

Candidate Resource and Assessment

BSBMKG413A

Promote Products and Services



Whether as an individual, or as part of a group, real progress depends on entering whole-heartedly into the process and being motivated to make you a more deeply satisfied human being.

Focusing on your training needs



PRECISION
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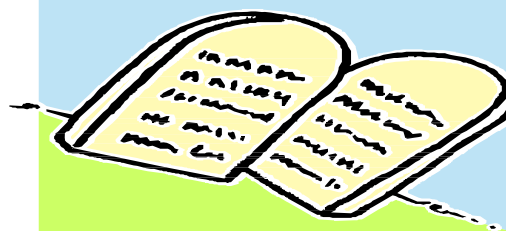
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Table of Contents



"You're either part of the solution or part of the problem".

Eldridge Cleaver

Focus	5
Qualification Pathways	6
Introduction	7
BSBMKG413A/01 Plan Promotional Activities	9
Identify and assess promotional activities to ensure compatibility with organisational requirements	9
Plan and schedule promotional activities according to the marketing needs of the organisation	
Determine overall promotional objectives in consultation with designated individuals and groups	
Ensure that time lines and costs for promotion of activities are realistic and consistent with budget resources	
Develop action plans to provide details of products and services being promoted	
Key Points – BSBMKG413A/01	17
'True' or 'False' Quiz – BSBMKG413A/01	18
BSBMKG413A/02 Coordinate Promotional Activities	19
Ensure personnel and resources to support promotional activities are identified and prepared to facilitate the achievement of promotional goals	19
Identify and agree roles and responsibilities for delivery of promotional services and allocate to relevant personnel	
Establish and conduct relationships with targeted groups in a manner which enhances the positive image of the organisation	
Use networks to assist in the implementation of promotional activities	
Key Points – BSBMKG413A/02	25
'True' or 'False' Quiz – BSBMKG413A/02	26




BSBMKG413A/03 Review and Report on Promotional Activities	27
Analyse audience feedback and data to determine the impact of the promotional activity on the delivery of products and services	27
Assess effectiveness of planning processes to identify possible improvements in future activities	
Collect feedback and provide to personnel and agencies involved in promotional activity	
Analyse costs and time lines to evaluate the benefits accruing from the promotional activities	
Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of promotional activities	
Key Points – BSBMKG413A/03	37
‘True’ or ‘False’ Quiz – BSBMKG413A/03	38
Summary	39
Bibliography	41
References	43
Assessment Pack	45

Focus on

Your Area of Influence

Use considered risk taking in your 'grey' area

And others will follow you!

Legend	This course is divided into several sections of learning. Each section begins with the title of the element of the unit being taught, a quotation and a graphic related to content across the top of the page.
	This symbol indicates the beginning of new content. The bold title matches the content of the competency and they will help you to find the section to reference for your assessment activities.
	Activity: Whenever you see this symbol, there is an activity to carry out which has been designed to help reinforce the learning about the topic and take some action.
	This symbol is used at the end of a section to indicate the summary key points of the previous section.

Qualification Pathways



A goal without a plan is just a wish.

Antoine de Saint-Exupery

Qualification Pathways

This unit of competency is provided to meet the requirements of BSB07 Business Services Training Package although can be used in a range of different qualifications. The BSB07 Business Services Training Package does not state how a qualification is to be achieved. Rather, Registered Training Organisations are required to use the qualification rules to ensure the needs of the learner and business customer are met. This is to be achieved through the development of effective learning programs delivered in an order which meets the stated needs of nominated candidates and business customers.

Qualification Rules

Qualification requirements include core and elective units. The unit mix is determined by specific unit of competency requirements which are stated in the qualification description. Registered Training Organisations then work with learners and business customers to select elective units relevant to the work outcome, local industry requirements and the qualification level.

All vocational education qualifications must lead to a work outcome. BSB07 Business Services Training Package qualifications allow for Registered Training Organisations (RTOs) to vary programmes to meet:

- Specific needs of a business or group of businesses.
- Skill needs of a locality or a particular industry application of business skills.
- Maximum employability of a group of students or an individual.

