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PR-e-FACE: From the desk of Chief Editor **“Learn the chemistry of communication”**



We are happy to present the 20th edition of PR-e-Sense for October 2007. With the support of our readers, we are able to bring quality ezine every month on different themes without break.

For the past few issues, we have also invited a few of the experts to be the 'Guest Editor' for this ezine. The concept of 'Guest Editorship' has brought in many new ideas and new dimensions. The Editorial Board has decided to continue this concept and to involve more of young professionals in future.

In this issue, we are focusing on the theme 'Marketing Communication'. There are lot of confusions in the minds of Corporate Management

professionals on this subject. With the technological growth, corporate professionals need to understand the chemistry of communication. They need to learn about the integration of various communication models.

Success depends on the integration of Advertising, sales promotion, public relations, direct marketing, etc with proper blend, using various communication tools.

In this issue, Ms Subha Ganesh, a search marketing Consultant at London has brought out the various aspects of Marketing Communication from various experts.

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PR-e-CISE – Inside this ezine

- Guest Editorial by Ms Subha Ganesh, Search Marketing Consultant, London
- Exclusive interview with Mr Vinodh Harith and Lisa Ditlefsen
- Expert views from Henrietta Blyth, Kumar Jacob and Tushar Balsara
- Announcement of ABCI Awards

November 07 issue
Theme : Corporate arrogance and human insensitivity

PR-e-FACE: From the desk of Guest Editor

“Choose the right media and right message to communicate to the right audience”



In the recent years, the communication that we practice has undergone tremendous changes. Till few years back, people were using pen and paper for communication. Today email and other digital form of communication have become cost effective and popular method of communication across the globe.

Technological changes of communication sweeping across the world, has forced the business community to adapt to new environment. They need to prepare a better communication model, depending on the audience they target. This should take into account not just conveying the message to the

consumers but also to help them to take decision too.

The business community is more familiar with the traditional media and one cannot deny the fact that New Media communication has come to stay. While the Traditional Media is perceived more as a ‘dumping of information’ on the target audience, the New Media is more seen as an ‘interactive medium’.

But after having sufficient exposure in both traditional and new media, I personally feel that we need to integrate both the media together and prepare a strategy without missing the advantages of both for converting the ‘normal business’ into a ‘successful business’. Marketing Success lies in choosing the right media, right tone, and right message to be communicated to the right audience.

In this edition, I have made an attempt to get the views of some of the experts in marketing communication. I thank the Editorial team of PR-e-Sense for giving me the honour of editing this edition.

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<http://www.linkedin.com/pub/2/991/439>



Exclusive Blog on **Corporate Podcast** – How to use Podcast to brand and market your products

<http://corporatepodcast.blogspot.com>

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PR-eXCLUSIVE
“Look at the science of communication, rather than marketing art”



“Marketing professionals should look at Marcom as less of marketing art and need to pay more attention to the science of communication” said Mr Vinod Harith, the Group Marketing Manager for Wipro at London. He has an extensive experience of working in international market and has been a successful marketer. In an exclusive interview with Ms Subha Ganesh, Guest Editor of *PR-e-Sense*, he talks about the latest trends in Marcom. Excerpts from his interview:

What exactly is marketing communication? What is good communication?

Marketing communication is often confused with corporate communications while in reality its scope includes, but is not limited to corporate communications. Marketing Communications is a blend of strategic planning, design,

and communications ingenuity enabling the marketer to reach customers and key stakeholders through multiple channels in architecting growth for business, brands, and products. Good communication is one that is well crafted to resonate with a defined target group and can trigger desirable action – like buying or recommending a product or service.

'Branding' is the latest trend for all companies, what steps need to be implemented to increase brand awareness?

Organizations are now realizing that Branding is more than just a designer logo or a smart tag line. It is essentially the sum total of the experience your product or service provides to your customers, which by definition can increase or decrease the value or price your customers are willing to pay for that product or service. There is a misconception that building a brand or improving brand awareness usually costs a lot of money. It is often a factor of how close as a marketer you are able to get to your customers' 'moments of truth' and impact them with your brand messages or experiences that results in effective 'brand awareness'.

What are the major challenges faced by an Indian company in terms of marketing communication & branding in an international market?

The key challenge for Indian brands in global markets continues to be that of awareness. Speaking of the IT industry, the awareness of even the top three Indian brands just about half of that of the top three global brands and with typically about one-tenth or less of their marketing budgets, we compete with them head-on for share-of-mind and wallet in the same space of services and with the same base of customers. This calls for a lot of resourcefulness, lateral thinking and often making the right calls on your marketing programs nine out of ten times.

What is the right ingredient for a company to be successful in an international market?

Globalization has compounded the number of variables we need to deal with in our businesses. From fiscal to geo political to data security, organizations need to contend with elements that they can no longer see, predict or control. Innovation is clearly one of the key ingredients that will help organizations whether

the challenges of globalization and successful organizations are already driving change by integrating innovation as a key communication lever and differentiator in internal and external stakeholder communication.

