







Unit 8: Marketing Communications




Use the faces to check and date your understanding of each section.




Section	Content			
AO1 Investigate small business marketing communications	<p>Communicating with potential and existing customers</p> <p>Verbal communication methods:</p> <ul style="list-style-type: none"> • written eg through Twitter • oral eg through YouTube <p>Non-verbal communication methods:</p> <ul style="list-style-type: none"> • body language eg facial expressions and body posture • paralanguage eg emotion, tone, appearance of speaker and use of cultural symbols <p>Visual communication methods:</p> <ul style="list-style-type: none"> • typography eg within a blog • illustrations eg within a Facebook page • graphic design eg use of colour and whitespace within a website • electronic resources eg use of video and animation within a website <p>Message content:</p> <ul style="list-style-type: none"> • unique selling proposition • customer value proposition 			
	<p>Traditional channels:</p> <ul style="list-style-type: none"> • local publications and direct mail • radio • telephone • sponsorship • face-to-face <p>Modern channels:</p> <ul style="list-style-type: none"> • email • websites and blogs • social media and social video 			

	<ul style="list-style-type: none"> • experiential marketing <p>Comparing traditional and modern channels:</p> <ul style="list-style-type: none"> • cost • flexibility • reach • engagement 			

Section	Content			
AO2 Plan a marketing communications strategy	<ul style="list-style-type: none"> • Sales forecast and target market customer profiles • Competitors • Unique sales proposition • Customer value proposition <p>Influences on behaviour:</p> <ul style="list-style-type: none"> • cultural (eg social class and cultural identities) 			

	<ul style="list-style-type: none"> • social (eg reference and aspirational groups, family, social roles and status) • personal (eg age, lifecycle stage, occupation, economic circumstances and lifestyle) • psychological (eg hierarchy of needs, perception of self and others, beliefs and attitudes) <p>Decision-making processes:</p> <ul style="list-style-type: none"> • need recognition • information search • alternative evaluation • purchase decision • post-purchase behaviour <p>Preferred marketing communications channels</p>			
	<ul style="list-style-type: none"> • existing business planning information • target market characteristics • competitors' marketing communications messages and channel choices 			
	<ul style="list-style-type: none"> • Outbound or inbound approach • Customer loyalty ladder • Message choice • Selected channels 			

Section	Content			
AO3 Develop a marketing communications mix	Available: <ul style="list-style-type: none"> • human resources and communications skills • physical resources and communications capacity Indicative marketing communications budget			
	<ul style="list-style-type: none"> • Communication methods used • Draft communication materials required by selected channels 			
	<ul style="list-style-type: none"> • draft communication materials • channel choice • Use of focus groups and interviews to gauge approval 			
	<ul style="list-style-type: none"> • Communications content and channels used to deliver the content • Cost of producing and delivering the content Coherent marketing communications mix: <ul style="list-style-type: none"> • marketing communications strategy • existing business planning information • target market approval • integrated use of channels • message consistency 			

Section	Content			
AO4 Recommend a schedule of marketing communications	Schedule: <ul style="list-style-type: none"> • channels • sequence • timing • milestones • budgeting Proposed metrics (measures of success) and how they will be used			
	Possible impact of the marketing communications on the business proposal's: <ul style="list-style-type: none"> • outline plans • coherence Adjustments to the business proposal considering the impact of the marketing communications			