Contents

Before you begin

This learner guide is based on the unit of competency *BSBMKG417 Apply marketing communication across a convergent industry*, Release 1. Your trainer or training organisation must give you information about this unit of competency as part of your training program. You can access the unit of competency and assessment requirements at: www.training.gov.au.

How to work through this learner guide

This learner guide contains a number of features that will assist you in your learning. Your trainer will advise which parts of the learner guide you need to read, and which practice tasks and learning checkpoints you need to complete. The features of this learner guide are detailed in the following table.

Icon	Feature of the learner guide	How you can use each feature
	Learning content	Read each topic in this learner guide. If you come across content that is confusing, make a note and discuss it with your trainer. Your trainer is in the best position to offer assistance. It is very important that you take on some of the responsibility for the learning you will undertake.
	Examples	These highlight learning points and provide realistic examples of workplace situations.
	Practice tasks	Practice tasks give you the opportunity to put your skills and knowledge into action. Your trainer will tell you which practice tasks to complete.
	Video clips	Where QR codes appear, you can use a smartphone or other device to access video clips relating to the content. For information about how to download a QR reader app or accessing video on your device, please visit our website: www.aspirelr.com.au/help
	Summaries	Key learning points are provided at the end of each topic.
	Learning checkpoints	There is a learning checkpoint at the end of each topic. Your trainer will tell you which learning checkpoints to complete. These checkpoints give you an opportunity to check your progress and apply the skills and knowledge you have learnt.

Foundation skills

As you complete learning using this guide, you will be developing the foundation skills relevant for this unit. Foundation skills are the language, literacy and numeracy (LLN) skills and the employability skills required for participation in modern workplaces and contemporary life.

The following table provides definitions for each foundation skill.

Foundation skill area	Foundation skill description
Reading	• Identifies and interprets textual information to establish current industry and project status from relevant information
Writing	• Researches, plans and prepares documentation using format and language appropriate to context, organisational requirements and audience
Oral communication	• Presents information and seeks advice using language appropriate to audience
Numeracy	• Identifies and interprets data from a range of sources • Uses testing and data analysis to establish and test systems, monitor results and weigh costs
Navigate the world of work	• Develops, monitors and modifies organisational policies and procedures in accordance with legislative requirements and organisation goals
Interact with others	• Selects and uses appropriate conventions and protocols when communicating with internal and external parties to seek or share information • Works positively with those from other disciplines to achieve desired outcomes for organisation and clients
Get the work done	• Plans and organises data categories, tasks and workloads that ensure compliance with organisational policies and procedures, and legislative requirements • Sequences and schedules complex activities, monitors implementation and manages relevant communication • Uses systematic, analytical processes in relatively complex situations, setting goals, gathering relevant information, and identifying and evaluating options; creating new tools and techniques where appropriate • Evaluates outcomes of decisions to identify opportunities for improvement • Uses and manipulates digital technology to create, extend and enhance job role, products and capacity to deliver effective service design

Convergent marketing channels
• Internet – image and video advertisements, paid promotions and sponsored content, social media, email, search engine optimisation (SEO), banner advertising and web chat servers • Streaming video and video content embedded into other forms of advertising • Smartphone designed ads – increased file sizes, highly animated and interactive content • Apps that offer broad functionality and ways to interact and communicate • Podcasting • Print – newspapers, magazines, posters, leaflets, catalogues and billboards • Television – advertisements, product placement, paid promotions and sponsorships

Marketing communication channels

Both traditional and convergent channels can deliver the marketing message and develop a brand image.

Here are some traditional and non-traditional channels.

Television

- Advertisements on commercial channels reach large numbers of people distributed over large distances.
- Product placement can subtly promote the product on television.
- Infomercials can be used to promote a product in an informative style.

Film or video

- Product placement can promote the product through appearances in films and movies, sometimes with an actor interacting with a product or its subtle placement in a scene.