What is the future of Marcom and what advice do you give for young professionals in this field?

Marcom is clearly getting more strategic for organizations. The media is getting fragmented while the way media is consumed has changed and communication challenges abound in the web 2.0 world where the individual is as much a creator and disseminator of the communication as much as he or she is a consumer of the communication. Young professionals need to view marcom as less of marketing art and need to pay more attention to the science of communication.

Mr Vinod can be reached at .
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PR – e- Groups – Have you joined discussion groups?

Image Management Group – Second largest yahoo group on PR with nearly 1550 global members. Click here

http://finance.groups.yahoo.com/group/Image_Management/

PRpoint Group - The largest Indian group for PR/CorpComm /academic professionals with 760 plus members. Click here

<http://finance.groups.yahoo.com/group/prpoint/>

New Media Forum Group – A group for Indian journalists with around 350 members. Click here

http://groups.yahoo.com/group/New_Media_Forum/

India Vision Group – A group for Indian youth on India Vision 2020 with around 1300 members. Click here

http://groups.yahoo.com/group/India_Vision_2020/

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PR-eXCLUSIVE

“Managing relationships has become more complex and vital today ”



Lisa Ditlefsen, Head of Search & Web Analytics, Base One Search, London, is one of the 'B2B marketing' expert. In an exclusive interview with Ms Subha Ganesh, Guest Editor for *PR-e-Sense*, Lisa talks about online reputation management. Excerpts :

What is Marketing Communication?

Wow now that's a big question. Marcom can be so many things, but in core marketing communications are basically the messages and media used to communicate to a market. Marcom includes advertising, branding, direct marketing, PR, promotions, sales and of course online marketing.

What is the role of Social Media for creating 'Brand Awareness'?

Social Media is one of the most effective online marketing forms at the moment. Mostly because it's the "in" thing to be involved in, you can reach a mass audience with a small budget

and the outcome can be phenomenal, both in terms of traffic to your website and brand awareness. From a branding point of view Facebook and YouTube are the leaders and where most advertisers target. A successful SMO (Social Media Optimisation) "hitting" facebook can generate 100,000 of traffic and incoming links to a website. Usually these SMO campaigns come in form of a game, quiz or similar that goes viral on one of the social media networks such as facebook.

How can companies control negative review and work on better online presence?

There is actually a new service that covers this now, called "online reputation management", the principal of online reputation management is to improve visibility and rankings on the search engines for positive (good) publicity and to push negative (bad) reviews and publicity further down the search engine rankings so that fewer people see the bad publicity. In effect online reputation management consists of owning most of the search engine rankings for your brand name and populating it with the positive reviews.

What is the future of Marcom and what advice do you give for young professional in this field?

Although online marketing is dominating the marketing growth, Marketing Communications will always be the heart of marketing. Integration of online and offline marketing will become more and more important, and new exciting ways of marketing will be revealed.

Lisa may be contacted at
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PR –e- STIGE – Expert views

Henrietta Blyth, Head of Programme Support and Development, Christian Aid, London hblyth@christian-aid.org

“Word of mouth has always been the best marketing tool”



For Charity/NGO marketing and communications cover fundraising, media, supporter relations and public relations. Communication is very important in any kind of organization. The things that need to be remembered are who the audience is, what is the message, which medium!

For Charities and NGOs, communications have two main purposes: to raise funds and to raise awareness about what is happening with/to poor people and to build a movement to challenge the systems and structures that keep people poor.

New ways of communication are faster and have immediate effect for e.g. recent events in Burma. Blogging and other use of the new media means, a lot of information are shared which results in difficulty in controlling and monitoring the information. With the new media, it has become difficult to differentiate between 'what are the facts and what is people's perception'. Different types of communications appeal to different age groups. Surprisingly we find a lot of our older supporters are very good at using the internet!

Word of mouth has always been the best marketing tool – social media provides even more opportunity for this – which can be good but can also be bad!!

Marketing and communication will remain extremely important for all businesses. But it will be necessary for professionals to keep up with the speed of change in the media available.



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PR –e- STIGE – Expert views

Kumar Jacob, Business Consultant/Director, TwelveJ Consultancy, London
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“Systematic planning and follow up needed to achieve sales”



Marketing Communication is very essential for the success of the business. Businesses use a range of marketing communications to promote the company, their products and their services. Marketing communications tools include: brochures, mailshots and websites. It's very important that businesses communicate effectively so as to achieve sales which are the primary objective.

The purpose of any form of marketing communication is to provide a set of information to your target audience in a way that encourages a positive, or buying, response.

Before you engage in any communications programme with your customers, you have to decide:

- What you want to say
- Who you want to say it to
- How to present your message

- Where to distribute your message
- When to send your message

You also need to consider the style and tone of your message and the follow-up actions that will be required by you to generate the sale.

To use the marketing communications tools effectively, it helps to follow some cardinal rules.

