

Overview of traditional marketing with key features

This slide provides an outline of a traditional marketing summary for marketers and its features. Major features covered are building customer relationships, crating brand credibility and attracting large audience, etc.

Traditional Marketing



Reaching target audience by using offline media or channels such as billboards, print ads, mail, TV and radio advertisements

Features



Strong Relationships

- Build stronger relationships with customers through physical contact

More Credible

- More credible as more personalized services are provided to users

Capture Larger Audience

- Reach large group of people and ensure great customer engagement

Better Value

- Make clients feel valued and increase customer loyalty

Less Segmentation

- Deliver message to mass-market

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Best practices to implement traditional marketing strategy

This slide exhibits the tips for conventional marketing implementation to target audience. The best practices covered are determining budget, selecting messages, identifying potential partners and hiring additional staff.

Determine Budget

01



- Select marketing form on the basis of budget before conducting the advertising campaign
- Select direct mail instead of TV ad on the basis of budget
- Add text here

Identify Potential Partners

02



- Determine publications or stations for advertisement on radio, TV or newspaper
- Select partners after inquiring and considering cost and benefit to consumer
- Add text here

Select Message

03



- Build marketing tagline by selecting essential elements for marketing such as :
 - Tone
 - Language
 - Color
 - Images
- Add text here

Hire Additional Staff

04



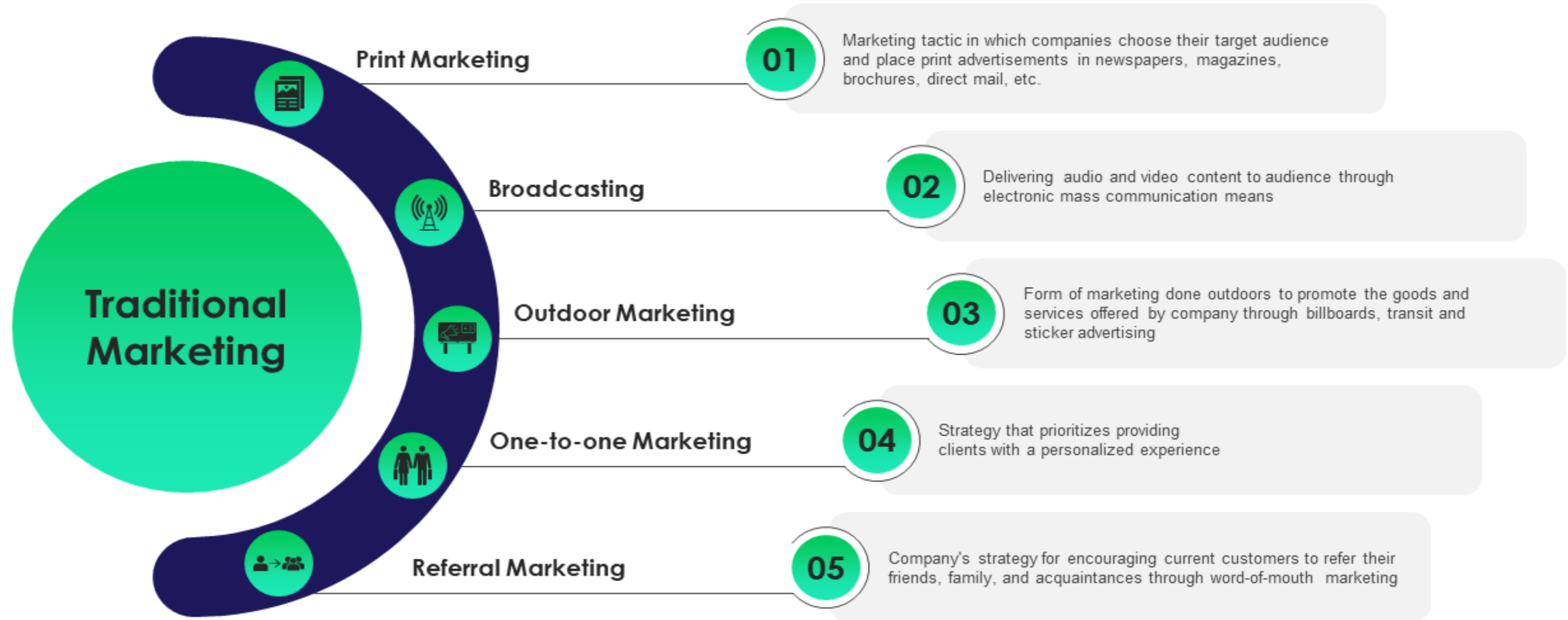
- Hire personnel for marketing campaigns such as :
 - Copywriters
 - Graphic designers
 - Videographers
- Add text here