Newspapers and magazines

- Visual communications is the oldest and most practised way of communicating an idea or product to the widest range of people.
- It includes both print and online advertisements of different sizes and designs.
- Banner and display advertisements appear alongside regular content.
- Classified advertisements are usually a few lines of promotion of a product or service, often kept together in a separate section.
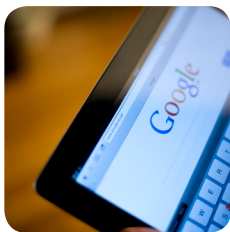
Radio

Radio services continue to reach large numbers of Australians. The majority of those listening are doing so while driving to and from work. This is a market segment that television and newspapers have difficulty reaching.

Read more on research conducted by Commercial Radio Australia:

- http://aspirelr.link/radio-research

Online marketing

The internet offers businesses a way to conduct surveys, gather customer feedback and track customer activities.

The internet allows for customers to benefit from traditional media forms while having greater choice than ever. The internet can offer online news that can replace newspapers, online video services that may replace television, and online music/audio players and podcasts replacing radio. Creators can focus on a particular field of interest, which splits audiences into smaller chunks who are easier to advertise to.

Many customers only look at the first page of search engine results, so businesses try to maximise their engine search ranking to get the most customer 'hits'. Search engine marketing uses key words in searches to get the website among the top results.

Direct marketing

This is an active approach that involves contacting the customer directly by phone (telemarketing), email, text message, letter or flyer posted to their address. Other forms of direct marketing include door-to-door sales and approaching customers in a shopping centre.

Many people do not like telemarketing and place themselves on a do-not-call register to avoid receiving these calls. Purchasing batches of email addresses and directly marketing to customers is also more difficult because the emails often go unopened or are delivered straight to a spam folder.

Point of sale is where transactions take place, such as a retail store. Marketing in these locations includes digital signs, counter or wall posters or shopping trolley signage.

Watch the following video for more information on data collection and analytics.

Impact of a convergent environment

Customers have expectations about the information they want to access and receive in marketing messages.

The convergent marketing communication environment has in part led to the decline of mass media's dominance. New technologies have resulted in digital communication methods that provide a targeted and highly personalised interactive message to customer groups. Customers have gone beyond responding to promotional pitches and clever commercials. Now they are more interested in building relationships with brands they trust and seeking regular involvement with those brands. Some of the changes and effects in the industry are summarised here.

Customers

- Customers are better informed and empowered to disregard information that is not of interest to them. They are comfortable with digital technology.
- They share information and exchange ideas with their peers using social media and other forms of technology. They also provide feedback and discuss their marketing experience with others.
- They are more likely to do their own research and access the information on products and services than wait for it to be supplied to them.
- They expect to receive a marketing message that is specifically marketed to them and they expect the company/brand to engage with them.

Technology

- Digital communication allows customers to be constantly connected to the internet. This provides customers with control over the messages they choose to receive and send to others.
- Websites and social media channels can provide various user interfaces (UIs).
- Responsive design needs to be considered during construction so that all of the content, images and structure of a website remain the same on any device.

Marketing strategies

- Mass marketing alone is less popular.
- Digital technology provides channels to communicate and engage with focused target groups.
- Specific and specialised messages can directly engage with customers and their social media networks.

Example

Evaluate tools and techniques

A book launch is being planned at a local bookstore and is open to the public to attend. The author has a strong following from their existing readers, so will attend a reading in the early afternoon, then stay afterward to sign customer copies.

To spread the word, the bookstore puts up posters in the local library, shopping centre and cafes, where there would be a lot of foot traffic and, according to their market research, people interested in buying a book.

The posters have a QR code in the corner. When scanned by a smartphone, it connects the user to a web page where a sample of the book is available to read for free. The opportunities to follow the author and discuss the new book are posted on the social media page and website, including a link to an article and an upcoming radio interview.

After the launch, a hardcover, signed copy of the book is put up as a prize that customers can win by entering a draw when they purchase anything from the bookstore. They will be asked to provide their contact details for future book launches at the bookstore.

Practice task 2

Check your understanding of the impact and integration of traditional and convergent approaches to marketing communication.

Question 1

Which of the following are factors to consider when integrating different marketing communication approaches? Select all that apply.

☐   The number and type of marketing channels used must match the client's budget.

