

# **Marketing Systems and Environments: Communication**

# Definition and typologies of communication

Communication is intended to be «the set of activities performed by a company in order to create and keep over time an in-depth and direct knowledge and a high degree of recognition towards the audiences of reference, both internal and external».

## **Business to business communication**

- The audience of reference is made by economic operators.

## **Business to consumer communication**

- When the final user of the product is private.

# The goals of the B2B communication

<p><b>Creating a positive environment to the personal selling</b></p>	<p>To give information on the enterprise and products before than the personal contacts.</p>
<p><b>Reaching influencers of the purchasing process that cannot be reached by the sales agent</b></p>	<p>The reasons for a rejection of a contact are various:</p> <ul style="list-style-type: none"> <li>• Perception of the ratio time spent / low benefit</li> <li>• Inequality of the managerial level</li> <li>• Argument considered delegable or not pertinent</li> <li>• Willingness not to create sense of effort</li> </ul>
<p><b>Reaching hidden influencers</b></p>	<p>In particular for the large enterprises, the geography of the purchasing center is not always visible externally. Other times, recent re-organizations modify known roles.</p>
<p><b>Reaching specialized agents</b></p>	<p>The product often, even if for a customer coming from the business, is conveyed through specialized agents, who are not easy to be found.</p>
<p><b>Stimulating the derived demand</b></p>	<p>Both for the volatility of the final demand and for the amplification effect in the upstream, in some cases the final user is intended to be influenced even if he is not a business user.</p>
<p><b>Creating a positive image of the company in relation with actual important topics</b></p>	<p>Green marketing is a typical example.</p>

# The steps of the B2B communication process

The communication process is made by the following steps:

1. Target identification
2. Communication-goals setting
3. Communication budget definition
4. Message elaboration
- ...

# The steps of the B2B communication process

5. Communication mix definition (techniques)
6. Management and coordination of the communication process
7. Measurement of the results

# Techniques of B2B communication

Different techniques of communication can be implemented:

## Advertisement

- Each form of presentation and promotion of ideas, goods and services by a well-defined agent, performed for remuneration.

## Public relations

- The set of activities supposed to create and keep efficient and clear relations with the various audiences of reference for the company: customers, employees, shareholders, policy-makers, public or private entities and more in general with the audience, in order to be inserted deeply in the own marketing environment and to present a precise image towards the community.

# Techniques of B2B communication

## Sales promotion

- Action of short-term not finalized to create a brand preference (incentives, payment benefits, after-sale support)

## Direct marketing

- Marketing strategy that uses interactive tools to reach a qualified target and to obtain an immediate and measurable reaction, through a direct reply.

# Tools of B2B communication

Tools	Scope				
	Public relations	Brand Management	Communicating the Value Proposition	Operative Instructions/ Technical Information	Done by a «conversation» with customers stakeholders
Media	X	X	X		X
Fairs	X	X	X		X
Informative supports		X	X	X	
Events	X	X			
Sponsorships		X			
Telemarketing (by phone)			X		
Mailing, e-mailing			X	X	X
Sales force action			X	X	X
Internet		X	X	X	X