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Overview of various traditional marketing forms

This slide provides insight into traditional marketing techniques used by marketers for advertising. Major forms covered are print, broadcasting, outdoor, one-to-one and referral marketing.



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Referral marketing strategies to boost sales

This slide showcases essential strategies to increase sales through referral marketing. Major strategies covered are send targeted emails, leverage social media and set-up referral programs.

 Strategies	 Description	 Impact
● Send targeted emails	○ Send emails to customers to provide details about referral programs ○ Send personalized emails ○ Determine customer's buyer journey to encourage them to refer brand to their friends ○ Add text here	○ Customer acquisition increased by 45% ○ Add text here
● Leverage social media	○ Focus on building relationship with people on social media pages ○ Provide crisp and informative details ○ Add text here	○ Increased website traffic by 30% ○ Add text here
● Set-up reward program	○ Provide 10% discount to customers on every purchase made by referrals ○ Add text here	○ Increased conversion rate by 25% ○ Add text here

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Impact of offline marketing campaigns on organization

This slide provides an overview of campaigns conducted via traditional media and its impact on company. The impact included are increase in lead generation, brand awareness, customer retention, etc.

Type of Marketing



Print marketing

- Print brand advertisement on first page of newspaper for 100 days
- Send personalized notepads to local customers through direct mail

Emma Green

Increase in leads by 30%

Broadcasting

- Change TV ad once a year
- Repeat radio ads 20 times a day

Kevin Richards

Attracts new customers

Outdoor marketing

- Put banners across the city to promote brand
- Put and distribute brand logo stickers in public areas

Robin Smith

Increase brand awareness

One-on-one marketing

- Conduct customer satisfaction survey
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Olivia Brown

Increases customer retention

Referral marketing

- Add text here

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Roles and responsibilities of marketing team members

This slide provides an overview of marketing team roles and responsibilities. The roles covered are product, brand, operations and traditional marketing head.



