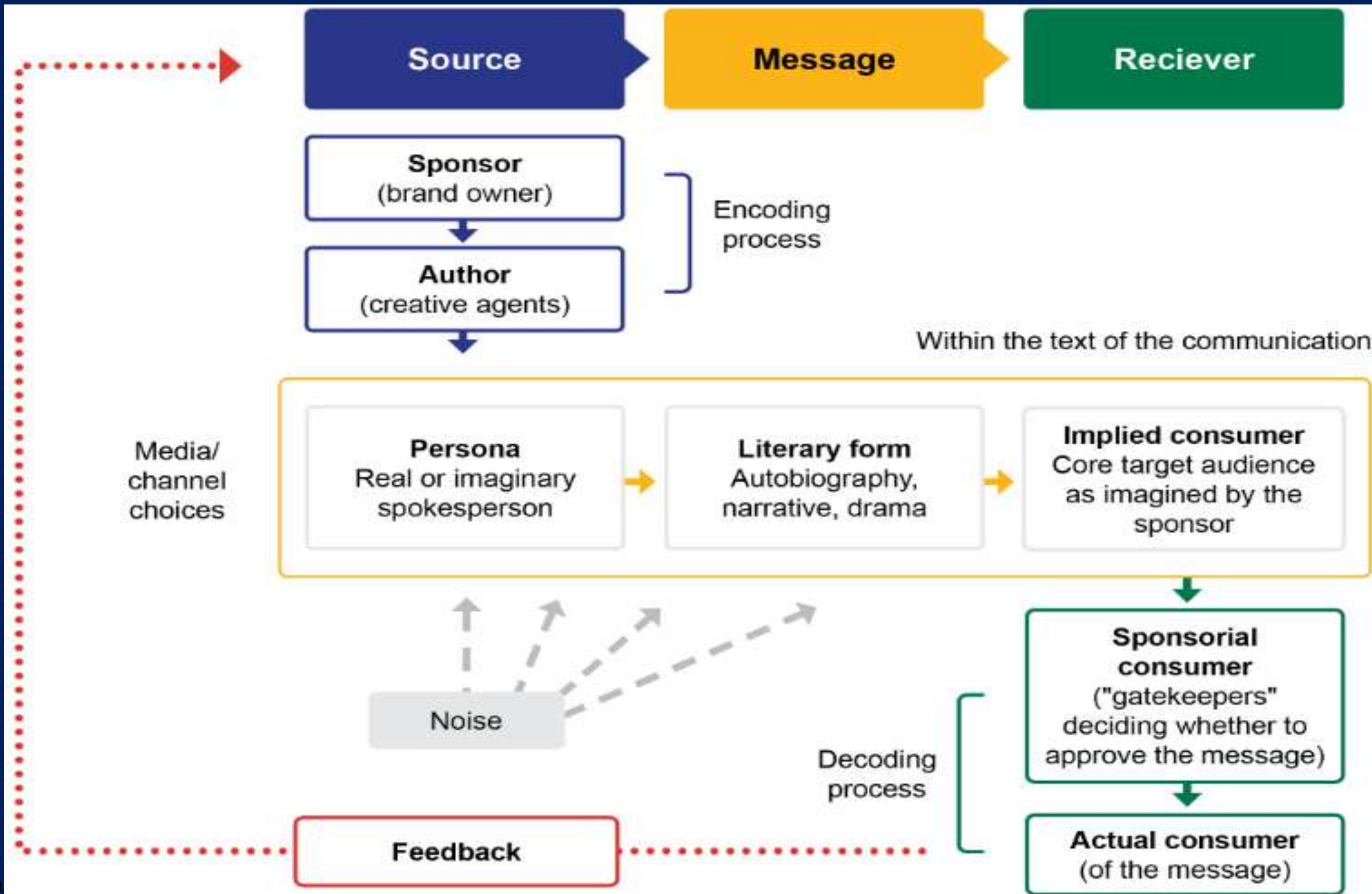
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Marketing Communications/MarCom



The Stern Model



Group Task 1

1. Review the Stern Model

- Briefly revisit the five main elements: **Source, Message, Channel, Receiver, and Decoding.**

2. Choose the Autobiographical Perspective

- Your need to focus on **Autobiographical advertising.** Analyse an Existing Example.
- In this style, the message is told from a **first-person perspective** (e.g., "I" or "me") as if the brand or character is **sharing a personal story** or experience.