☐   A multimedia plan can increase the reach of a message to customers.

☐   Use various channels to communicate different messages about the brand.

☐   A combination of traditional and convergent media should reach a wide audience and enhance the brand message.

Identify customers and target market

The first step in the process of engaging customers is to identify the target market.

It is impossible to target promotional and marketing activities correctly and accurately without knowing who the target audience is. Rather than targeting larger segments, convergent marketing requires the target market to be segmented and narrowed. To do this, a profile is prepared on specific population groups. Audiences that are too diverse are difficult to target and the message may not be honed to their wants and needs. Targeting larger groups means that the message can miss the mark and be less meaningful to individuals.

Segmenting a market group means identifying the specific characteristics of that group, such as behaviours and common interests. It may include capturing the opinions of current customers through focus groups, market research surveys and by observing purchasing habits to identify what they do and where they go.

Market segments can be determined based on:

- location
- age group
- gender
- income bracket
- interest, e.g. sport, craft/hobbies, history.

Consider the following when researching target groups:

- Who are the target customers?
- What are their specific wants and needs?
- Why does the target group want or need a product or service? Motivation results in a desire for a product, service or experience. Customer behaviour may be driven by a range of factors, including desire, fear, security, reward or status.
- When is the target group likely to purchase the product or service, e.g. at the start of the school year or before the Christmas break?
- How is the customer likely to make the purchase, e.g. on their phone or PC? A particular method may be chosen because of its convenience and availability.

Select marketing tools based on target group

Tools need to be selected to reach the target demographic.

The characteristics and behaviours of target groups need to be considered when developing the marketing strategy.

One target group might be constantly connected to the internet, checking for updates and information. Another target group may use the internet less often.

For example, if the target group uses social media, newspaper advertisements will not be the right tool for a campaign.

Customers have a variety of ways to access and view marketing messages. Some users will prefer personalised messages on their device, whereas others prefer to read material in hard copy, such as in a printed catalogue.

Creating brand awareness is especially important when you launch a new product or service. If a brand is well known, trusted and engages with its customers, it is likely to perform better financially.

Various techniques are used to develop brand awareness, as outlined here.

Social media

A brand that interacts well with its customers across social media platforms will foster a dialogue that humanises the brand, creating feelings of loyalty and positivity.

A brand that invites its customers to engage creates effective two-way communication, positive interactions and conversations, enables and promotes user-generated content and extends market reach via its customers' various networks and communities.

Effective brand management promotes positive messages and addresses negative feedback from customers in a timely and transparent manner.

Product promotion

There are various ways to reward customers who continue to engage with the brand, including reward programs, and regular specials and deals. These tell the customer that by choosing the brand, they will be better off. 'Limited run' products provide a sense of novelty and exclusivity, again rewarding customers who turn to the brand with enough regularity to find and enjoy the limited offers. Other examples include prize draws, giveaways and competitions.

Special events

Special events can be real or virtual experiences and can be powerful ways to expose a brand. Face-to-face contact between a brand and its customers can occur at special events like concerts, sporting events and product launches.

This may include interactive displays, demonstrations, handing out samples, offering a discount or using a mascot to engage with customers.

Online or virtual event marketing may include convening a special event and hosting competitions. Event marketing targets specific groups or individuals gathered in the same location (in real life or online). This creates the opportunity to interact with the right demographic of people – current and potential customers – to make positive brand impressions and develop positive interactions that generate ongoing and long-lasting relationships with customers.

Role of the customer in the convergent environment

A restaurant has developed a new menu system that lets customers create their own burgers from scratch. As part of their advertising campaign, the restaurant hosts a game on their website that allows players to create a burger, using animated recreations of their burger ingredients. The restaurant starts a hashtag on Twitter to allow users to share their creations.

The game takes off, the hashtag #MonsterBurger hits the trending lists, and suddenly millions of people are aware of the promotion and have a positive experience with the brand, even though many have never eaten at the restaurant or tasted one of their burgers.

By creating and integrating a communication plan across the brand's social media account and website, the restaurant has been able to engage their customer base in a way that allowed them choice and interaction with the brand. The brand has been able to reach more customers and create a generally positive experience in the process.