When packaging a qualification elective units are to be selected from an equivalent level qualification unless otherwise stated.

Introduction



"If learning comes through experience, it follows that the more one participates in guided experiences, the more one learns. Therefore venturing into uncharted waters - and experiencing the failures that may occur - is an important part of organisational learning."

Gould, DiBella, Nevis

Introduction

This unit of competency is about being able to use the skills and knowledge required to coordinate and review the promotion of an organisation's products and services. This will assist you in gaining the Unit of Competency *BSBMKG413A Promote products and services*. This is one of the units that make up Certificates in Business.

This manual is broken up into three distinct sections. They are:

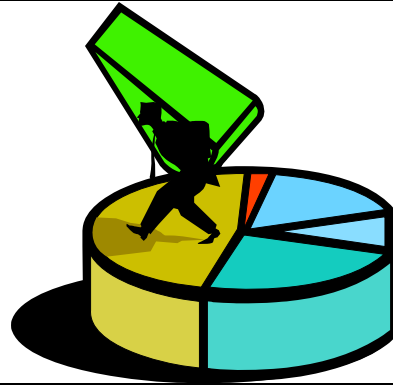
- 1. Plan Promotional Activities**
- 2. Coordinate Promotional Activities**
- 3. Review and Report on Promotional Activities.**

At the conclusion of this training you will be asked to complete an Assessment Pack for this unit of competency. The information contained in this resource will assist you to complete this task.

You will then have demonstrated your ability to coordinate and review the promotion of an organisation's products and services.

SAMPLE

BSBMKG413A/01
Plan Promotional Activities



A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort.

Herm Albright



Identify and assess promotional activities to ensure compatibility with organisational requirements

Plan and schedule promotional activities according to the marketing needs of the organisation

Determine overall promotional objectives in consultation with designated individuals and groups

Ensure that time lines and costs for promotion of activities are realistic and consistent with budget resources

Develop action plans to provide details of products and services being promoted

The Tools of Promotion

Promotion is an extremely important part of doing business. Your consumers need to get information that has a positive influence on what they think of your business, which will convince them to use your products or services. In order to achieve this, you use promotional tools and techniques.

Promotion can be defined as an activity designed to increase visibility or sales of a product¹. However, it is often seen as broader than this, as everything that a business does, communicates something about the business as a whole, and thus has a major effect on visibility and sales in the business. As promotion is a major component of the marketing mix, it involves careful planning in order to integrate into the other components of your plans. While a newspaper advertisement or coupon may be what you actually see as the result of a promotional effort, it is the tip of an iceberg. Behind this simple outward communication was a large amount of work that went into planning the final communication. In this section, we will look at the planning that goes into developing a promotional effort, however, before we do this, we will spend some time reviewing the major promotional tools that any business has at its fingertips.

All day long, you and I are constantly receiving promotional messages. It is estimated that the average individual is exposed to upwards to 3,000 advertising messages a day². Unfortunately for business, the average consumer has no way to evaluate and act on all these messages. So the consumer has the task of picking and choosing between the many messages that they receive. As you can imagine, this makes the task of choosing which promotional tools to use extremely important.

There are four main promotional tools used by businesses, and together they are often referred to as the promotional mix. The parts of the promotional mix are: advertising, personal selling, sales promotion, and publicity. The table below gives examples of each tool along with advantages and disadvantages of each tool.

Examples, Advantages and Disadvantages of Promotional Tools

Type	Example	Advantages	Disadvantages
Advertising	TV, radio, signs, mailers, catalogues, exhibits, brochures, billboards, stickers, hats, t-shirts, newsletters and/or posters.	Very public and visible. Persuasive because of repetition.	Non-personal, impersonal, one-way communication.
Personal Selling	Salespeople, hosts, hospitality training, tour guides, fairs, informed employees, demonstrations, testimonials and/or tours.	Two-way communication. Obligates the buyer to make a response. Can foster long-term business relationships.	Can be very expensive and time-consuming.
Sales Promotion	Coupons, fairs, demonstrations, contests, games, lower prices, buy 1 get 1 free, entertainment.	Forces people to buy now or pay more later.	Can cast doubt on product quality.
Publicity	TV, radio talk shows, radio news, community calendars, public service announcements, newspaper/magazine stories.	Catches people off guard. More credible than advertising.	Impersonal. May not tell the positive story you want. Have less control over the content of the message.

