





Module III. Business

Branding for
Orange
Economy
course

Topic 5. The New Media
Environment

Lesson 2. Marketing
Communication Options



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*This topic will be about
communication options.*



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Once the topic is completed and approved, learners will be able to understand

Communication options



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In this lesson, we will learn

- Advertising
- Television ads
- Radio ads
- Print media
- Direct marketing
- Place advertising
- Web marketing
- Social media
- Events and experiences



Four Marketing Communication Options

- Advertising

Advertising is any form of paid nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor.



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Four Marketing Communication Options

1. Advertision

- **Television**

Television has long played a major role in advertising.

This is because it provides video, sound, motion and reaches a large number of users.



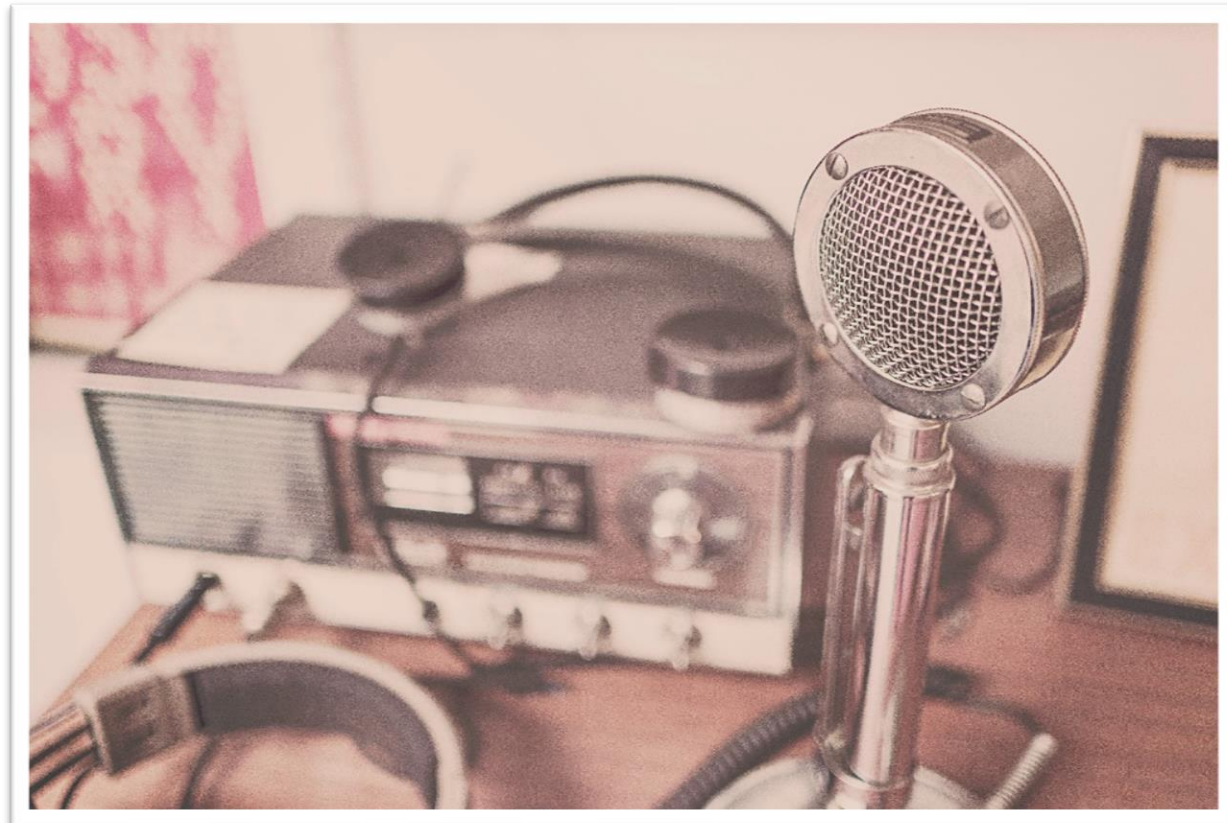
Four Marketing Communication Options

1. Advertision

- Television
- **Radio**

People listen to the radio every day, most often in the background.

The main advantage of the radio is **flexibility, advertisements are relatively cheap to create and place.**



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Four Marketing Communication Options

1. Advertision

- Television
- Radio
- **Print**

The two main print media are **magazines** and **newspapers**.