3. Create Your Own Ad Concept

- Imagine you are an ad agency.
- Choose a brand (or create your own).
- Develop a 60-second ad concept using the **Autobiographical style**:
 - **Who is the narrator?** (e.g., a satisfied customer, founder, or fictional character)
 - **What's the story?** (what experience are they sharing?)
 - **What's the message?** (how does it connect with the brand?)
- Identify the **source, message, medium, receiver types, and decoding challenges.**



Example Group Task Result

Ola Oats – A fictional organic oats brand promoting healthy living.

Ad Concept Title:

- “The Morning That Changed Everything”

Script (Autobiographical Narrative):

- *Visual: A woman in her 30s walking through a park at sunrise, holding a thermos and a reusable container of oats.*



Example Group Task Result

Narrator (voiceover, soft tone):

"I used to skip breakfast almost every day. Too rushed, too tired, too many excuses. But that morning, when I finally sat down with a bowl of warm Ola Oats and actually took a breath... something changed. I felt grounded. Focused. It wasn't just oats—it was a moment I gave back to myself. Now, I start every day with intention... and Ola."

- *Visual ends with the tagline on screen:*
"Ola Oats – Start with you."



Stern Model Breakdown

Element	Description
Source	The brand sponsor (Ola Oats), represented by a fictional consumer persona.
Message	A personal story of transformation and self-care linked to the product.
Medium	Video ad on YouTube, Instagram Reels, and health blogs.
Receiver Types	<ul style="list-style-type: none">- <i>Implied</i>: Busy professionals seeking wellness.- <i>Sponsorial</i>: Ola's brand team.- <i>Actual</i>: Anyone watching social media videos.
Decoding	Viewers interpret the personal message and emotional tone through sight & sound.

Decoding Challenges

- **Scepticism About Authenticity:**
Some viewers might doubt the genuineness of the story, thinking it's just another scripted ad rather than a true personal reflection. They may see the emotional appeal as manipulative.
- **2. Cultural Disconnect:**
The lifestyle portrayed (peaceful morning walks, having time for breakfast) might not resonate with everyone—especially people with busier, more chaotic mornings or in different socioeconomic contexts.
- **3. Brand Unfamiliarity:**
Since Ola Oats is a fictional or niche brand, viewers may not recognise it, making the emotional story less impactful or credible at first.



Marketing communication mix

Advertising

Public Relations

Direct Marketing

Sales Promotion

Personal Selling



Internet based communications



Internet based communications

Email Marketing



Internet based communications

Email Marketing

Social media



Internet based communications

Email Marketing

Social media

Ambassadors/Influencers



Internet based communications

Email Marketing

E-commerce and M-commerce (mobile)

Social media

Ambassadors/Influencers



Internet based communications

Email Marketing

E-commerce and M-commerce (mobile)

Social media

Podcasting

Ambassadors/Influencers



Internet based communications

Email Marketing

E-commerce and M-commerce (mobile)

