

Value of Visual References & Promotional Activities

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Visual References

Visual Reference Marketing

- What is "Visual Reference Marketing"?
- Visual Reference Marketing is simply that part of your marketing plan that involves visual media.
- That which can be seen.



Visual Reference Marketing

We're a Visual Species

- Vision is our primary human sense, we use pattern recognition to differentiate and learn the nature of everything around us.

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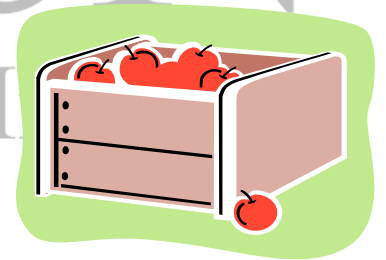
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- We remember what we see!



Visual Reference Marketing

- Visual expression in our society defines, qualifies, and impacts every level of business, regardless of product, service, or message.
- Visual Reference is the various processes and techniques used to
 - ✓ Promote,
 - ✓ Sell, and
 - ✓ Distribute a product, service, or message to a targeted audience.



Visual Reference Marketing

- It permeates almost all consumer and marketing activities.

Brand Awareness

- Brand category leaders are invariably the organizations who employ the best visual marketing.
- What brands have you seen today?



Visual Reference Marketing

- Successful brands present:

- Simple
- Memorable
- Appropriate
- Consistent visual images across their communication channels.



- What products do you know whose visual cues immediately differentiate them from their competition?

Visual Reference Marketing

- Focus on powerful visuals that speak to your target audience.
- Visual messaging, along with positive customer experiences, drive
 - Brand Awareness
 - Loyalty
 - Repeat Sales.



Brand Identity

- The visual marketing of your organization helps to build a brand identity in the mind of your audience.
- This is the front line of marketing, and all the more important to control because it's the way we see things - our perception of something--that creates our reality towards it.



Brand Identity

- It begins with your overall corporate identity materials, they tell your audience who you are.
 - ✓ Your logo
 - ✓ Signage
 - ✓ Sales tools
 - ✓ Vehicles
 - ✓ Uniforms / people
 - ✓ Every point at which your identity meets the public's eye.



Brand Identity

- Your identity materials must create an image that is:
 - Unique
 - Appropriate
 - Consistent
 - Professional
 - Persuasive



Design with Strategy

- Beyond your organization's identity, visual marketing reaches into nearly every aspect of your communications plan.
 - ~ Advertisements
 - ~ Brochures
 - ~ Sales and informational DVDs
 - ~ Web site



Design with Strategy

- The opportunities for enhancing your marketing activities through good visual planning and strategy are endless.
- No message exists in a vacuum; every message is delivered through a medium and within a certain context.
- Visual marketing applies intelligent planning to all communications media. More than simply design, it's design that is supported by a cohesive strategy.
- Need to understand meanings associated with various colours to enhance visual marketing.



Design with Strategy

- Organizations of every size and description can benefit from well-managed visual marketing practices.
- Presenting yourself in an appropriate and professional way is the first step to ensuring that your message, your product, or your idea gets into the mind of your audience and inspires them to take action.
- After all, that's what marketing is all about



Questions for Visual Reference Audit

1. Are your displays clean and in good repair?

2. Can people see your displays from all angles?

3. Are your signs large enough to read from a distance?

4. Do you have any off-premise signage inviting people to come to the sale?

Questions for Visual Reference Audit

5. Are the windows clean?

6. Do your windows have any themes, messages, or signs?

7. How often do you change your windows?

8. What is the total number of signs that you have in the store?



Questions for Visual Reference Audit

How many are:

- ✓ Price only signs
- ✓ Product benefit signs
- ✓ Educational signs
- ✓ Brand building signs
- ✓ Sales signs
- ✓ Policy signs
- ✓ Mission statements
- ✓ Directional signs



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Promotional Activities

Promotional Activities

- One of the " P " in the marketing mix

- Product
- Price
- Place
- **Promotion**
- People
- Process
- Physical Evidence



Promotional Activities

- This is where the firm enters into a dialogue with its stakeholders – customers, traders
- Importance of Promotional Activities – to let your target market know about your product, the benefits of using it and where to find it.

