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Marketing Communication

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“Marketing communication.”

Definition of marketing communication: In the context of marketing, communication it is the art of absorbing, processing and conveying information related to a specific subject.

Learning:

Communication is subjected to uncountable interpretations which can lead to unintended insights as well as profound misunderstanding.

Abstract:

Empirical research in the USA and the Asia Pacific suggests that the occasions of miscommunication far outnumber the occasions where communication has been interpreted in the way that it was intended. Though the data is vastly different from region to region and particularly when cross-continental communication has taken place, there are very few cases where attendees to a marketing conference were concluding similar outcomes.

It appears that the communication gap is particularly wide when the cultural differences between the communicator and the recipients of the communication, are from the different cultural background. For example delegates from the USA attending a marketing conference in Japan and vice versa.

Introduction

While the command of a common language poses some obstacles it appears that even on a high level of a common language comprehension, the interpretations of the communicated message differ considerably from person to person.

Unverified probing before, during the usual coffee breaks and after the conference indicates that by far the biggest obstacle to an achieving a relatable understanding of a presentation is the predisposition of the delegates.

Delegates and attendees come to the event with a preconceived expectation as to what they intend to get out of the presentation. Their goals are to achieve

Ideas and guidance fitting a pre-determined expectation.

While the same principles of self-interest apply to the presenters, their expectations are inherent in the presentation. This contradicting outset is a true obstacle to getting a common understanding. No matter how well-prepared delegates are, as they receive that actual narrative, they augment the information to fit their expectations. In most cases, this happens subconsciously.

An added dimension of misunderstanding is the contradicting statements made by the presenters during the Q&A segment of a presentation.

Hence, the chances of being misunderstood are far greater than the chances of being understood.

“I was just thinking the same thing” is a misrepresentation of what is really happening in the recipient’s mind.

The unwritten rule in marketing communication is that the score of effectiveness is measured by how the communication has been perceived by the audience and not by how it has been narrated.

Contrary to this rule, the attention of speakers is shifting more and more towards presentation skills and style, as opposed to finding methods to This would, in fact, increase the effectiveness of the communication.

Seasoned presenters are encouraging casual pre-meetings “get together” where they can roam the assembled delegates and probe for potential miscommunication before the actual presentation takes place.

This enables the presenter to discreetly include disclaimers and additional explanation to some of the points in the presentation.

Equally important are the post-presentation “chats” that take place right after the presentation. The aim is not to collect evaluation scores, but more for gathering bits of comments that might be helpful in amending the narrative for the next course.

A council of communication researchers conducted an unpublicized probe into the interpretation gap in marketing communication.

Method:

Registered delegates were asked to participate in this survey on a voluntary basis. Delegates who agreed to be part of the survey were pre-conditioned to answer specific questions after the event. In parallel, observers that mingled amongst delegates and attendees during the coffee breaks were asking impromptu questions about the presentation. These findings were added to the list of comprehension. No rewards were offered to any of the participants in return for their engagement in this survey.

Diagnostic:

The influence of changing value perceptions on communication.

So much of our existence depends on mutual understanding and the right interpretation of the said, that a concerted effort to reduce misunderstanding is warranted. However, communication is by and large taken for granted.

So much so that backtracking on the said is almost taken for granted.

Even though there is plenty of evidence that backtracking and making amendments after the fact, is always at the expense of effectiveness.

The influence of REBO closeness on the effectiveness of communication.

The reactive empirical bond-order (REBO) is a function for calculating the potential energy of chemical bonds between people. Telepathy could be considered such a bond. In the interest of finding solutions for better communication results, researchers identified some links between REBO and amicable interpretation of communication. Though there isn't sufficient trial data to draw conclusions from, it confirms the suggestion that cultural alliances play a bigger role in finding a compatible understanding than linguistic skills.

The role of belief in interpreting a communicated message.

Belief is the most powerful motivator & instigator.

Peoples' need to believe has a profound effect on everything, including on the interpretation of communication. Belief provides affirmation of righteousness and subsequently self-confidence.

Belief is far more powerful than any other form of persuasion. A deeply felt belief is above and beyond any proven facts and justifications. Belief is the impetus needed for people to react and act upon. Belief can be inspirational insofar that it enables people to do things they never thought they could.