Social media

Podcasting

Ambassadors/Influencers

Meet your customer where they are



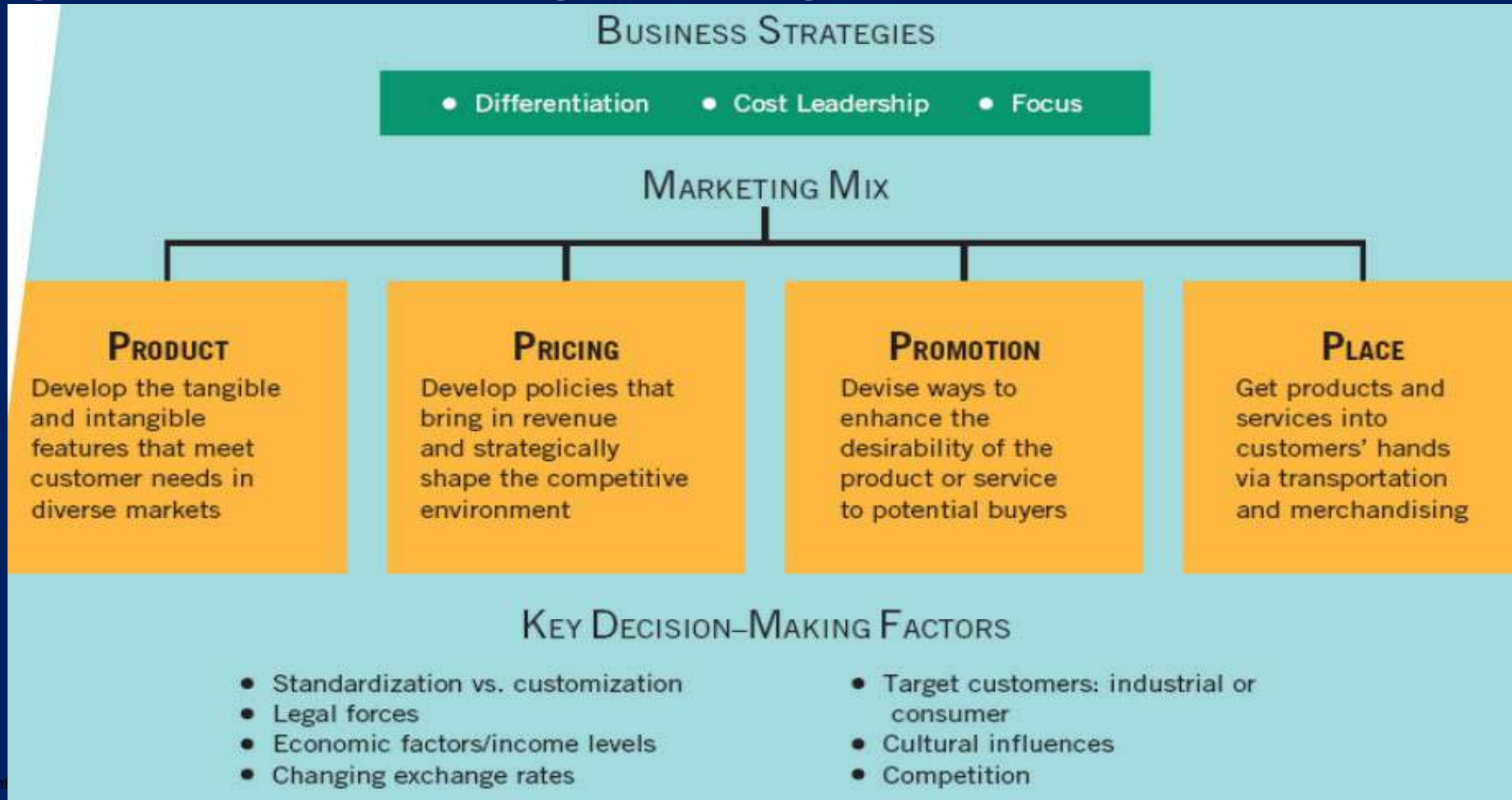


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Factors that affect to build effective global marketing strategies



Key Decision- Making Factors



Standardization versus customization



Legal forces



Economic factors



Changing exchange rates



Target customers



Cultural influences



Competition

Standardized International Marketing

Advantages

- ▶ Reduces marketing costs
- ▶ Facilitates centralized control of marketing
- ▶ Promotes efficiency in R&D
- ▶ Results in economies of scale in production
- ▶ Reflects the trend toward a single global marketplace

Disadvantages

- ▶ Ignores different conditions of product use
- ▶ Ignores local legal differences
- ▶ Ignores differences in buyer behavior patterns
- ▶ Inhibits local marketing initiatives
- ▶ Ignores other differences in individual markets

