Marketing Communications Toolkit

Dr. Phil Kotler, the recognized guru of marketing, defines marketing as the creation, communication and delivery of value to customers at a profit. <http://www.youtube.com/watch?v=bilOOPuAvTY>

Another view of marketing is the Four P’s of price, product, promotion and place. Again we point here to the promotion aspect or the communications aspect of marketing. We create value in the form of products, services, brands, customer engagement, and so on, and then we communicate the availability of this value to potential customers.

There are several aspects to the marketing communications mix including advertising, direct marketing, sales promotion, public relations, social media/digital marketing, and much more. And the field of marketing communications is evolving rapidly.

In this toolkit, we cover all aspects of marketing communications with links and articles to drive your thinking and strategy.

While the tools have changed, the basic idea of communications with a message … being sent by someone or a company … to a targeted audience … through a medium or channel …. hoping for a specific response … this is still at the core of marketing communications.

Enjoy the toolkit…..

Jeffrey Heilbrunn

June 2014

[](http://www.google.com/imgres?imgurl=http://3.bp.blogspot.com/_CHG2GRbeET8/SX5EG-cLdII/AAAAAAAAKB0/NooIa1GlOE8/s320/toolkit.gif&imgrefurl=http://ipkitten.blogspot.com/2009/01/toolkit-or-foolkit.html&h=287&w=300&sz=19&tbnid=jvY2Nu68nVvKJM:&tbnh=90&tbnw=94&prev=/search?q=toolkit&tbm=isch&tbo=u&zoom=1&q=toolkit&usg=__RcKPa4GcUv4Qx-x2A9HR2YVy0mM=&docid=SfEs2381Acca2M&hl=en&sa=X&ei=TokSUazuAonE2gX9woGwAg&ved=0CF8Q9QEwCA&dur=5409)

Advertising

Advertising and Millenials …. Branding and Marketing and the Millenials as your target

<http://www.mktgsensei.com/AMAE/Millenials/Branding%20and%20Millenials.pdf>

<http://www.mktgsensei.com/AMAE/Millenials/Millenials%20and%20Marketing.pdf>

Color … color carries a lot of meaning into the marketplace. Check the meanings of various colors here. <http://www.mktgsensei.com/AMAE/Marketing%20Communication/Color%20Meaning.docx>

Future of Advertising …. From talking to masses to creating a conversation with everyone, advertising is changing rapidly. <http://www.mktgsensei.com/AMAE/Advertising/Advertsiings%20Future%202011.doc>

Coke recognizes the future in this article that talks about going from the old measure of advertising, impressions, to a new measure of expressions, the conversation

<http://www.mktgsensei.com/AMAE/Advertising/COKE...From%20Impressions%20to%20Expressions.doc>

Second Screen … advertisers in 2014 have identified that more and more viewers of television are doing so while also using their phone or tablet to often communicate with their community. The so called second screen is growing as an adjunct medium.

<http://www.mktgsensei.com/AMAE/Advertising/Advertisers%20Seek%20a%20Second%20Screen%20Experience.docx>

The Zen-Venn of Advertising … how does your message and medium line up to gain the attention of those you are or should be targeting. <http://www.mktgsensei.com/AMAE/Advertising/Shut%20Up%20and%20Listen.docx>

Communications Audit …. Just starting out looking at your small business marketing communications. This little audit might be just the place to start … last time I used this with a dentist office trying to get more patients. <http://www.mktgsensei.com/AMAE/Marketing%20Communication/Marketing%20Audit%20FREE.doc>

Digital Communications

Community Building …. In the world of digital marketing, we talk about building community, communications and commerce as objectives. [Building community](http://www.mktgsensei.com/AMAE/Internet%20Marketing/Social_Media_Tips_Sheet.pdf) to support your brand and company is a powerful means of support and part of the overall digital communications plan.

<http://www.mktgsensei.com/AMAE/Internet%20Marketing/Community%20Building%20as%20Part%20of%20Marketing%20using%20the%20Internet.doc>

Conversation PRIZM/Cluetrain Manifesto … In 1999, some forward thinking people had the vision of the internet as a place for two way conversation, not just the one way world of communications in the Web 1.0 world. The Cluetrain Manifesto foretold our future. <http://www.mktgsensei.com/AMAE/Marketing%20Communication/cluetrain.pdf>

The Conversation Prizm is the manifestation of this idea in 2014. <https://conversationprism.com/>

<http://www.mktgsensei.com/AMAE/Internet%20Marketing/Conversation%20Prism.pdf>

Different Digital Models … which digital approach works best for your communications goals and what assets will you need to be effective … <http://www.mktgsensei.com/AMAE/Advertising/How-to-Choose-the-Right-Digital-Marketing-Model.pdf>

Default Choice and Design … Ever notice how Google seems like the only choice you get for a search engine. There are other search engines like BING but the Default Choice is almost always Google. This is not by accident, it is by design. Consider the concept of default choice in every aspect of your work and how this idea could help your business.