Following on from the campaign, the restaurant has many options for further engagement with their target audience. They could use the information gathered from the game on the most popular burgers and ingredients, and make these regular menu items.

Practice task 4

Check your understanding of the customer-centric approach and the impact of digital media.

Question 1

Which of the following statements about the role of the empowered customer in the customer-centric marketplace are correct? Select all that apply.

☐ A customer-centric model is now less popular.

☐ A poorly formed message can mean a loss of impact and loss of potential business.

☐ Customers are skilled at researching and comparing products.

☐ Segmenting means identifying the specific characteristics of a group to better target a campaign.

☐ Marketing strategies do not expect the customer to take action and engage in the marketed content.

☐ Positive experiences are shared among customers through social media.

☐ Only positive online customer comments should be responded to.

Commercial Television Industry Code of Practice

Free TV Australia is an industry body representing Australia's commercial free-to-air television broadcasters. It has developed a code of practice that sets out a range of rules on what can and cannot be shown on Australian commercial free-to-air television.

For more information, go to: http://aspirelr.link/commercial-television-code

Industry best practice

Professional organisations and industry bodies have codes that guide members on compliance.

When followed, these can minimise or eliminate risk of non-compliance with the relevant regulations and laws.

One benefit of being a member of an industry or professional body is that the body is responsible for monitoring changes in regulations and laws, and communicating these to members.

Here are some examples of codes of practice developed by industry professional associations.

ACMA codes of practice

Australian Communications and Media Authority (ACMA) is a statutory authority for communications and the arts.

ACMA is Australia's regulator for:

- broadcasting
- the internet
- radio communications
- telecommunications.

ACMA has developed codes of practice for radio, as well as commercial and subscription TV.

You can read more about ACMA here: http://aspirelr.link/acma-codes-of-practice

Advertising codes and regulations

The Communications Council is a professional body that represents companies in the Australian advertising industry. It provides a list of advertising codes and regulations on its website: http://aspirelr.link/advertising-codes-and-regulations

Summary

- A traditional marketing communication plan uses the expertise of several sectors, including marketing, advertising and public relations.
- Traditional approaches use several concurrent avenues to deliver a marketing message that must be coordinated so the brand message the customer receives is not blurred.
- Traditional marketing focuses on the product rather than the customer. A customer-centric model represents a shift in the balance of power to the customer.
- The convergent approach to marketing and communications uses the same or similar promotional tools, but the use of digital and modern technologies is at the forefront.
- Marketers need to constantly review and evaluate the popularity, use and effectiveness of key marketing communication channels.
- The marketing plan analyses tools and techniques to determine their effectiveness in terms of return on investment (ROI) for the client.
- Brand awareness is a term used to describe the extent customers recognise a particular brand, which they can distinguish or differentiate from other comparable brands.
- An integrated approach uses channels so that the message the customer receives is compelling, clear and consistent, regardless of the delivery method.
- A blend of traditional and convergent methods enhances the experience of customers and develops a relationship for future interactions.
- New technologies have resulted in digital communication methods that provide a targeted and highly personalised message to customers.
- By following organisational policies, employees will be complying with legislative and regulatory requirements.

Topic 2
Create marketing tools and techniques

A coherent marketing plan uses the best elements of traditional communication tools and current digital technologies.

The marketing plan details the ways your team will reach a solution for the client and maximise the client's return on investment (ROI). To develop a marketing plan, you must choose a range of tools and techniques according to their suitability for a divergent media environment. You must also consider the legal and regulatory guidelines, and how these apply.

Most clients want to receive updates and be given a report on the findings and solutions that your marketing communication team has identified for them.

The messages that customers receive will be distributed across selected channels and must engage the target groups. Customers expect tools and techniques to be accessible and responsive for use on mobile devices.

You will also need to determine whether to engage experts for the campaign to provide specialist skills.

In this topic you will learn about:

2A   Select convergent marketing communications to meet client needs

2B   Create fit for purpose tools and techniques

Examples of expertise in different fields are listed below.