- a. All customers are different, hence their needs are different. So its very important to identify the right customers for your business and communicate effectively to them.
 - b. Get best design for both websites and printed materials and which are most cost-effective.
 - c. Remember that you can use your website not only to communicate with them but also to get feedback and even take orders. However, it's very important to integrate the use of website with the marketing plan.
 - d. A website needs to be updated regularly to keep the site fresh and interesting to visitors.
 - e. Whatever form of marketing communication activity you undertake, have a plan in place to ensure that you follow-up all your activity to generate a sale. Many forms of communication raise Awareness, get Interest and create Desire, but prospective customers may need to be reminded gently to take Action and buy.
-

Tushar Balsara, Associate Director & Head of Operations, MediaVest, Manchester, UK tbalsara@gmail.com

“Digitalisation, interactivity and mobility influence the marketing communication ”



The basic purpose of marketing is to get your message to the customer and in turn motivate them to purchase your product. Traditionally, marketing departments leverage media outlets such as press, TV, radio to get the word out and build brand recognition.

Today, the environment for communication is transforming as we progress deeper into a digitally driven age. Mobile phones, the Internet, satellite radio, pod casting, interactive tv are only some of the ways that are dramatically changing how a consumer can access information. For a marketer this means new touch points and opportunities to communicate with your next potential customer.

The future for communication planning is evolving. There are three things that are influencing this transformation - digitisation, interactivity and mobility. Firstly, Digitalisation is changing society and all means of

communication within it. Never before has it been so easy to source information at our fingertips. Secondly, Interactivity is changing the way we communicate. The Internet has changed things radically. Search engines, discussion groups, blogs, and other tools and models enable customers to reveal their preferences or intentions about a given product or brand. This feedback is the holy grail for marketers. Lastly, Mobility. We do not stay in the same place and when we move or travel we are now empowered by our mobile phones, blackberrys, laptops and other devices that lets us carry everything with us. We are always reachable.

Consumer behaviour is changing and in turn the way we communicate with them. The world of marketing communications is no longer about talking to customers in an 'one-way monologue', but has moved towards involving and establishing a dialogue with customers. Marketers need to create a relationship that involves an engaging customer experience that does not end with the first sale but lasts for the lifetime of that customer relationship. As marketers we need to think about how to best harness these new opportunities and what message to communicate through which channels.

Sophisticated marketers are investigating new ways of reaching out and communicating with their consumers through search engines, podcasts, videos, social networks, virtual worlds and even via in-game advertising. Your next customer is probably right now searching for your business on Google, are you there?

PR –eVENTS – ABCI announces Award Scheme



Association of Business Communicators of India (ABCI) has completed 50 years of professional service to the Industry. During this Golden Jubilee year, they have announced an Award Scheme.

There are 40 categories comprising Print & Electronic Media in which Gold, Silver & Bronze Awards are given. Last year, they had received 565 nominations and more than 100

Companies participated, as against 435 nominations of the year 2004 entries, showing a growth of 130 more nominations.

How many Awards?

40 categories and 8 Individual Awards for outstanding professional performance

Last day for submission

Last date for submission of entries is 15th November 2007. The Awards will be presented during December 2007

How to submit the nomination?

Please visit <http://www.abci.in> for downloading the brochure and nomination form

Important links for Marketing Communication

Wikipedia

http://en.wikipedia.org/wiki/Marketing_communications

http://en.wikipedia.org/wiki/Integrated_Marketing_Communications

http://en.wikipedia.org/wiki/Marketing_management

Informational Site (International Chamber of Commerce Site)

<http://www.iccwbo.org/policy/marketing/>

Marcom Blog

<http://www.marcomblog.com/index.php?tag=marcom>

Marketing Articles

<http://www.marcommwise.com/articleindex.phtml>

<http://marketing.about.com/>



A Professor at one of the IIM's (INDIA) was explaining marketing concept to the students:

1. You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!"

That's Direct Marketing

2. You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says: He's very rich. Marry him."

That's Advertising

3. You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day, you call and say: Hi, I'm very rich. Marry me."

That's Telemarketing

4. You're at a party and see gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink, you open the door (of the car) for her, pick up her bag after she drops it, offer her ride and then say: "By the way, I'm rich. Will you marry me?"

That's Public Relations

5. You're at a party and see gorgeous girl. She walks up to you and say: "You are very rich! Can you marry me?"

That's Brand Recognition

6. You see a gorgeous girl at a party. You go up to her and say: " I am very rich. Marry me!" She gives you a nice hard slap on your face.

That's Customer Feedback

7. You see a gorgeous girl at a party. You go up to her and say: I am very rich. Marry me!" And she introduces you to her husband.

That's demand and supply gap

8. You see a gorgeous girl at a party. You go up to her and before you say anything, another person come and tell her: "I'm rich. Will you marry me?" and she goes with him.

That's competition eating into your market share

9. You see a gorgeous girl at a party. You go up to her and before you say: "I'm rich, Marry me!" And your wife arrives.

That's restriction for entering new markets

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