Marketing Medium Assessment

The Marketing Mix consists of several mediums aimed at communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Here are some common mediums that should be considered in the Mix.

Strengths and Weaknesses of External Marketing Mediums

Medium	Strengths	Weaknesses
Advertising: Any paid form of non-personal communication of ideas or products/ services in the "prime media" with an attempt to persuade and inform.	➢ Broad circulation ➢ Good awareness building ➢ Can target special audiences based on demographic information	➢ High waste in circulation ➢ Shortness in message life ➢ Lack of immediacy ➢ Slow consumer reaction ➢ Fragmented audiences
Publicity: (Public and Media Relations) Enhancing the awareness and often goodwill/image of an organization/ product/service through unpaid communications; most commonly media coverage.	➢ Cost effective ➢ Credible testimonials and third-party endorsements for your product ➢ News format more widely read ➢ Effectiveness for awareness building and opinion shaping	➢ Can be unattainable; dependant on content, reach and interest ➢ Fragmented audiences ➢ Short message life ➢ Creativity limited
Direct Marketing: Direct communications with carefully targeted individual consumers to obtain an immediate response and cultivate lasting customer relationships.	➢ Very targeted ➢ Easy to measure consumer response ➢ Good awareness building	➢ Risk of not having proper target list ➢ Money can be wasted on non-consumers ➢ Can be costly in the development of materials and distribution
Cross-Promotions/Partnerships: Building relationships with other complimentary organizations and marketing one another; can also take the form of cross-channel marketing.	➢ Access hard-to-reach markets ➢ Leverage expertise (e.g. research) and resources ➢ Enhance credibility – strengthen relationships with audience (customers) ➢ Address service delivery gaps ➢ Reduced or shared risk for programs/services ➢ Enhance image in the market ➢ Achieve critical mass penetration in a particular sector	➢ Time consuming to implement effective collaborations ➢ Reduced flexibility / control ➢ Possible blurring of roles and accountabilities
Trade Shows and Event Marketing: Participating in events targeted to your audience; may include exhibiting or sponsoring to gain exposure, speaking to be positioned as an industry leader, or simply networking.	➢ Targeted audiences ➢ Generate contacts/leads ➢ Immediate reaction from consumers ➢ Good for awareness building, branding, building relationships ➢ Allows for personal interaction with target audience	➢ Can be very expensive if not properly executed ➢ Can be resource-intensive (i.e. staffing) ➢ Time limited (i.e. once a year)
Internet Marketing: Using the Internet to interact with, and market to your clients.	➢ Can be very targeted ➢ Easy to track and measure visitor response ➢ Good for awareness building and developing relationships ➢ Provides the product offering at the right time	➢ Difficult to keep e-mail data current and accurate ➢ Content must be relevant ➢ Automated security measures may reject email as SPAM

For an assessment of the strengths and weaknesses of mediums that can be used to promote your unique program, please contact us at mailto:info@coltermangroup.com or call (613) 731-9851.