

COMMUNICATE TO CONVERT

Your Ultimate
**Marketing
Communication Guide**

**By
Dr. Mary Mugo**

Copyright © 2023
ISBN: 978-9914-49-208-8
First Print: 2023

Published by
Mary Mugo
Nairobi
mugojemima@gmail.com
Tel: 0776045087

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Dedication

To my marketing students and organizations for giving me the opportunity to share my knowledge and expertise with you. Your belief in me and my abilities has been a constant source of motivation and inspiration.

To my family, thank you for your love, support, patience and for understanding my countless hours of research and writing, and for being my sounding board throughout the process. Your constant encouragement has been invaluable.

To my readers, thank you for taking the time to read and engage with the ideas presented in this book. I hope it sparks curiosity, encourages growth, and brings value to your life.

This book is dedicated to all of you, with gratitude and appreciation.



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Acknowledgement

I acknowledge and give thanks to God for the blessings, guidance, and wisdom that made this book possible. Without His grace and guidance, this book would not have been possible.

To those involved in the design and proofreading of this book, thank you for your hard work and dedication. Your attention to detail and expertise helped bring this book to life.

Thank you to all the organizations that have given me the opportunity to train and transform their Sales and Marketing teams. To my students, thank you for the opportunity to teach you marketing-related courses. You have been the inspiration and the foundation for this book.

To the entire Mugo family thank you for your love, encouragement and prayers.

Many thanks to Dr. Florence Kamau for her invaluable expertise and contributions to the chapter on digital marketing.



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Endorsements

Dr. Mugo is a skilled marketing communication expert and practitioner who writes not only from her extensive industry experience but also from a wealth of practical knowledge. She has worked as a sales & marketing professional in several Global and Regional organizations. I recommend her work because of her passionate mission and style of transforming organizations and individuals through her training abilities.

James Sogoti
General Manager, Commercial
Nation Media Group.

I highly recommend this book by Dr. Mugo. Her teaching style is clear and relatable, making it easy for anyone to understand and apply the knowledge she shares. The examples she gave in class were relevant and they relate to me today in the workspace. I highly recommend this book to anyone looking to gain insight into the business and marketing world.

Sandra Sichiri
Service Delivery Champion
Isuzu Kenya Coach Industries (KCI)

One of the most important aspects that a marketer must consider in their practice is marketing communication. However, if one is not equipped with the necessary promotional tools that result in conversion, this can be a herculean task.



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This book provides those tools and serves as a comprehensive guide for creating marketing communication messages, assisting you in understanding the fundamental types of communication appropriate for your audience, how to appeal to them, and how to match your appeal with the most appropriate execution style.

Gaining a competitive advantage in today's business world necessitates businesses being strategic, which includes marketing communication. This book vividly describes marketing communication strategies, such as what to say in your message, how to turn your message into a big idea, and how to execute your strategy. You will also understand the environmental influence on marketing communication, the power of branding and how to harness it, media strategies, how to plan your media strategies, and how to determine whether or not it's generating conversions. These are the marketing secrets revealed to you in this book.

As part of my MBA Marketing, Dr. Mugo taught me the Marketing Communication unit, and the knowledge I gained has helped me in my business and at work. I strongly advise marketing professionals, business owners, and students to read this book. Following the advice in this book will assist you in establishing yourself as an excellent marketer and in developing strong brands.

*Esther Gicharu,
Founder
The Boldway Collection.*



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I had the privilege of being mentored by the accomplished Dr. Mary Mugo in various marketing and management units, such as advertising, international marketing, and organizational behavior. As a result, I am now a seasoned professional with extensive experience in managing comprehensive marketing and customer service operations, possessing a diverse range of knowledge and skills in the field, and advancing my career. I highly recommend this book to anyone pursuing a career in marketing or currently working in the field.

Faith Kivuti
Foh Supervisor.
GMC Place, Kitengela.

I wholeheartedly endorse Dr. Mary Mugo as a leading expert in marketing communication. As her personal assistant, I have had the opportunity to attend her trainings and talks on the subject and they have been truly transformative for me. Dr. Mugo's wealth of knowledge and experience in the field, as well as her ability to clearly and effectively communicate complex ideas, has greatly influenced how I approach marketing. I highly recommend her book on marketing communication for anyone looking to improve their marketing skills and achieve success in the field.

Agnes Mukuna



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As a successful Marketing Professional and proud alumni of Dr Mary Mugo transformative training, I highly recommend her book as a must-read for anyone considering a career in Marketing. Dr Mugo's expertise in the field shines through in her writing, offering valuable insights and practical advice for navigating the dynamic world of marketing and advertising. Her class on Advertising, in particular, sparked my interest and passion for the field and equipped me with the skills and knowledge needed to excel in my career. Thanks to her guidance, I am now confident and capable in my role as a creative digital marketer, able to develop and execute effective campaigns that captivate target audiences. If you want to succeed in the field of Marketing, I highly recommend Dr Mugo's book as a valuable resource.

Moreen Kariuki
Digital Marketing Strategist
Narella Holdings



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Preface

As a marketing professional, trainer and consultant with over a decade of experience in the field, I have had the privilege of working with a wide range of businesses, assisting them in developing effective marketing communication strategies that deliver results. I have witnessed firsthand the power of well-crafted messages delivered via the appropriate channels to influence customer behavior and drive sales.

Despite its importance, marketing communication is frequently undervalued and misunderstood in the business world. This is why I decided to write this book to demystify marketing communication and equip readers with the knowledge and tools they need to succeed in this critical field.

Throughout the book, I will draw on my own experiences as a professional, trainer, and consultant, as well as the most recent research, to examine the various marketing communication strategies and techniques. I will cover everything from the basics of advertising and public relations to the cutting-edge technologies that are shaping the future of the industry. Along the way, I will provide real-world examples and case studies to illustrate the concepts discussed, as well as practical advice for putting the theory into action.

This book is intended not only for marketing professionals, but also for business owners, students, and anyone else who wants to learn how to communicate with their target audience and achieve their marketing and communication objectives. You will be well on your way to mastering the art and science of marketing communication with the insights and inspiration provided in this book.



Dr. Mary Mugo

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