

## Marketing Communications and Promotion Strategies for Entrepreneurs

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### Abstract

*Entrepreneurs assemble and unite all the necessary resources i.e. money, people, business models, strategies and the ability to take risks to turn new inventions into a workable business. A business refers to a marketing mix consisting of product, price, place and promotion. As a marketing mix, promotion has several challenges to the effectiveness and efficiency of the marketing message to be conveyed. For this reason, the concept of integrated marketing communication emerged which combines several marketing communication tactics into an integrated manner to increase the effectiveness and efficiency of marketing messages. Knowledge, understanding and implementation of integrated marketing communications will help an entrepreneur to help market his brand. This paper aims to conduct a theoretical study between entrepreneurship and integrated marketing communication as a method of marketing promotion. If carried out comprehensively, integrated marketing communications will help an entrepreneur to help him introduce, form a positive impression and retain his customers for his brand.*

### Keywords

Communication;  
marketing; entrepreneur



## I. Introduction

One of the scientific foundations most closely related to entrepreneurship is marketing. According to the American Marketing Association, marketing is a process of planning and executing the creation, pricing, promotion and distribution of ideas, products, and services to create exchanges that provide satisfaction to individuals and organizations (Duncan, 2003). A well-known marketing expert, Kotler even simplified marketing into a marketing mix namely product, price, place of sale and promotion (Kotler, 1996). Promotion is an attempt to sell a product or service in a sales process ranging from presentation materials brought by a salesperson to television advertisements or in newspapers that encourage consumers to have positive thoughts about the product or service being advertised. However, along with the times, various challenges arise for promotions to achieve effectiveness and efficiency due to promotions that no longer attract the attention of consumers, developments in information and communication technology that change media as a place to do promotions, promotion costs are very expensive and often drain most of the promotion costs. and so on (Belch & Belch, 2003).

For this reason, Schultz (1993) a communication expert gave birth to the concept of integrated marketing communication that combines various marketing communication tactics ranging from advertising, public relations, direct marketing, special events, sponsorship to customer service. This concept aims to maximize marketing communication

in terms of message effectiveness to cost efficiency so that the desired marketing communication objectives are achieved. For a prospective entrepreneur, the concept of marketing is often considered only done by large companies. Whereas the marketing concept is one of the important elements in building a brand owned by the prospective entrepreneur. Unfortunately, as a marketing component, promotion is often considered a less important component. Prospective entrepreneurs have spent most of their resources to build their products or services, calculating prices ranging from manufacturing costs to determining selling prices and places to sell. Promotions are often forgotten so that when interacting with consumers, the brand becomes difficult to introduce itself, build a positive impression to maintain the desired impression. For this reason, it is important for a prospective entrepreneur to be familiar with the concepts of marketing communication that will build the brand relationship he has with existing consumers.

## **II. Review of Literature**

### **2.1 Entrepreneurship and Marketing**

Marketing is a traditional form which is a planning process that arises from the introduction of the market by research and what can be offered to the market. Small and medium enterprises (SMEs) are informal, unplanned activities that depend on the intuition and enthusiasm of the owner and manager that aims to realize these SMEs. It is no wonder that SME owners often perceive marketing as not a priority compared to other functions and often consider marketing a matter for large companies. Entrepreneurship and marketing are two different things in the study of management. Omura et. al (1993) even considers these two things to be different but interrelated with each other and this consists of dynamic market conditions and entrepreneurship to capture opportunities from these markets.

The second is a static market where entrepreneurship tries to create new needs. As mentioned above that marketing is often considered as a business function just like manufacturing and finance. It is very difficult for small companies to separate these functions because these companies employ only a very small number of employees and often they do not understand marketing. According to Gilmore (2001) marketing in SMEs emphasizes the formation of cooperative networks or a combination of transactions, relationships, interactions and marketing networks (Gungaphul, M., & Boolaky, M 2009). In building an entrepreneur, it takes a business model based on the marketing concept. According to the American Marketing Association, marketing is the process of planning and executing the manufacture, pricing, promotion and distribution of ideas, products, and services to create exchanges that provide satisfaction to individuals and organizations (Duncan, 2003).