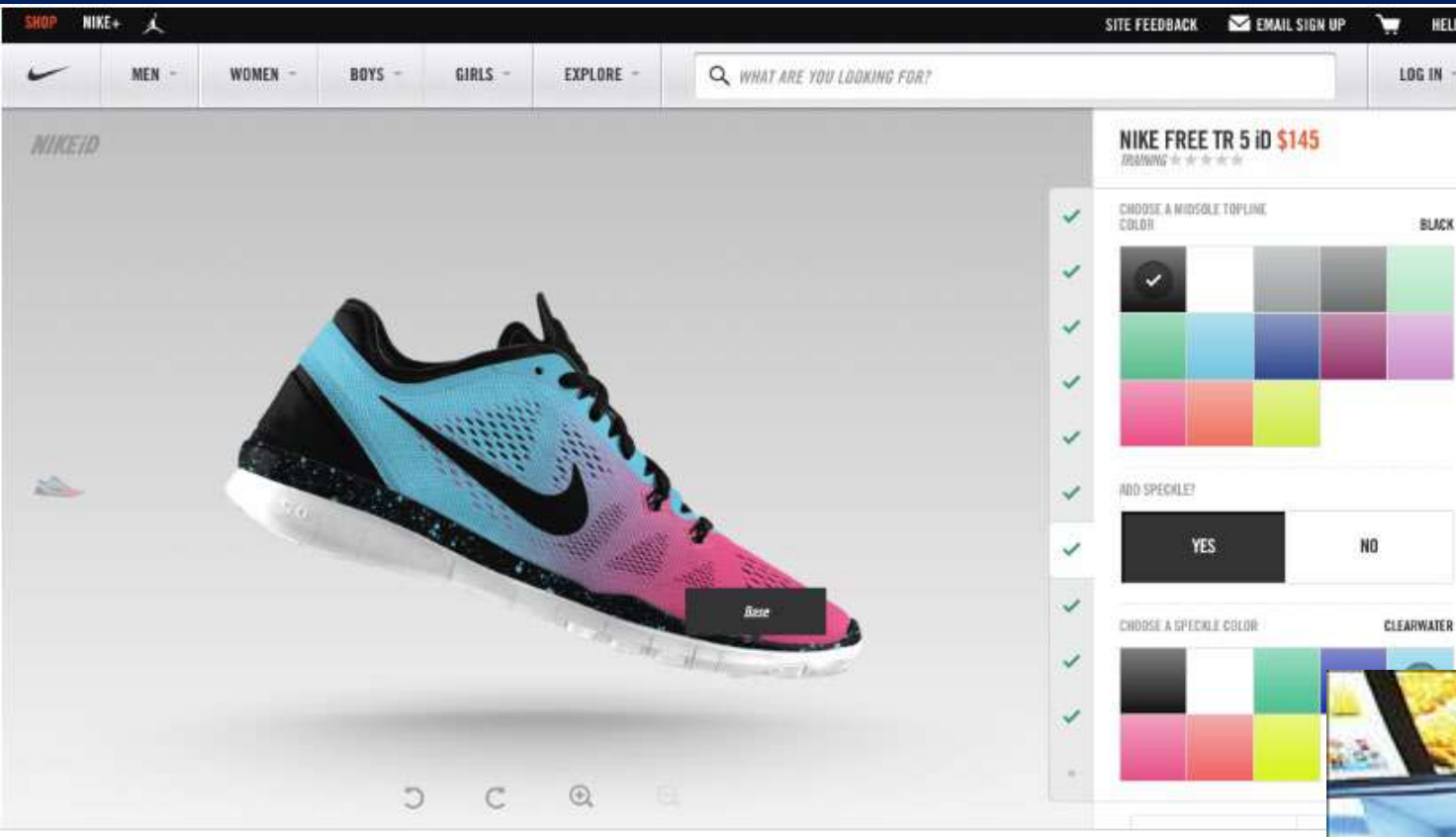
Customized International Marketing

Advantages

- ▶ Reflects different conditions of use
- ▶ Acknowledges local legal differences/ differences in buyer behavior
- ▶ Accounts for other differences in individual markets