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Four Marketing Communication Options

1. Advertision

- Television
- Radio
- Print
- **Direct Response**

Direct responses include mail, telephone, internet and other communication tools that target and require a response from specific customers and prospects.



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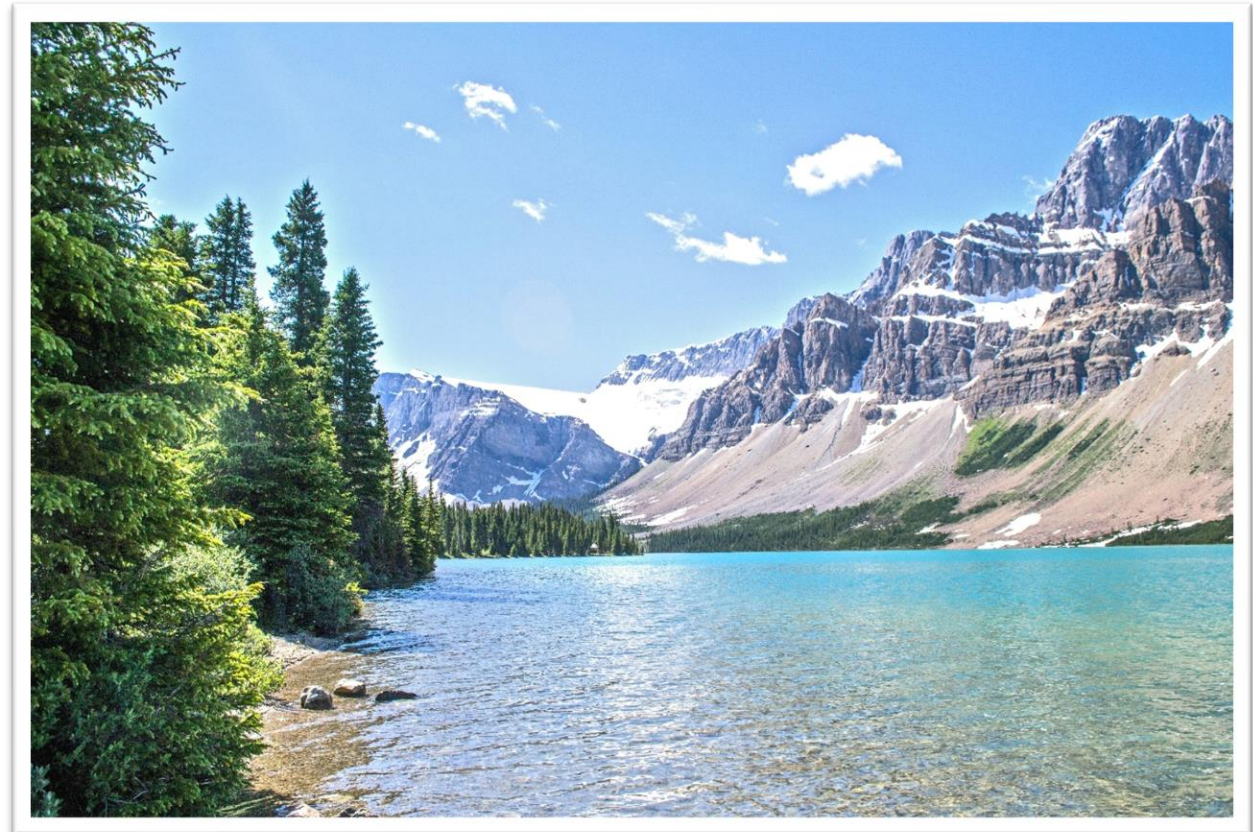


Four Marketing Communication Options

1. Advertisement

- Television
- Radio
- Print
- Direct Response
- **Place**

Place advertising or out-of-home advertising is a large category that does not include traditional media.



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Four Marketing Communication Options

2. Promotion

Sales promotions are short-term incentives to encourage the trial or usage of a product or service.