Designers

- Illustrators
- Graphic designers
- Animators
- Traditional artists/sketchers/painters
- Word artists/font designers

Writers

- Authors
- Poets
- Technical business writers
- Script writers
- Editors
- Copywriters
- Proofreaders
- Communications writers
- Speech writers
- Bloggers
- Reviewers

Video producers

- Directors
- Cinematographers
- Vloggers (video bloggers)
- Screen editors
- Video producers
- CGI animators

Developers

- Coders
- Programmers
- Game developers
- Program designers
- Computer technicians
- Network administrators and developers
- Website designers and developers
- Data analysts

Professional associations

Professional associations allow for interactions with people in the same or similar roles, and provide updates on the latest industry information.

Business associations can provide information on:

- competitors
- a change in customer purchasing behaviour
- new technologies
- political or legislative changes
- global trends
- opportunities for joint ventures, new products or services.

Professional business associations provide opportunities to interact with other members of the industry, including people or organisations with the skills and expertise needed to fill a skills gap.

Examples of professional associations	
Australian Graphic Design Association (ADGA)	http://aspirelr.link/agda
Australasian Writers and Art Directors Association (AWARD)	http://aspirelr.link/award
Australian Market and Social Research Society (AMSRS)	http://aspirelr.link/amsrs
Australian Direct Marketing Association (ADMA)	http://aspirelr.link/adma
Exhibition and Event Association of Australia (EEAA)	http://aspirelr.link/eeaa
Interactive Advertising Bureau (IAB)	http://aspirelr.link/iab
The Australian Subscription Television and Radio Association (ASTRA)	http://aspirelr.link/astra

2B Create fit for purpose tools and techniques

Marketing communication tools and techniques must meet certain criteria if they are to be successful in acquiring and engaging customers.

Fit for purpose promotional tools and techniques should:

- meet the client brief
- be cost-effective and stay within the client's budget
- comply with relevant legislation, regulations and codes of practice
- provide ways to receive and respond rapidly to customer perspectives.

Consider the following when developing fit for purpose tools and techniques.

Audience needs

- Research how the target customer consumes entertainment to give you an insight into how to direct communications towards them.
- Their purchasing habits and environments will show you where to position the product or service to interact with them effectively and have them identify with the brand.
- Ensure the promotion contains messages and interface options that engage the target group.
- Tools and techniques should be customer-centric and empower customers.

Market saturation needs

- Consider how many potential customers need to become actual customers for a marketing strategy to be considered successful. For example, real estate companies can afford to be a little more conservative as their market is low volume, but high return.

Timing

- Consider the repetition, timing and frequency of the communication plan. For example, clothing manufacturers don't seek to push a winter line of clothing all year round as it will not be relevant out of season.
- Ensure different channels present a unified message.

Customer research skills

With access to multiple points of information, the customer is more likely to check sources before making a decision. They may use social media to investigate feedback on potential purchases before they try the product or service themselves.

Personalised service

It is expected that a brand will align with a customer's needs, history and preferred method of communication. Many customers expect to have an interactive experience that provides a variety of user interfaces (UIs). Customers want a personalised service, which means that data collection and analytics is essential.

Informed customers

Customers are more worldly and cynical about paid advertising. They want solid information and facts about the content of their purchases and may question traditional methods of advertising.

Watch this video on the psychology of purchasing decisions and the way customers perceive marketing messages from the ABC1 program, *The Checkout*.

Respond to customers

Marketing communication channels must be responsive to customer perspectives.

Customers may give feedback on the quality of the product or service they used. This may come from customer reviews or feedback on social media or websites. Customers can be asked to evaluate and determine which aspects of the marketing campaign they liked, disliked or didn't notice. Customers may even make suggestions. If necessary, this information can be channelled back into a campaign to improve future effectiveness.

All customer responses directed to a business should be responded to so the customer feels acknowledged and will be more willing to provide feedback in future. Communication with the customer should be monitored and logged.

Step 6

Web analytics

Privacy laws make it illegal to access security information like passwords, but other information about online behaviour can be accessed, such as web pages accessed, how often they are accessed and the time spent on each page.