Disadvantages

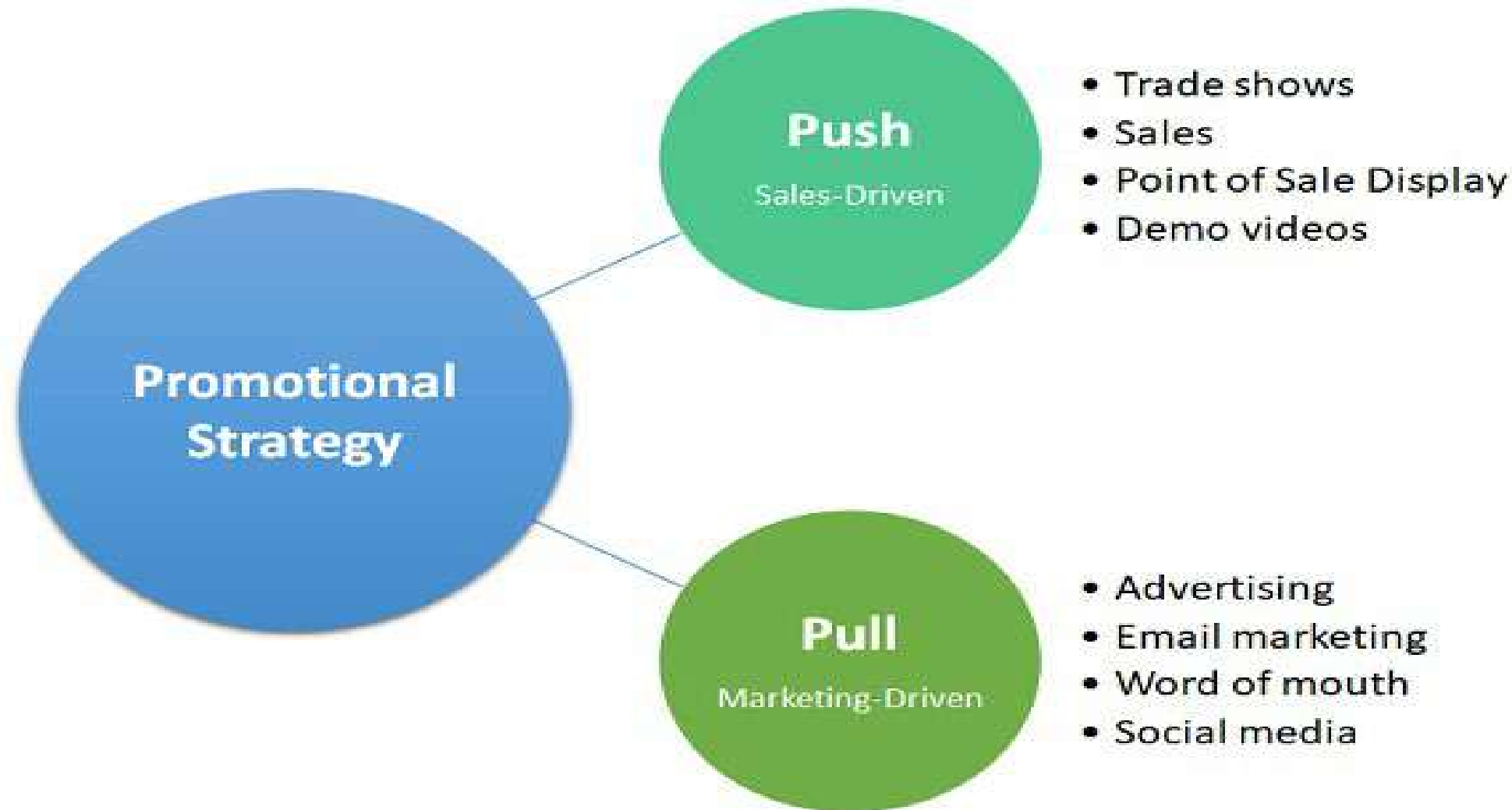
- ▶ Increases costs/ inefficiencies
- ▶ Inhibits centralized control of marketing
- ▶ Reduces economies of scale in production
- ▶ Ignores the trend toward a single global marketplace



Personalization is always the gold standard for marketing.



Different advertising and promotion strategies for international markets





Different marketing intermediaries and channels of distribution

There are four main types of intermediaries including:

- Agents and brokers
- Wholesalers
- Distributors
- Retailers.
- E-commerce



The advantages of intermediaries include the following:

- Better accessibility of products and services
- Physical distribution of goods
- Storage of supplies
- Better market coverage
- Improve buyer-seller relations
- Before-and-after sales services.