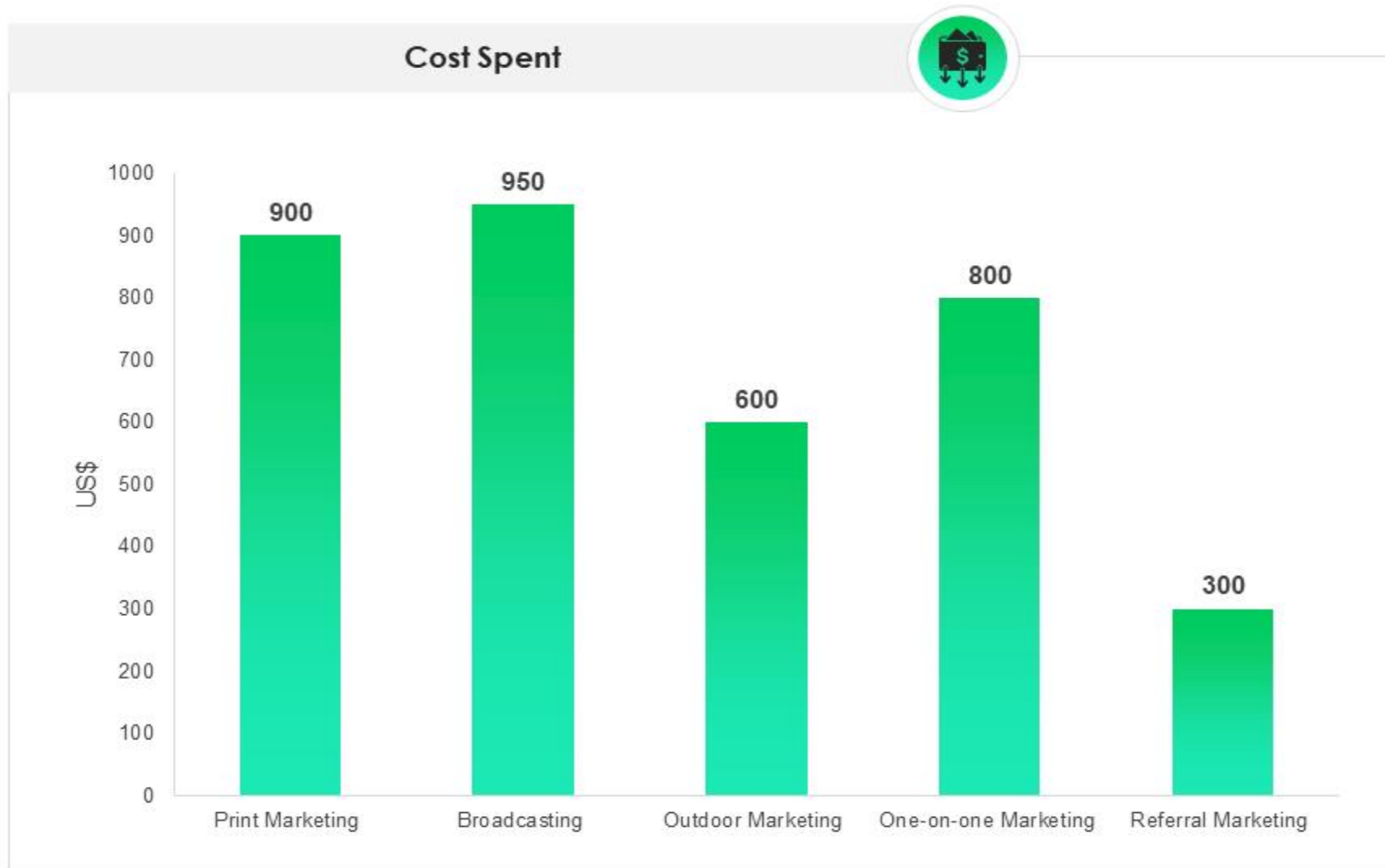
Name	John Smith	Emma Green	Kevin Richards	Stacy Grey
				
Roles	Product marketing head	Brand marketing head	Operations marketing head	Traditional marketing head
Responsibilities	- Track and evaluate market trends - Create product marketing plans - Add text here	- Develop plans and go-to-market strategies on the basis of brand elements - Track customer response and monitor product distribution - Add text here	- Create and manage marketing budget - Organize various events, advertising campaigns, and other relevant tasks - Add text here	- Coordinate marketing and sales operations to increase brand recognition - Ensure that brand message is clear and constant throughout all platforms and marketing initiatives - Add text here

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Cost spent on traditional marketing channels

This slide provides an overview of the cost spent on various marketing forms. The forms covered are print, broadcasting, outdoor, one-on-one and referral marketing.



This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".



