# 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**

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