Developing a Promotional Plan

Now that we understand the major components of the promotional mix, let's move on to examining how these can be turned into a promotional plan for your business.

Developing an effective promotional strategy means that you must not only understand what promotional tools are available to you, it also requires that you understand your market and their needs intimately. Promotion is an ongoing process that requires much planning and refinement by a business. A promotional plan integrates the various components of the promotional mix into a coherent communication effort.

The effectiveness of any promotional plan depends on a range of factors, not the least of which is the budget that you have, as well as the thoroughness of your planning of the promotional efforts as well as the consistency with which you carry the plan out. What we have presented over the next few pages is a number of steps, that if taken correctly, will help you plan an appropriate and effective promotional effort.

Identity

In order to communicate a message that ensures that others see you in a desired manner, you first need to ensure you are aware of what that image is. This is often referred to as positioning. Once you are clear on the image that you want to project, you can then project it in such a strong way that identity and image are the same³. In order to establish your identity fully, make a list of all your characteristics including such things as facilities, location, price, and attractions and then establish which of those characteristics you want to project most into the mind of your consumer. This will help your business to ensure that your business fully grasps the importance of projecting the right identity to its consumers.

Theme

The idea of a promotional theme is communicating one main idea, or message with your promotional efforts. In some ways, it is a "Unique Selling Proposition". Something that makes your business different enough to stick in the mind of consumers. The theme that you communicate must be tied to your identity in order to be effective. In order to establish a theme, it is important that you ask yourself the following questions. "What is there about my product/service that would be appealing to the target audience?" "What can I tell them that would make them want to come and visit us/ use/ purchase our product/service?" "What makes it unique?".

Target Audience

Put simply, most components of the marketing mix depend on knowing who your market is, and promotion is no exception. It is your target market who you are wanting to change or alter in some way. In order for you to reach your target audience, you must identify their needs and how they obtain information about product/service opportunities like yours. No market is homogenous. Different market groups have different needs. For example, a market of senior citizens will have very different needs to a young family who have just had their first child. Men have different needs to women. This difference in the type of needs that individuals have means that while you are developing your message, it is important to address the needs of your targeted group.

As well as differences in needs among target audiences, there are also differences in the ways in which different groups get information about products and services, especially when it comes to the sources that they use. Some groups get information through informal sources, such as local people or those in their social circle who have influence. Others use more formal sources. Some choose personal sources, such as family or neighbours, while others will go through non-personal sources, such as reading information brochures and websites. By identifying the sources of information that your target audience are most likely to use, you can most efficiently locate your target audience and distribute your information directly to them.

Objectives

So, we now know your identity, theme and target audience. However, there is one more crucial planning task that must be achieved before you develop the message itself – you need to establish exactly what you want to achieve. This means that you need to develop objectives that are specific to what it is that you want the outcome of your strategy to be. In order to be most effective, objectives should have the following characteristics:

- They should identify whom you are trying to reach.
- They should state how much change you want to accomplish through your promotion.
- They should state how much time it will take to accomplish your objectives.
- They should state what you want people to do because of your promotion⁴.

Some examples of objectives:

- Increase hotel occupancy by leisure travellers by 15% over the next two years.
- Increase awareness among high school students of STDs by 12% this year.
- Increase total sales to travellers out of their own state by 5% this year.
- Increase total sales in NSW by 15% over the next 2 years.

You can see that these objectives are more specific than those that simply state “Increase Sales”. This is because, in order to be most effective, objectives need to actually provide a basis on which to build a strong message. By being specific, you are allowing your business to build a message that relates to the objective that needs to be achieved.

Message Content

We now move on to the creative aspect of managing the promotional mix – developing the message itself. When developing your message content, an important consideration is the theme. In order for any message to be most effective, try to keep your message simple. Try not to get across multiple ideas in your message. This simply does not work as effectively as having a single message and is likely to hinder the delivery of your key message. Any information that you give in your message must focus on your theme. The theme that you developed earlier must bind the message together – making it coherent and logical. If you keep the content of your message focussed on your theme, you will also limit the amount of information you present. A good message is always short and to the point.