The focus of marketing is the exchange, between two parties, the desire to give something, and communicating with each other. This marketing concept was simplified by Kotler into a marketing mix concept, namely product, place, promotion and price. Often the concept of the marketing mix is called the 4Ps, namely (1) Product: The product is an offer to satisfy the needs of the company. These offerings can be in the form of goods, services, or a mixture of both. Product describes how the company creates the right product for the target market. Related to products are branding, packaging, assurance, new product development, product quality and existing product lines, (2) Place: Place is how the company makes its products/services available in the right quantity and location when consumers need the product/service. . For simplicity, the place here can be understood as a distribution channel that will be used by the company in distributing its products. Related

to place are wholesalers (including distributors, wholesalers), retailers (retailers), and logistics, (3) Promotion: Promotion is how companies communicate their products/services to their distribution channels and target markets to influence their attitudes and behavior.

Promotion is divided into 3, namely personal selling (personal selling), mass selling (mass selling), and sales promotion (sales promotion), (4) Price: Price is the amount of money that consumers need to pay to get the company's offer. If companies see prices as revenue, consumers see prices as costs. What needs to be considered is the purpose of pricing, the pricing policies used, and how to set prices in the business world.

## **2.2 Integrated Marketing Communication**

The concept of integrated communication planning is to recognize the added value of in-depth planning that evaluates the strategic roles of various communication disciplines such as advertising, direct response, sales promotion, and public relations and combines them to produce clear, consistent, and maximal communication impact (American Association of Advertising Agencies) The approach used is a "whole picture" that recognizes all company activities such as advertising media, prices, publicity, sales promotions, direct sales, and the locations where products are sold. For example, high prices symbolize quality, product form, packaging, brand names, and even store image also play a role in marketing communications. The concept of integrated marketing communication is to unite several components of marketing communication to convey marketing messages to consumers so that the desired impact is maximized. Marketing communication arises because there are developments in the world as follows (1) changes from traditional media to other media. Expensive and ineffective. Price competition between companies causes companies to choose for price promotions (2) there is fragmentation of mass media leading to the emergence of smaller and more focused media, such as direct mail and event sponsorships, (3) globalization causes corporate networks to replace retailers. With scanner technology, purchasing behavior is recognized and it is decided to use a more effective promotion method, namely sales promotion, (4) the development of a marketing database. Computers cause various data ranging from psychographic, demographic, geographic, buying patterns, media selection to be collected. This data supports the direct marketing method that is directly at the target audience, (5) changes to media purchases. Increasingly expensive prices require greater discounts and tighter controls on media purchases (Duncan, 2003).

Meanwhile, Belch and Belch (2003) add that changes in the world, especially in the field of advertising and promotion, such as (1) the difficulty of communicating effectively and efficiently with the audience greatly affects the success of a brand, (2) an attractive marketing communication is needed for consumers because consumers no longer interested in traditional advertising, (3) technological developments that gave birth to new media so that traditional media are no longer the prima donna media for marketing communications, (4) an effective and efficient strategy is needed to manage advertising spending in media which is very expensive so that marketers more channel their marketing funds on other marketing communication tactics.

## **2.3 Public Relations**

Publicity is non-personal communication about an organization, its products, services and ideas that is not paid for directly by the sponsor. The form is in the form of editorial news, announcements. Publicity is intended to shape awareness, knowledge, opinion, and behavior. Publicity techniques are news releases, press conferences, feature articles, photographs, films and videotapes. The advantage of publicity is credibility because the

reviewer is considered to be independent of the organization's influence. In addition, the costs are low because they are not borne by the organization. The disadvantage is that negative news can damage the image of the organization (Duncan, 2003). Furthermore, there is a specificity of public relations to marketing, namely marketing public relations (MPR). Marketing public relations is the use of public relations strategies and tactics to achieve marketing objectives.