<http://www.mktgsensei.com/AMAE/Internet%20Marketing/Design%20and%20Default%20Choice%20on%20Websites.doc>

Email Marketing A Report on the State of this tool

<http://www.mktgsensei.com/AMAE/Internet%20Marketing/Email_Research_Report_2008X.pdf>

Email Marketing at Seiko … a case history

<http://www.mktgsensei.com/AMAE/Marketing%20Communication/Email%20Marketing%20at%20Seiko.doc>

GOOGLE and Search Engine Optimization … <http://www.mktgsensei.com/AMAE/Internet%20Marketing/Seo-best-practice-guide.pdf>

Google and AdWords

<http://www.google.com/adwords/how-it-works/ads-on-google.html?clickid&sourceid=awo&subid=ww-ns-g-awhp_nelsontest3_nel_p>

Growth Hacking …. Getting your message out through the lists and contacts of customers and others in contact with your organization; leveraging the digital list

<http://www.mktgsensei.com/AMAE/Advertising/Free%20Textbooks%20as%20the%20New%20Advertising%20Medium.doc>

LIKE …. <http://www.mktgsensei.com/AMAE/Internet%20Marketing/The%20Importance%20of%20Like%20in%20Marketing.docx>

Search … see Google Search

Second Screen … advertisers in 2014 have identified that more and more viewers of television are doing so while also using their phone or tablet to often communicate with their community. The so called second screen is growing as an adjunct medium.

<http://www.mktgsensei.com/AMAE/Advertising/Advertisers%20Seek%20a%20Second%20Screen%20Experience.docx>

Social Media ….and the Purchase Process <http://www.mktgsensei.com/AMAE/Advertising/Social%20Media%20and%20the%20Purchase%20Process.pdf>

Social Media Playbook consider these plays, especially for the B2B player

<http://www.mktgsensei.com/AMAE/Marketing%20Communication/Social_Media_Playbook_B2B%20Marketing.pdf>

Media

Different Media … games, store placement, even textbooks

<http://www.mktgsensei.com/AMAE/Advertising/Electronic%20Arts%20Places%20Dynamic%20Advertising%20in%20Video%20Games.doc>

<http://www.mktgsensei.com/AMAE/Advertising/Free%20Textbooks%20as%20the%20New%20Advertising%20Medium.doc>

Message

The message and the mind …. The neuroscience of getting it right

<http://www.mktgsensei.com/AMAE/Advertising/Neuromarketing...Notes%20from%20the%20book%20Buyology.doc>

Public Relations

Bad Buzz in Social Media …. What to do

<http://www.mktgsensei.com/AMAE/Advertising/PR%20and%20Social%20Media%20....%20Combating%20Bad%20Buzz.docx>

Campaign Management here is a guide to manage your next PR campaign <http://www.mktgsensei.com/AMAE/Marketing%20Communication/Public%20Relations%20Class%20Campaign%20Organizer%20Rev%201.doc>

Crisis Management what went wrong at Toyota

<http://www.mktgsensei.com/AMAE/Marketing%20Communication/PR%20Crisis%20MGMT%20...%20Toyota%20Feb%202010.doc>

PR2.0 the essentials of the new PR; in the old days PR was all about getting someone to write about you (earned media); interviews, speeches, press kits, product demonstrations, etc. the new world of Public Relations includes all this and more as noted in the articles below:

<http://www.mktgsensei.com/AMAE/Advertising/pr2essentials.pdf>

<http://www.mktgsensei.com/AMAE/Advertising/Shut%20Up%20and%20Listen.docx>

Real Time Marketing … your PR firm should be working on this

<http://www.mktgsensei.com/AMAE/Strategy/Real%20Time%20Marketing.docx>

New Rules … so you’ve done a press release. Did you put it on your web site? Is it rich in key words that will be searchable by your target audiences. <http://www.mktgsensei.com/AMAE/Marketing%20Communication/PR...New%20Rules.doc>

Public Speaking and Public Relations … after forty years in marketing, some as president of organizations, you get to learn a few things about public speaking. Here are some tips: <http://www.mktgsensei.com/AMAE/Marketing%20Communication/Public%20Speaking%20and%20Public%20Relations.doc>

Source Credibility make sure your message is believable and the that you give your target audience reasons to believe your message <http://www.mktgsensei.com/AMAE/Marketing%20Communication/Source%20and%20Credibility.docx>

Spokesperson… <http://www.mktgsensei.com/AMAE/Advertising/Spokespeople%20and%20Spokesthings.doc>

Shut Up and Listen … just some ideas

<http://www.mktgsensei.com/AMAE/Advertising/Shut%20Up%20and%20Listen.docx>

Sales Promotion

Here is a summary video of various forms of sales promotion. It is a vast subject that can include couponing, in store displays, merchandising, rebates, in-packs and on-packs, and much much more. <http://www.youtube.com/watch?v=BDcTSTMKfbE&list=PLFp_Q4TeGt3rArHUFbSFRwvgeNpilifpl>

Beacons, Geofencing and Sales Promotion

<http://www.youtube.com/watch?v=TQrhJZnZacE>

Stickiness

Make It Stick …. The article and the video

<http://www.mktgsensei.com/AMAE/Advertising/Making%20Your%20Idea%20Sticky.doc>

<http://www.youtube.com/watch?v=Bs9NbxJHV-w>

<http://www.youtube.com/watch?v=E7U74c0Hzbk>

Crafting a Message That Sticks …. And interview with the Heath’s

<http://www.mktgsensei.com/AMAE/Advertising/Crafting%20a%20message%20that%20sticks.doc>

Stories

The Neuroscience of Stories …. Why they work!

<http://www.mktgsensei.com/AMAE/Advertising/Stories%20and%20Neuroscience.docx>

How To Tell a Great Story … <http://www.mktgsensei.com/AMAE/Advertising/Advertising...Tell%20a%20Great%20Story.doc>

A Sticky Story

<http://www.youtube.com/watch?v=RZQwvP2VTNk>

Share-ability

Word of Mouth .... in a digital age …. <http://www.mktgsensei.com/AMAE/Advertising/WOM...2011%20In%20a%20Digital%20World.doc>

Make It Share … a blog I wrote a short time ago details the elements that can make something share-able

<http://www.mktgsensei.com/AMAE/Internet%20Marketing/MAKE%20IT%20SHARE.docx>