# Marketing and Communications

* **Strategy = What and why: what you want to accomplish, external focus, broad strokes**
* **Plan = How you will get there: the mechanics, tactics, investments, roadmap, RoI**
* **Tools = The materials needed to implement**

## Marketing Strategy – The 5 Ps

1. **Product**
   * Star power
   * Repertoire
   * Ancillary activities
   * Schedule
2. **Price**
   * Cost-based or market/value-based
3. **Place**
   * Venue or online
4. **Promotion**
   * Targeted marketing and communications activities
   * Offers / Call to action
5. **People**
   * Knowing your audience
   * Decision-making process
   * Matching audiences to tactics
   * Networks

## Hallmarks of Effective Communications

1. Purpose
2. Specific target audience
3. Relevance to audience
4. Clarity
5. Consistency
6. Suitable medium
7. Repetition
8. Multi-channel
9. Conversation
10. Evaluate and Learn

# A Communications Model

**Why Message is Critical**

* Message (what you want to say)
* Redundancy (emphasizing the message)
* Decoration (Embellishing to increase attractiveness)
* Noise (Interference with the message)
* No message, no redundancy
* No message, no noise reduction
* No message, information overload
  + Best case: Pretty, information dense poster
  + Worst case: Massive confusion and loss of credibility

**Notes/Observations**

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

|  |  |  |
| --- | --- | --- |
| ***YOUR NOTES*** | **What struck a chord** | **What I will do about it back at the office** |
| **Morning**  **Part 1** |  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Morning**  **Part 2** |  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Lunch** |  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Afternoon** |  |  |
|  |  |
|  |  |
|  |  |
|  |  |