The purpose of MPR is to create awareness, stimulate sales, facilitate communication and develop relationships between consumers, companies and brands. MPR is a comprehensive program or campaign aimed at an audience to influence the sale or use of a company's products and services. Use of special events, publicity and public relations techniques to promote products and services (Harris & Whalen, 2006) 2.5.5 Personal Selling Personal selling is face-to-face personal communication in which the seller convinces the buyer to buy through direct contact or telephone. It is flexible because it can change the message conveyed when receiving buyer feedback. Personal selling is a two-way communication in which the seller interprets the advantages of the brand to attract the attention of the buyer. The latest paradigm of personal selling is (1) focusing on consumers starting from paying attention to consumers regardless of old or new consumers, (2) creating and managing consumer expectations, not only on product performance but all services, (3) covering delivery, billing, and usage. products, (4) conduct consumer business analysis so that products can increase consumer profits and sales, (5) conduct consumer business analysis so that products can increase consumer profits and sales (Duncan, 2003).

Meanwhile, Forsyth in Marketing And Selling Professional Services added that personal selling must be more persuasive, differentiated from competitors and persuasion can be shown from client awareness and service (Forsyth, 2003). 2.5.6 Event Marketing Events and sponsorships are designed to create engagement and enhance the experiential dimension of marketing communications. When companies recognize the success of experiences in bonding consumers to brands, there is a boom in event marketing. Although events are different from sponsorship, these two concepts often overlap because many events are sponsored. Event marketing has a definition that is a significant situation or promotional happening that has a central focus and captures the attention and involvement of the target audience. Companies and non-profit organizations use events for several reasons such as (1) Engaging target audiences, (2) To associate brands with certain people, activities and lifestyles, (3) To reach hard-to-reach target audiences, (4) To increase brand awareness , (5) To provide the basis for brand publicity. Events have a greater impact than any other marketing communication function. Because the event is involving or involving. An event is more memorable and motivating than passive brand messages such as advertising, because consumers who attend participate and become part of the event.

Events can be used to carry out brand positioning by associating with certain activities such as the Olympics, World Cup and so on. Because the event has a single focus, the event attracts special audiences. Usually, events are chosen because they reach the target brand. For example, to reach motorcycle users, a national tire brand sponsors national automotive championships in several regions. The goal is to build awareness of the tire brand as one of the national tire brands. Because events have publicity value, events are used to create brand publicity, then help to create brand awareness and help brands to stay on top of mind to target audiences (Duncan, 2003).

### III. Results and Discussion

The application of integrated marketing communication on a brand starts from a situation analysis covering the articles of association of products/services and similar competition in the market. This analysis is complemented by information on sales achievement through a historical approach and a predetermined budget. The situation analysis is also sharpened by providing information on the success that has been achieved in capturing market share and the market potential that is still available. The marketer then sets the marketing objectives. Provides direction, a timeline for marketing activity, and a mechanism for measuring performance. After the marketing objectives are set, must be formulated, the marketing strategy and marketing program includes the selection of target markets and decisions and planning for the four elements of the marketing mix. After the planning process is formed, it enters the program implementation stage, namely programs to implement marketing strategies, including determining the tasks and responsibilities that must be done. Finally, the monitoring stage is a monitoring and evaluation process that provides feedback so that controls can be maintained and changes are needed to deal with the latest situation.

An integrated communications planning program refers to an integrated communications planning program. If we want to make an advertising plan for a brand, the first thing to do is to do an advertising research to develop what message is suitable for the target audience. This is because the introduction of consumers will determine what creative strategies will attract the attention of consumers so that the message conveyed will be effective. On the other hand, consumer understanding will determine which media is the right one to use as an advertising medium. This is because the cost of advertising spending is very expensive at this time. In another tactic, namely public relations, how can an entrepreneur be able to apply various existing public relations tactics to generate publicity in the media. A marketing public relations tactic is how to carry out an activity that attracts media attention and then the brand activities appear in the media.