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Promotional Activities

- Promotional Activities are used to communicate with the firms stakeholders - customers, retailers, suppliers
- The main decisions in this area is not whether to communicate but what to say, to whom and how frequently
- The aim of promotion is to manage the customer buying process over time – from pre-selling, selling, consuming, and after consuming.

Promotional Activities

- Promotion is fundamentally a tool to help inform consumers of products and services available to them.
- The goal of promotion is no longer simply product awareness, but brand awareness, product loyalty and even building corporate image.
- Using various promotional strategies will help you stay ahead of your competitors.

Promotional Activities

- Promotion is done in several ways:
 - ❖ Advertising
 - ❖ Sales promotion
 - ❖ Personal selling
 - ❖ Direct marketing
 - ❖ Public relations.



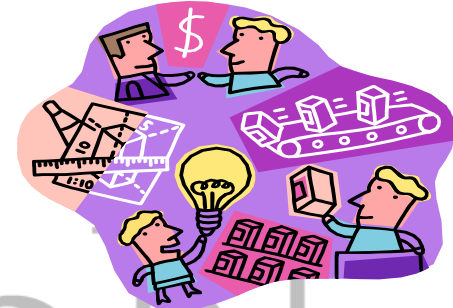
Steps in developing Promotional Activities

- In developing a promotional campaign, a company must first
 - Identify the target audience
 - Determine the objective of the promotion
 - Design the message
 - Select the communication channels
 - Establish the total promotion budget
 - Measure the promotion results



Choosing the Right Promotional Activities

- Design promotional activities to:
 1. Inform
 2. Persuade
 3. Remind the market of the firm and its products
 4. Influence consumers to buy.



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Choosing the Right Promotional Activities

- Promotional objectives include:
 - ❖ Providing Product Information
 - ❖ Stimulating Demand
 - ❖ Increasing Store Traffic
 - ❖ Differentiating Products
 - ❖ Building A Brand Image
 - ❖ Reminding Current Customers About Product Benefits
 - ❖ Countering Competitors' Offers
 - ❖ Responding To The News
 - ❖ Smoothing Out Seasonal Demand
 - ❖ Improving Customer Relationships

Examples of Promotional Activities

Advertising

- Print and broadcast Ads
- Packaging
- Posters and Leaflets
- Brochures and booklets
- Billboards
- Display signs
- Banners
- Directories
- Symbols and logos



Sales promotions

- Free Samples
- Trade shows and exhibitions
- Road Shows
- Contests and games
- Exhibitions
- Dealer meetings
- Gifts

Activations



Examples of Promotional Activities

Personal Selling

- Sales presentations
- Sales meetings
- Incentive programs
- Face to face selling

Direct Marketing

- Telemarketing
- Mailings
- Catalogs
- Email

Public Relations

- Press kits
- Publications
- Conferences and seminars
- Annual Reports
- Charitable donations
- Sponsorship
- Company magazine



Suspect Promotional Activities

- Some promotions have come under criticism, particularly when they are judged to be illegal or unfair.
- Bait-and-switch refers to the practice of advertising one product at a low price, but having none of that product on hand when consumers arrive to make the purchase.
- Conveniently, this technique results in the seller having other, similar, more expensive products available.
- Another is putting up a Sale sign without significant price reduction.



BIG SALE

A 3D rendered graphic of the words "BIG SALE" in a bold, red, sans-serif font. The letters are thick and have a slight shadow beneath them, giving them a three-dimensional appearance. The text is centered at the bottom of the slide.

Suspect Promotional Activities

- All promotion activities should be coordinated to ensure consistent and positive messaging as well as enhancing the brand image.

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A large, 3D, red, blocky font graphic that reads "BIG SALE". The letters are thick and have a slight shadow underneath, giving them a three-dimensional appearance. The word "BIG" is positioned above "SALE".

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Thank You
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