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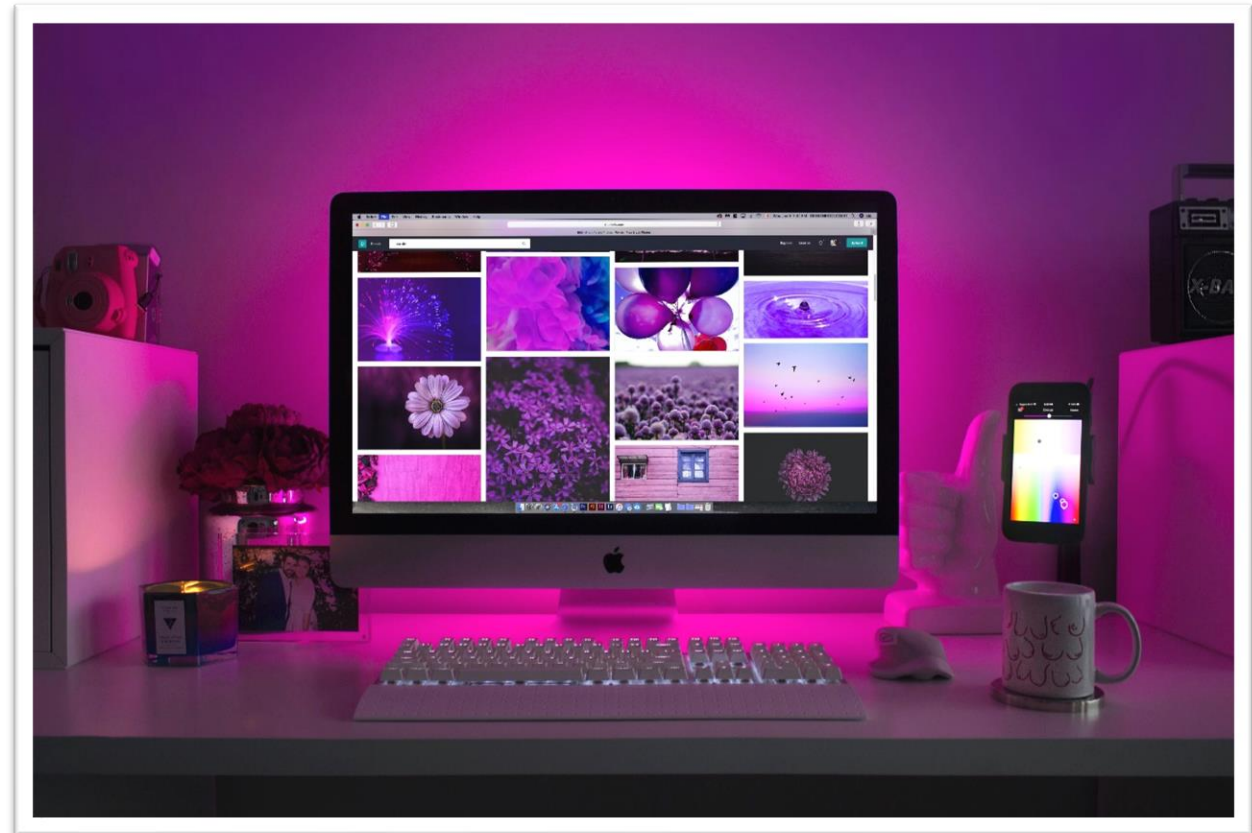


Four Marketing Communication Options

3. Online Marketing Communications

The three most important tools for online brand-building are:

- website
- online ads and videos
- social media



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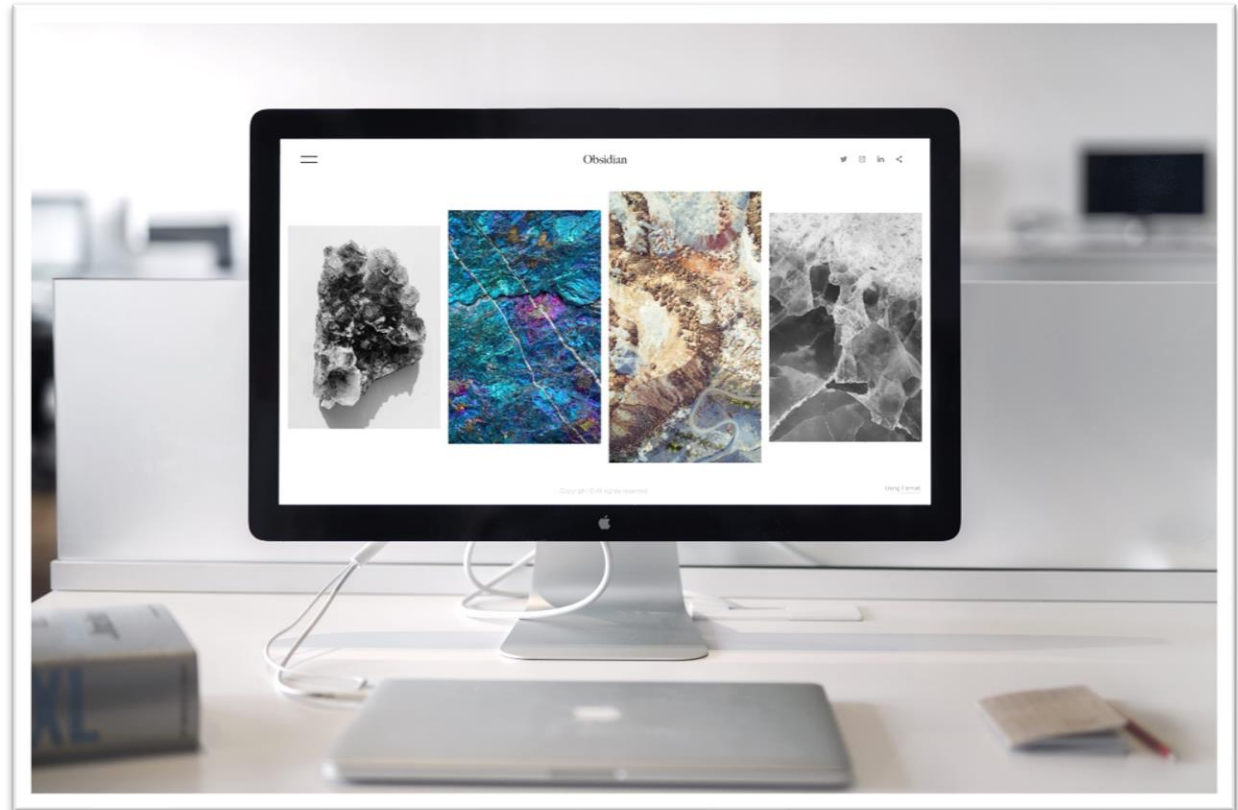


Four Marketing Communication Options

3. Online Marketing Communications

- **Website**

The company **website** is a place where all the necessary information about the company and the brand can be found.



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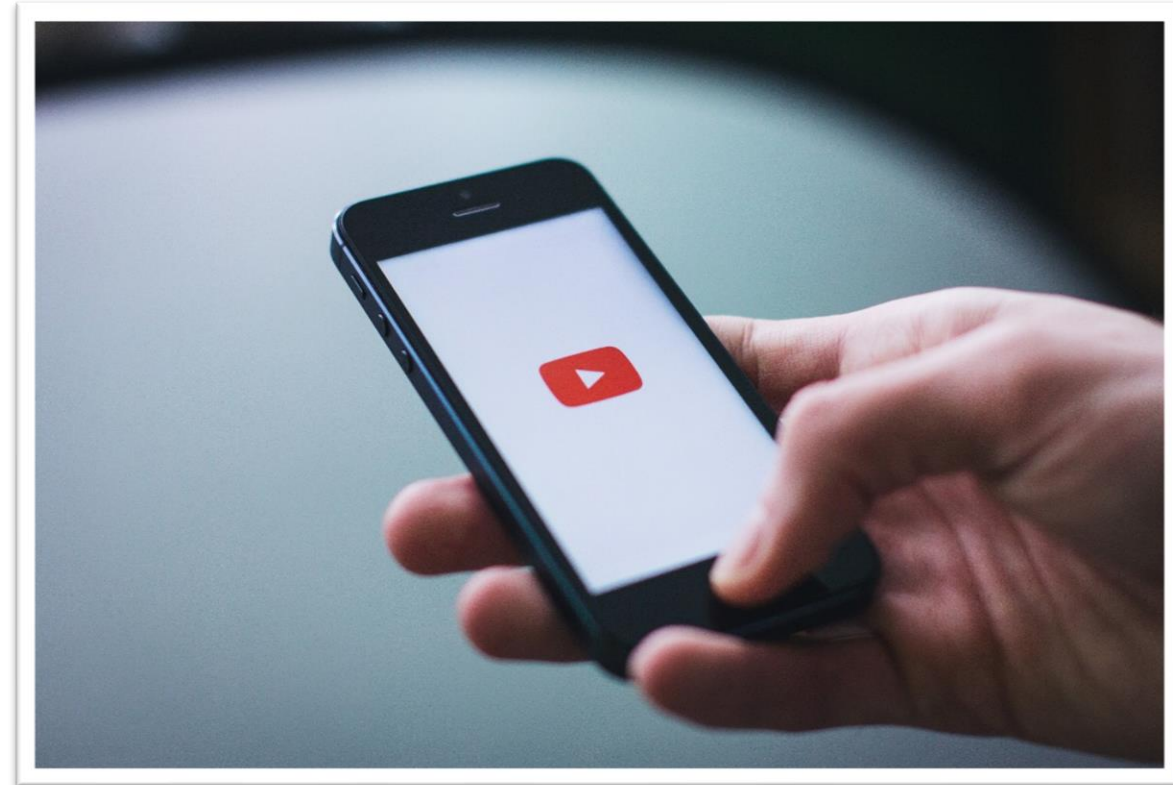