The power of public relations is the power of the media that is trusted by the public as a source of information as well as the right media to shape awareness, knowledge, opinions, and behavior. Currently, public relations is often considered as an alternative method by marketers because it can reduce the cost of advertising in the media which is very large. In direct marketing tactics, the approach taken is a direct approach that aims to generate responses and transactions. If it is possible to build a direct marketing department, a comprehensive training must be carried out to build product knowledge, customer databases and so on. Unfortunately, currently, the practice of managing customer databases in Indonesia violates the privacy principle where customer databases are freely traded. In addition, the back end concept in the form of customer service is still not taken seriously where customers who complain do not get excellent service.

The existing paradigm is still how to get as many new customers as possible but unfortunately old customers tend to go unnoticed. Not only direct marketing which aims to generate a direct response from customers but sales promotion tactics can also be used. Sales promotion is a price reduction tactic because price is often considered a determining factor for purchases. Low prices are a dream for consumers so that sales promotions often show their effectiveness by increasing sales levels. On the other hand, too frequent sales promotions can destroy purchase intentions because consumers prefer to wait for the sales promotion period so that sales during non-sales promotions can be disrupted.

The next marketing communication tactic is personal selling where there is face-to-face communication for sales through direct contact or telephone. Through sales

explanations, sales can happen which are the answer to consumer needs. Currently, banking and insurance services in Indonesia are the leading companies that actively use personal selling, but unfortunately in practice their implementation tends to interfere with consumer privacy. It is not uncommon for consumers to repeatedly call for the same product offers. A more in-depth study is needed on the effectiveness of personal selling where sales occur but do not interfere with consumer privacy. Approaches to increase interaction with consumers can be achieved through events and sponsorships.

At an event, the ultimate goal to be achieved is to create consumer engagement with the brand and a positive experience effect on consumers towards the brand so that consumers have a positive experience and impression. An interesting event will also attract publicity so that it has the possibility to be exposed to a media. Sponsorship is the giving of a sum of money at an event ranging from sporting events, music, films and so on so that it is likely that the brand has increased exposure to publicity. Even better, a sponsored event is an event that has a good level of awareness and has a large fan base. The marketing communication tactics above emphasize how to find new customers as a source of income. Not infrequently, existing consumers tend to get different treatment even though old consumers are loyal consumers, no longer need brand introductions and even tend to buy existing brands to fulfill their needs. This is where customer service serves to retain customers. If a customer has a complaint against an existing brand, customer service answers the problem, follows up and ensures that the problem is solved. Customer satisfaction is something that must be continuously maintained so that they continue to be loyal consumers of the brand.

#### **IV. Conclusion**

In building their own brand, an entrepreneur must pay attention to the existing marketing concepts. Product planning, selling prices, sales locations to promotions are basic concepts. A product that meets customer needs, has a price that is in accordance with consumer purchasing power, the right location as a place of sale must be supported by appropriate promotional strategies and tactics. The obstacles faced in the promotion are low consumer confidence in advertising, the development of information and communication technology that gave birth to new media and shifting old media as an effective media as a promotional media, the cost of installing promotions is very large and it is difficult to measure marketing effectiveness feedback. Through this integrated marketing communication, a marketing communication strategy that aims to increase the effectiveness and efficiency of marketing communications.

The incorporation of various marketing tactics ranging from advertising, public relations, direct marketing, personal selling, events and sponsorships as well as customer service aims to attract consumers from the level of knowing the brand, building a positive impression and retaining existing customers. The hope is that every existing entrepreneur can use integrated marketing communications as their promotional tactic that is tailored to the costs of their promotional budget. As a further development, a further applied research is needed that examines entrepreneurship and integrated marketing communications. How the effectiveness and efficiency of integrated marketing communication in managing a brand and considering that each brand is in different classes will be an interesting study which marketing communication tactics are more effective and efficient.

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