Measure customer engagement

Each interaction that occurs between a customer and a brand is an opportunity to develop the relationship and understand how customers have engaged with it.

Being able to target browsers and develop strategies based on search patterns has led to a whole new mode of selling and communicating with customers. There are hundreds of online tools that can be used to evaluate the outcomes of digital marketing activities. These tools provide data on whether ads are reaching the target audience and the perception the customer has of the brand image.

For example, data analytics can provide information on:

- the website's popular pages
- how many times a website or web page has been visited in a given time frame
- the length of time a visitor spends on each page
- the web browsers used to view the website
- bookmarking of websites
- comments on blogs or discussions
- website ratings.

The information gathered can be used to make improvements in the ways customers interact with digital technologies.

The following can be used to indicate whether marketing tools and techniques have been successful.

Methods to evaluate marketing tools and techniques
- Analyse sales figures.   - Determine whether there has been an increased market reach and expansion into new markets.   - Consult with sales staff who work on the frontline with customers.   - Monitor competitor responses to marketing campaigns.   - Read and evaluate direct responses from customers via social media and other feedback.

Summary

- Working within budget constraints will impact on the types of tools and techniques chosen, the experts and other resources that can be co-opted and the length of time available to create tools and carry out the marketing plan.

- Several criteria need to be applied to make sure that the creation of digital tools and techniques are fit for purpose.

- Modern customers rely heavily on their personal devices for 24/7 interaction with digital marketing channels. They are well researched and want personalised messages with facts about the content of their purchases.

- Almost every aspect of a marketing plan will have a legal ramification.

- All information provided to the company from customers should be monitored and logged. This will provide information that can be used to evaluate the effectiveness of a campaign and allow for improvements and modifications.

- It may be necessary to review the skills of the marketing team to determine if there is the right mix of expertise to work on the client's campaign.

- Professional networks can be either formal or informal. There may be a group of like-minded organisations or a professional body that represents an industry which comes together as a formal networking group.

- Professional associations allow for interactions with other people in the same or similar roles and provides updates on the latest industry information.

Part B

Read the case study, then answer the questions that follow.

Case study

A client has asked for a marketing plan for their new card game. The game can be played online or face to face. In the game, two or more players take on the role of ancient civilisations and, through drawing cards with themes like Ancient Rome or Qing Dynasty China, they construct temples and build armies to score points. Unlike other games in this genre, the goal is not entirely about fighting; the client wants to capture a more educated market with an interest in history. You spend time with the client to identify and refine the brief, and develop the marketing plan.

You identify the target group as people with an interest in history who also like to play video games. They will play the game online and face to face in specialised rooms in retail shops. You know from your own research that the target audience uses the latest digital software to view and play games . The game is also mobile responsive.

Before the launch, you run a television ad featuring figures from history that directs people to a website. The aim is to attract inquisitive game players to explore further by following up with the website address.

The website announces the game and the general theme, but keeps the specifics vague. It features a countdown clock and a list of games stores that have been contracted to launch the game.

A few weeks out from the official launch date, you announce on social media that the games stores participating in the launch will provide trial packs for interested players to play a competitive game in-store. The website is updated with videos and tutorials explaining the game's premise and a narrative that details all the real events the game is based on.

At launch, the company sends representatives dressed up as figures from history to each participating store to troubleshoot any issues players may have trying to play the game, and to hand out prizes at the end.

Customers who attend the launch are asked to complete a quick pop quiz by staff on what attracted them to the store. A similar questionnaire is posted on social media and the website for feedback.

After the launch you evaluate the success of the campaign by reviewing the number of new and existing customers. You decide that to improve next time you will arrange for a larger space for the launch activities as there was a long queue out the door and down the shopping centre mall. After analysing the data from social media, the website and the launch sites, you confirm that the marketing tools used were the right choice for the target market. You prepare some final figures on the costs of the campaign and can see that it was well within the client's budget.

You collate your research findings into a document to present to the client. After the presentation you discuss the next steps needed to maintain interest in the product.

1. Briefly describe the convergent marketing tools chosen for the campaign, and explain how these were suitable for the target audience.