Four Marketing Communication Options

3. Online Marketing Communications

- Website
- **Online ads and videos**

Internet advertising can take several different forms such as banner ads, rich-media ads, and other types of ads



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Four Marketing Communication Options

3. Online Marketing Communications

- Website
- Online ads and videos
- **Social Networks**

Basic forms of social networks:

- message boards and forums,
- chat rooms,
- blogs,
- Facebook,
- Twitter, and
- YouTube.

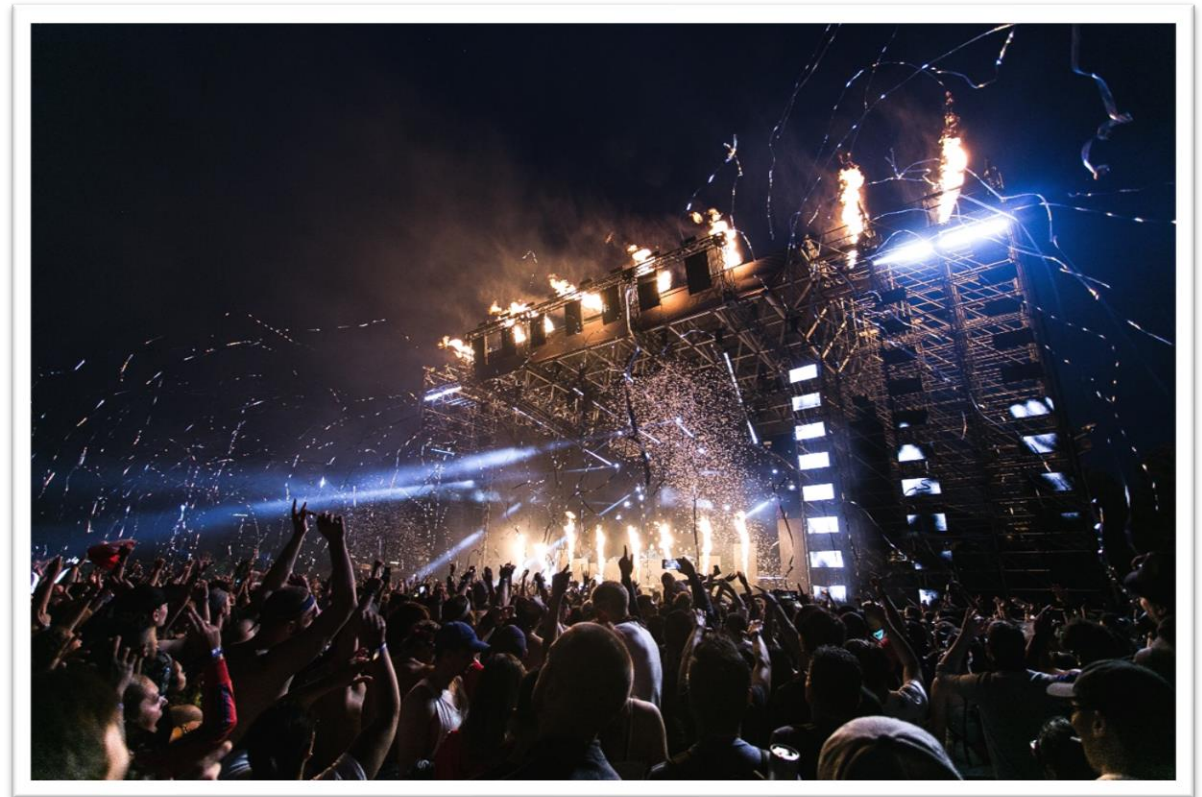


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Four Marketing Communication Options

4. Events and Experience

Events and experiences can include various things such as sponsoring some well-known events by the brand but also offering products to customers to test in passing.



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CREDITS

Content: Business Incubator Novi Sad



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