

INTEGRATED MARKETING COMMUNICATION

MUHAMMAD ISHFAQ HUSSAIN

ROLL NO: 15100

1. **Salman’s store will be a local business that competes with large Int./national companies. What communication challenges does that present? What opportunities does it offer?**

Answer:

Communication involves transferring, getting, and giving out information. It denotes a two-way street in which a sender establishes a connection with a receiver. Effective communication forms the basis for a solid and successful marketing program. The components of the communication process include six steps.

- The sender
- An encoding process
- Transmission
- Decoding process
- The receiver F
- Feedback

Noise exist between each part; Noise is anything that disrupts the flow of message from sender to receiver.

The major challenge is sharing the message in such way that the receiver’s answers to the process in the desired fashion. Another challenge in communicating the message is making sure that the message does not get affected by any noise and any other aspect of noise that will ruin the message.

On the other side the chance offered with the help of good communication builds better customer loyalty, integrating the web with both online and offline advertising with announcements on various social media outlets, will allow peoples to participate in grand opening of the Salman’s store. A stronger Brand presence can be pitched if the message with same tagline and theme is delivered on all stages.

2. **Which of the emerging trends in marketing communications can Salman use to promote his new business? Explain how it can be used.**

Answer:

Modern Trends	What and how
Food and search engine optimization	In an age like ours for a business to be prosperous it is about to happen that they take the benefit of internet and the comfort of access and reachability that it provides One such concept comes in the form of search engine optimization. mostly when we want to look out for new food we find our way to search engines and pick the top three items in general. Salman needs to get SEO done in order for his brand to be among the top results in

	<p>his area for the choice of food.</p> <p>This is specially fruitful then potential customers from other localities and cities comes to visit his area of business they can be easily targeted through search engine optimization.</p>
Social media	<p>To connect with the millennials and Gen-Z it is totally basic to have an strong social media strategy whether its food joints like that of Salman's or any other business a social media presence these days creates a dynamic volume of your business specially in the start phase when there is less or no consciousness among the people about your marque.</p> <p>Pinterest is one very important platform that can create visual hunger. He can use Pinterest to inspire customers with high-quality, Hunger-Creating images. Running hashtag creates related content and traffic across different platforms such as Instagram and Facebook where people can upload for users to upload the food they have ordered from his restaurant this will not only create more traffic on His brand page but also score him more followers and brand awareness</p> <p>he can use Facebook and Instagram as discount options where he can ask the customers to check in at his restaurant and get a free add on or voucher or discount.</p>
Healthy Food	<p>Customers today are very well aware of what they eat what they want to eat and what are they being offered. They are now establishing the understanding of what healthier and nutritional food is. for that purpose, there has to be offerings in his menu that target those needs and fill the void with readymade items that are both healthy and tasty. this is a modern trend and will help Salman build a unique market.</p>
Social proof	<p>In a market like ours, word of mouth and good or bad reviews go a long way in how a brand performs. To ensure good business Salman has to ensure that he is marketing his food good as well as delivering good as well. At the same time he should collect reviews and comments from the customers and can post them at his joint as well as his social account to ensure people start developing trust in his items.</p> <p>our society runs on good and bad reviews and social proof of services where friends being a part of several groups look for reviews of the brands that they want to be served by. for this social proofing is very important for his new brand</p>
Geo-targeting	<p>Geo targeting is another very important modern trend that can be used to target new customer base. All of us see countless ads on our phones on our social media accounts as well as in apps. These geo tagged adds can be used in his location to broadcast his business to people of certain locality to create brand awareness and hence try to create more business.</p>
Availability of Home Delivery	<p>Dine ins have decreased in significant percentage in the modern age where take away and home deliveries have made it easier for the consumers to sit in their home in a cozy situation of their choice and enjoy the meals with their loved ones. Salman needs to ensure that home delivery service is available and is working efficiently. the food that is delivered to the customer should be fresh and in great quality both taste wise and visually so that the customer does not feel any difference. this way he can not only target dine in customers but also take away and home delivery customers which is far more business then what is offered at the restaurant.</p>

Increased Demand for Plant-Based Products.	Plant based products i.e. products made out of almonds, cashews, even peas and rice have become rapidly popular over the past few years and the demand is going up every year. Salman needs to introduce items in the menu that target those specific customers which prefer plant based products.
Online order placement	with all the technology and automation it has become very easy for businesses and customers to work together and fulfil mutual needs. Salman needs to get a business website and a mobile application where the customers can easily see the products available alongside mouthwatering images to excite the customers taste buds. The application and the website should have an order placement platform so that they can easily place the order there and then without any delay.

3. What should be the first message that Salman should try to communicate to all potential customers? Should he emphasize price, value, or some other element of his business?

Answer:

The first message of Salman will need to connect with people is by communicating to them how his product is different from others in his competition. His first selling point should be his uniqueness that sets him apart from others. How he is working under a new roof but delivering the same quality and if not better than before After that he should focus on value for money with little insights about how it is made and the quality, the different tastes, toppings and textures they are providing with a little detail on the heritage of the place, mentioning that it will be of the same taste as Stevenson ice cream offered but with a new twist of chocolate products side by side providing a comfortable and enjoyable environment that people loved. Giving food a personalized touch is what our market prefers and loves so he should make it as personalized as possible to tap into the expressive attachment of the people

4. Will Salman be able to use social media in his marketing communications efforts? If so, how? If not, why not?

Answer:

There are countless ways for Salman to use social media to his benefit as it is the strongest promotional tool available to any business nowadays. Below are some of those ways where he can use the social media to his advantage.

1. Create restaurant profiles on all major Social media websites.

Salman will need the basic first step of creating his platform from where he can create and control his activity. After this unique branding and hashtags will be required for him to set his identity so that he can be distinguished easily among other chains.

2. Social media monitoring.

Social media observing tells you where you actually stand on social platforms and what your presence is. This is important to ensure more efficiency of business through social channels.

3. Post photos and stories

Taking and posting the most amazing photos of your product is the key to people knowing more about his brand. He can take neat product photos and post them on the timeline and share the working at the restaurants on the stories to create maximum reach and impressions.

4. Social participation

Since he is a part of the social circle and community, he should encourage local ventures events and activities. This will not only get him into the good books of the consumer but will also get him more reach when he tags the events and activities.

5. Locate his customers.

Locate his customers through social media monitoring and target them directly by inviting them to his social media accounts.

6. Host social media contests.

Organize poll competitions quizzes etc. to create maximum audience on your account. Offer discount vouchers or meal add-ons to the winners to create goodwill as well as good word of mouth

7. Use emoticons.

This may should unrelated but emoticons play a huge role in communicating your mood and your tone to the target audience use of correct emoticons create better audience and sets well with the viewers.

8. Keep an eye on his reputation.

Closely monitor his good and bad reviews and work on them to improve the brand image and the product. Be welcoming to criticism and adaptation to the consumer requirements.

9. Facebook ads and promotions.

Since the update of the viewership and each policy on Instagram and Facebook, generic reach has reduced a lot and your content has to be very unique to create a good amount of

audience, for this purpose it is suggested that Salman use Facebook ads and promotions to reach his desired audience.

10. Share behind-the-scenes activity

Consumers nowadays are keen to know how things work at their required food joint or restaurant. It is very important that Salman keeps a clean kitchen and posts the behind the scenes footage and stories on his social media accounts this not only gives customer the insight into your product but also increases the trust of the customer on your food.