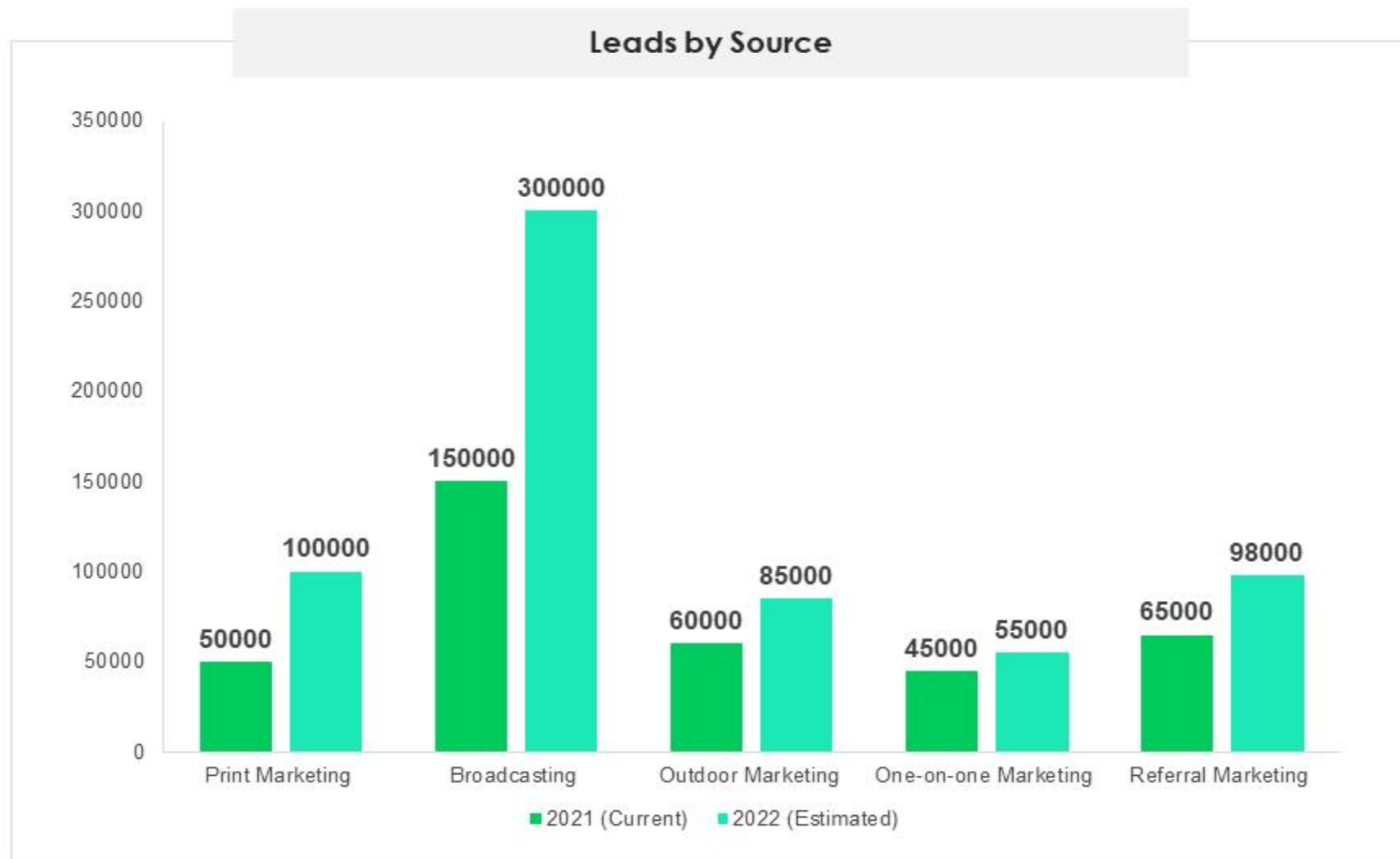
Key Takeaways

- Broadcasting techniques were allocated the maximum funds :
 - TV: \$500
 - Radio - \$400
- More money is invested in TV and radio ads as people are more influenced by audio and videos
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Lead generation by source in traditional marketing

This slide showcases current and estimated lead generation from traditional marketing. Major sources covered are print, outdoor, broadcasting, one-on-one and referral marketing.



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Key Takeaways

- Maximum lead generation is expected from broadcasting as collaboration are made with top radio stations and Tv channels
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