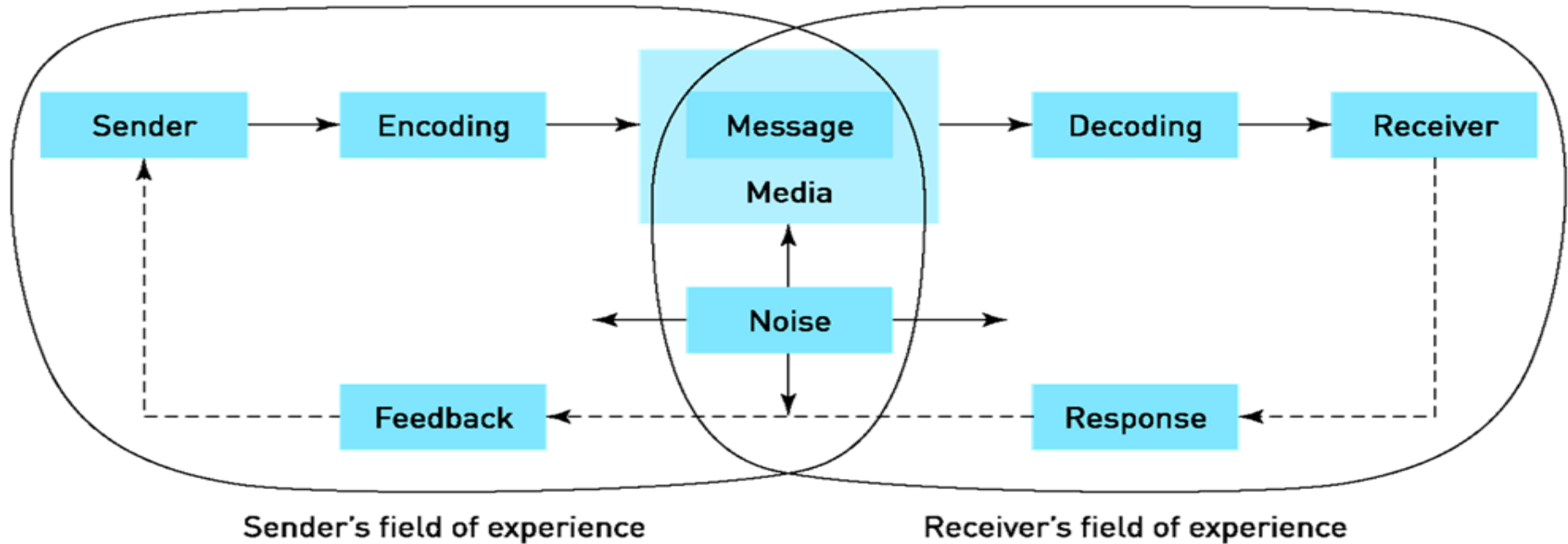


Påverkan (Kapitel 15,16,17,18)

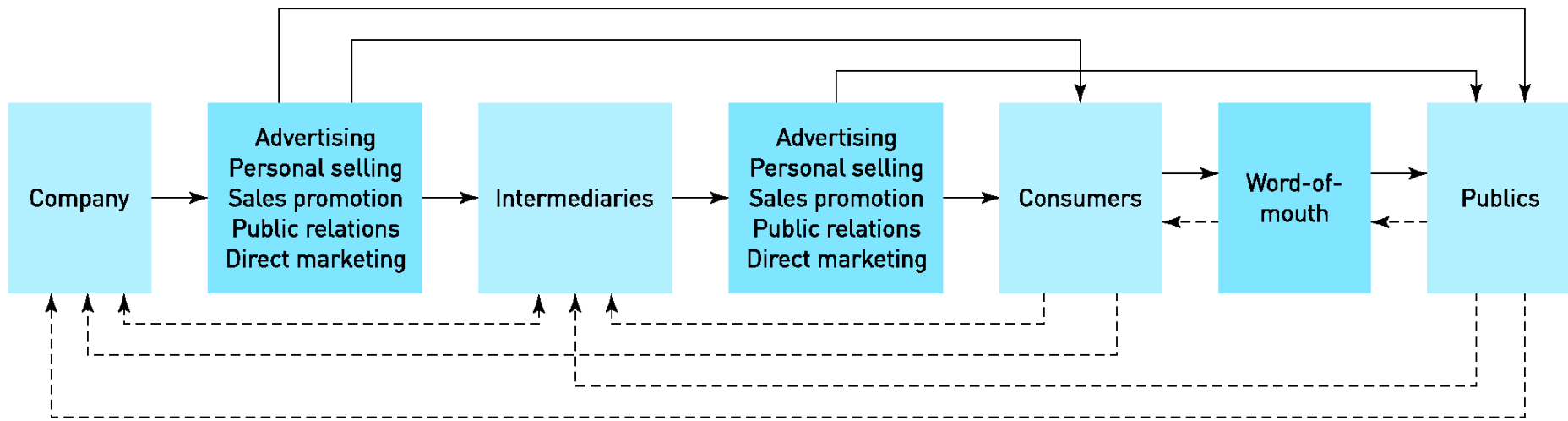
- Kommunikationsprocessen
- Integrerad kommunikation och 5 verktyg
- Att utveckla effektiv kommunikation 5 steg
- Marknadsföringsbudget
- Push and Pull strategi