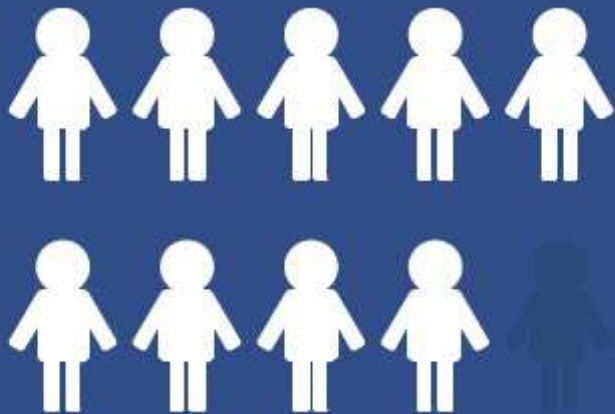


The disadvantages of intermediaries include:

- The manufacturer loses some decision-making power.
- The manufacturers' profit is reduced due to the money they have to pay the intermediaries.
- Intermediaries may be misinformed about the product, thereby misinforming the customer.
- Intermediaries may favour a competitor's product if they offer a better fee, and as a result, the manufacturer may lose their target market or market share.



89% Indonesian Facebook users actively access their account. Averagely, most of them access Facebook up to **1-6 times/day** and **3-10 minutes/time**.



Pricing related processes

Characteristics

**Less Than
Competitors**

**Same As
Competitors**

**More Than
Competitors**

 **Consumer Appeal**

Appeals to
price-sensitive
consumers

Appeals to
consumers seeking
market average

Appeals to
consumers seeking
premium products

 **Product Positioning**

Positions as
budget-friendly
option

Positions as a
market standard

Positions as
premium or luxury

 **Adaptability**

High chance of
appealing to more
consumers

Moderate chance
of appealing to
consumers

Limited chance
of appealing to
consumers



Pricing Strategy

There are three important steps to consider when setting up a product pricing distribution strategy:

- Set a Manufacturer's Suggested Retail Price (MSRP)
- Anticipate hidden costs
- Divide margins along the distribution chain



Geographic Pricing and Marketing

How should we price our products in different regions?

State Pricing

Adjust prices within a state to match local market conditions.



Country Pricing

Set prices differently across countries to account for economic variations.



Global Pricing

Implement a uniform pricing strategy worldwide for consistency.





Offering Product Discounts

Adapting pricing models to include product discounts is a marketing strategy used to attract bargain hunting consumers and to fend off new competitors attempting to enter target market areas.

Product discounts allow marketing management to create short advertising campaigns to stimulate excitement over a company's brands and individual product offerings.



Group Task 2- IKEA's entry to market in South Korea

1. **Marketing Communication Channels:** Investigate which communication channels IKEA can use to connect with local consumers. Consider both traditional and digital marketing channels.
2. **Factors Affecting Global Marketing Strategy:** Analyze the key factors that will impact IKEA's success in the Korean market. These might include: Cultural Differences, Consumer Behavior, Economic Conditions.
3. **Marketing Intermediaries and Distribution Channels:** Evaluate potential distribution strategies.
4. **Distribution and Pricing Strategy:** Propose a pricing strategy



Managing Cost and Demand

- Usually, goods with low production costs have the largest price flexibility because the organization can accept discounted retail prices and still turn a profit.
- Higher production costs leave less room for a business to adjust its retail price and still recoup costs



Developing Marketing Campaign

Here are 5 key marketing techniques :

- Capture attention fast
- Engage your audience
- Appeal to emotions
- Keep the message simple
- Set objectives



Developing Marketing Campaign

The first step of a marketing campaign is to clearly define your goals.

This identifies the “**why**” behind your campaign and what you hope to achieve.

Your goals could focus on sales, customer satisfaction, the product itself, or something else.



Six Essential Steps to Develop a Winning Marketing Campaign

Step 1. Determine Your Objective and Budget

Step 2. Identify Your Target Audience

Step 3. Create Your Message

Step 4. Develop Your Media Strategy

Step 5. Implement Your Marketing Campaign

Step 6. Measure & Analyze Your Results



Developing Digital Marketing Campaign

When looking to create your digital marketing campaign, make it a goal to create truly meaningful, relatable content.

Speak to your audience's emotions and strive for lasting imprints in their memory.



Any Questions?



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