There are two types of information that you can use:

- An Informative message will tell your target audience something without worrying about their response. The actual response they give is less important than the fact that they have received the relevant information.
- Persuasive information is different in that it tries to change people’s attitudes and convince people to do something related to the objectives set by the organisation. Persuasive information can be further subdivided into rational and motivational persuasive information. Rational persuasive messages use logical arguments based on supporting evidence, while motivational persuasive messages appeals to people's needs and desires.

Structure of the Message

The actual way that you put your message together is called designing a message structure. The way in which you put it together will, in part, depend on what information you are using and the type of information that you have. The success of a persuasive message – which is aimed at attempting to change behaviour, depends on whether you are using information that is either rational or motivational. Let's now look at each of these messages in turn:

When you are developing a *rational* message, it is useful to break it up into 3 parts.

1. The first part is your claim. That is what you want people to believe is true of you. Do you want them to know that your Laundry Powder gets “white Whiter” or that you offer the cheapest grocery prices, guaranteed?
2. The next part to develop is the evidence that you will use to support your claim. This may take the form of studies that you have commissioned, or a comparison of your product against others. Ensure that if you make a claim, you have the evidence to back it up.
3. The final component is the USP. The USP (as we defined earlier) is the Unique Selling Point and is a general statement that ties the evidence and the claim together in a single memorable statement. Something that is likely to be remembered. An example may be “9 out of 10 dentists use our toothpaste”.

When you are developing a *motivational* message, there are two steps in the message development. In this case, you are developing a claim (which is very similar to that outlined for a rational message) and then an appeal. With a motivational message, instead of developing a statement of evidence to back up your claim, you develop an appeal that is aimed at the needs and desires of the target audience – directing them towards doing what you want them to do.

No matter what method that you decide to adopt (be it motivational or rational) it is important that you ensure that the message is credible to your audience. This is especially true when you are dealing with an audience who may be cynical or media savvy. One particular promotional technique that requires a solid understanding of credibility is the use of spokespeople. In order for them to be effective at delivering the message you have written, you need to ensure that they are trustworthy and seen as competent in the eyes of the target audience. They should be likeable and fit with the message being delivered. Ensuring that you review your message carefully using these points can help in developing the most effective promotional strategy possible.

As we outlined above, there are a number of key differences between an informational and persuasive message. When developing them, think about their structure and what you need to include in order for your message to meet its objectives. For example, when developing a message to provide information – think about the order in which to present the information – what information to include, what to omit, what is most important, what is less important. A logical order helps make the message more memorable.

A solid piece of promotional communication hinges on a line that is both persuasive and memorable – the slogan, punch line, tagline or slug as they are sometimes referred to. This is often also a short summary of your entire message. Think carefully about the message – if you have an audience that will see the entire message, it can be placed at the end. However if there is a chance they could switch off before the end of the message, consider a different approach, placing these key messages earlier in the delivery of the message to ensure that it is actually seen.

Formatting your Message

When we refer to “format” we are actually referring to the way that your message will appear after it is disseminated to your target audience. What they will actually see. Of course, the major consideration for the format of the message is the media that has been selected to deliver the message. Personal selling will be delivered in a different manner to a magazine commercial, or a radio commercial.

There are an endless number of media that you may select when developing the format for your message. The typical market has numerous magazines, newspapers, radio stations, sales promotion opportunities, sales people etc from which you should select your message format. Just think about promotional opportunities such as sponsorship, billboards, community noticeboards in supermarkets, posters and so many more. So where do you start when you are trying to determine which of these to follow?

One of the most effective methods to use when deciding on the format of the message is to actually take a look at what your competition is doing. Are they using billboards? Radio? Television? Do they run sales or coupons? Are they at tradeshows? By looking at what your competition are doing, you can get a good idea on what methods will work for you. Take any communication ideas you like and adapt them to suit your specific needs.