Kommunikationsprozessen

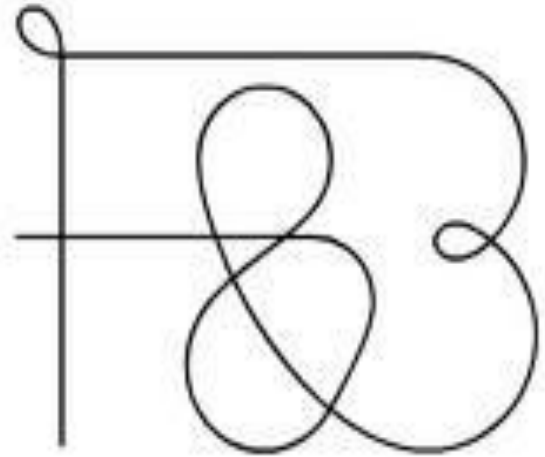


Marknadskommunikations systemet

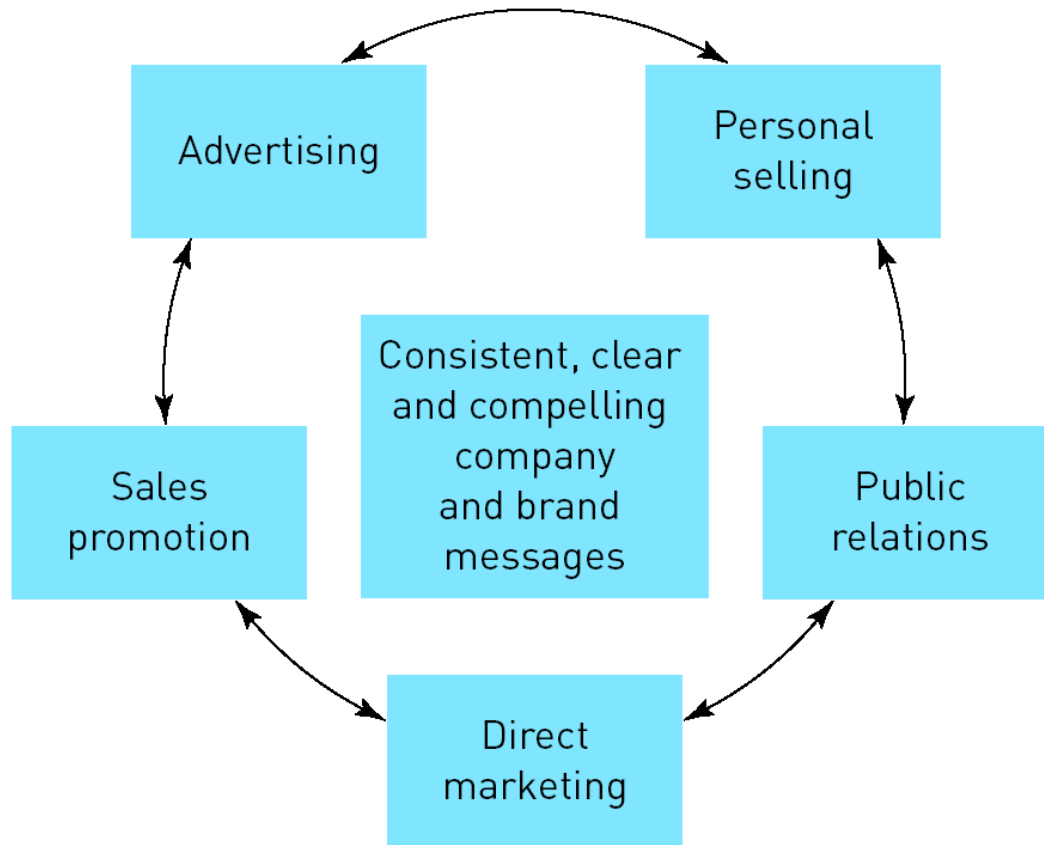


Integrerad marknadskommunikation

Integrated marketing communications is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent and compelling message about the organisation and its products.



Integrerad marknadskommunikation= skapa försäljning, bygga varumärke, relationer



Promotion-verktygen 5 stycken

- **Advertising** is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor
- **Sales promotions** are short-term incentives to encourage the purchase or sale of a product or service



Verktygen

Public relations is building good relations with the company's various publics by obtaining favourable publicity, building up a good 'corporate image,' and handling or heading off unfavourable rumours, stories and events



Tidigare SÖU-basen Niklas Nordström deltog i SVT:s valvaka för att diskutera socialdemokratis framtid. På vet att han samtidigt är PR-konsult, och ett Svenskt Näringsliv är en av hans kunder.

Betalar för ny S-politik

Verktygen

- **Personal selling** is personal presentation by the firm's sales force for the purpose of making sales and building customer relationships
- **Direct marketing** is direct connections with carefully targeted individual consumers both to obtain a immediate response and to cultivate lasting customers

