

The importance of customer attitudes

All promotional activities rely on effective communication. It is important in planning promotional activities and deciding on the appropriate media to use in a campaign that businesses consider the attitudes of their target customers. If businesses get the tone of the message wrong, or use an inappropriate medium, then the target group is unlikely to “hear” the message and the communication will be ineffective. Understanding

Selecting appropriate media

The message of a promotional activity needs to be delivered to its intended audience. The promotional activity should therefore be delivered through media most likely to target the intended audience. The chosen medium should be cost effective and capable of delivering the promotional activity’s message.

Suppose that a business wants to promote its sale, in which it is offering 50 per cent price reductions on some goods. This could be delivered by e-mail or the business could place adverts in national newspapers. E-mail might be appropriate if the offer is restricted to a few products aimed at a niche market. A national newspaper might be appropriate if the offer applies to several products and is pitched at a mass market.

For guidance on designing effective communications, and the strengths and weaknesses of different media, look back at pages 211–15 of the AS textbook.

customer attitudes is crucial, therefore, in any promotion campaign.

Tone, structure and content

It is important to ensure that the tone, structure and content of any message is appropriate. For example, the tone and structure of a printed advertisement designed to create a sale will be very different to one that aims to alter customer perceptions of a product. The promotional activity should always be designed to achieve specific promotional objectives.

Engaging the audience

Individuals are increasingly face information overload. During our waking hours, we are subjected to a large volume of messages. To cope with this excess of information, we subconsciously reject messages that appear either irrelevant or unappealing. Suppose, for example, you receive a text message promoting the launch of a new product. Two to three seconds might be devoted to scanning this text message before deciding to keep or delete it.

Most people need an immediate incentive before they consider that a message is worthwhile reading or interpreting. Promotional messages need to engage with the target audience and attract their interest and attention. Messages aimed at young people might “say” save money, appealing directly to their wallets, but they are just as likely to be effective if they “say” have fun or experience something new.