After selecting an appropriate media method, you need to put together your message. You will have already determined the key message, but now pay attention to nonverbal portions of the message – the look, the typeface, the size, colours and the like. Draw attention to the message through the use of these items. However, be sure that everything you do works together. Do not include certain things simply for looks. Everything must tie together to create a sense of unity in your message. Each part of your message should relate back to your objectives and theme.

Message Delivery Systems

You know you have a good promotional message, but this is really just half way through the process. You now need to get your message to your audience – specifically to your target audience. So, selecting how to deliver your message forms a major part of your promotional plans.

The way in which you deliver your message can be formal or more informal. Normal delivery uses the traditional media such as television, newspapers, newsletters and flyers. There is a real sense of control over the delivery of your message. However, less formal or less traditional methods are also available. These include viral marketing, word of mouth and sponsorship. These methods give you less control over exactly who gets to see your message, but can give a more edgy approach to the promotion.

Whichever system you decide to use, you must examine both the message and the delivery system when establishing your delivery system. Just because you know what media you will use, it is important to ensure that you look at the methods that will actually be used to distribute the message. Let's, for example, look at a tradeshow. You know that you will distribute flyers, but unless you are certain about how the flyers will actually be given out, you will have no way to ensure that the message actually gets distributed.

Finally, think carefully about the ways in which your target market actually obtains information – this is especially important for a younger target audience, where the Internet is becoming the predominant source of consumer information.

Evaluation

Promotional strategies are only useful if you actually achieve your desired objectives. If you do not, they simply act to drain your resources to the point where you are wasting any money you are spending on promotion. To effectively evaluate your promotional strategy or plan, you need to determine whether the plan is actually achieving your desired goals and objectives, or whether you are spending money but achieving nothing. Because the effects of most promotional efforts accumulate over time, it is best to evaluate a plan after the plan finished, or at least by waiting a few months for the effects to be truly felt. Based on your evaluation, you may find that you need to make changes, or even scrap a plan completely.

Remember that just like any other business process, promotions can be changed. They are not set in stone, and changes can be made to improve the overall plan at any point. In this section, we have presented a generalised overview of the process of developing plans for promotions. You will find this process applies to any sort of organisation; however the details may differ slightly. We will extend the discussion of evaluation into much greater detail in the final section of this manual.

This section is to give you an idea of what is involved in developing an effective promotional strategy. More detailed information on developing themes, networks, systems, and on selecting promotional ideas can be found in the books listed in the bibliography at the end of this resource.

SAMPLE

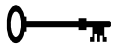


Activity One

Discuss with the group different promotional activities that ‘stick’ in your mind. Consider how memorable and effective strategies could be applied to your product or service.

Lined area for writing the response to the activity.

SAMPLE



Key Points Section 1

- Promotion is a critical part of doing business.
- Potential consumers must get information that will positively influence what they think of a business and convince them to use its products and/or services.
- Promotion is the activities people use to communicate with others about their product or service and to convince them to use it.
- Everything you do communicates something about your business.
- Promotion involves careful planning.
- There are four main promotional tools: advertising, personal selling, sales promotion, and publicity.
- There are a number of steps to follow for developing an effective promotional strategy:
 - Find an Identity
 - Developing a Theme
 - Determine the Target Audience
 - Establishing Objectives
 - Developing Message Content
 - Developing Message Structure
 - Developing Message Format
 - Establishing the right delivery system
 - Evaluation.



Section 1 - 'True' or 'False' Quiz



T	F	The effectiveness of your strategy depends on more than how much money you put into it.
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T	F	A delivery system is how you format your message and your media.
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T	F	Try to get two or more ideas in the same message.
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T	F	A theme is the method used to communicate your promotional efforts.
----------	----------	---



T	F	Deciding on whom you want to attract is important.
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T	F	Many times people overlook how they intend to distribute their brochure or display their exhibit.
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T	F	There are three main promotional tools: advertising, sales promotion, and publicity.
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T	F	Creating and implementing a promotional strategy can drain your resources if you do not regularly evaluate the strategy to see how effectively it is working.
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T	F	Promotion involves careful planning.
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T	F	Promotion is an optional part of doing business.
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