And at the same time, a belief is misleading.

At the announcement of a communication event, we are willing to believe in someone with credentials. In the case of marketing, we gladly believe in a person that has proven to be an exceptional marketer. His / her reputation precedes their communicated message. The increase in popularity has a profound effect on the lecturer. Protecting popularity interests takes priority over the willingness to instigate a discourse. Even though the term "disruptive communication" is becoming popular a truly interruptive discourse is as rare as ever.

Appraisal.

Assessing the relative advantage or disadvantage of becoming a believer happens at a subconscious level. Believers' Expectations transcend logic.

Lecturing has become a marketable property.

The hello effect of bestowing communication to an assembly of attendees is in itself a powerful media tool that propagates the expertise of a speaker. To have the privilege of conveying a message to an assembly has become a commercial entity.

What can and should be practiced in order to achieve better results in communication.

Practicing the not so popular discipline of listening, and processing incoming information. In order to receive a message, it is imperative to suspend one's own interests and opinion.

In most cases, however, setting aside one's own opinion is a demanding task because to some extent it negates personal points. It feels like one's own integrity is up for change. In setting aside preconceived dispositions you need to ask yourself where did you get your opinions from? Whether you still agree with what you have been told and finally, what impact would a change of mind have on you. These questions that help detect communication stumbling blocks.

Most of the time, our understanding is standardized by what is commonly acceptable. It is embedded in the briefing we received prior to a communication event. These pre-conceptions are made of different values and they are constantly shifting. To retain a certain degree of uncontested acceptance we augment our understanding. In reality, however, our value perception is constantly shifting as well.

Subconsciously we reserve ourselves the right to change our minds about the communication we received.

Some of the issues that need to be addressed:

- Covert expectations from a communication that need to be taken into account.
- How to cope with changing interpretations of signals?
- What are the triggers that culminate in an approval or denial?
- Considering the effect of telling a story on the recipient.
- Taking responsibility for conveying a narrative.
- Considering alternative ways of telling a story.
- In what emotional state are you when telling a story?
- Various levels of common understanding to your audience.
- The importance of having a discourse in a communication session and how to manage it to your advantage.
- Exchanging personal & professional experiences are the entry tickets.

Reference: In appreciation of his valuable insight and contributions to the better understanding of miscommunication.

Ishikawa Hiromichi Research director Kyodo Company Ltd.

In Zambia, I have conducted a workshop about marketing communication, for the ZSPA (Zambian Society for Public Administration.) During the latest tutorial programs at the Academy of Aviation in Addis Ababa Jan-March 2017, I introduced the idea of communication exchange outside the classroom as part of the Camaraderie concept, which contributes to a better reciprocal understanding. It is, in essence, the meaning of Kaizen. While gathering data is an important starter, the analysis, and subsequent applications are crucial in HR training. One noteworthy observation is that despite a surge in global communication, achieving a better common understanding is a cause worthy of improvement.

A bit about Alex Goslar

After receiving his diploma in Vienna Austria, Alex's career path took him to London, Bangkok, Chicago and to Frankfurt Germany where Alex worked as a European Creative Director on international accounts.

A proponent of constructive engagement, Alex brought about remarkable changes to international brands while working at SF & Partners in London, at OAG Advertising Munich, J.W. Thompson Chicago and at the Leo Burnett Company.

During his journey, Alex created distinctive campaigns for global brands that earned him prestigious international awards in Japan The USA and Europe. Amongst them:

The All Japan TV Festival, 2 Golden Lions from the Cannes Film Festival, New York Cleo Awards, the London Advertising Festival, The New York One show and the Los Angeles art director's club. In addition to his daily activities, Alex published several papers on the relationships between people and brands. Through his intensive involvement, Alex was able to coach young executive who intern became contributors to the cause of positive engagement.

Since 2001 Alex works out of his independent Branding Agency in Bangkok, serving clients in Asia Africa and Europe. In addition to building Brands, Alex conducted Seminars on the subject of marketing-inspired Branding for private enterprises as well as for the Universities.

Alex is a regular columnist for the Thai monthly publication Brand Age. He has two books about branding to his credit. Brand experience and Brand in Black, which was published in 2011

Best regards,

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