

Tlemcen University
Faculty of Economics, Management and Business Sciences

Department of Business Sciences



2nd Year Master Marketing

9. Industrial product promotion

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Communication in Industrial Marketing



The Communication Policy

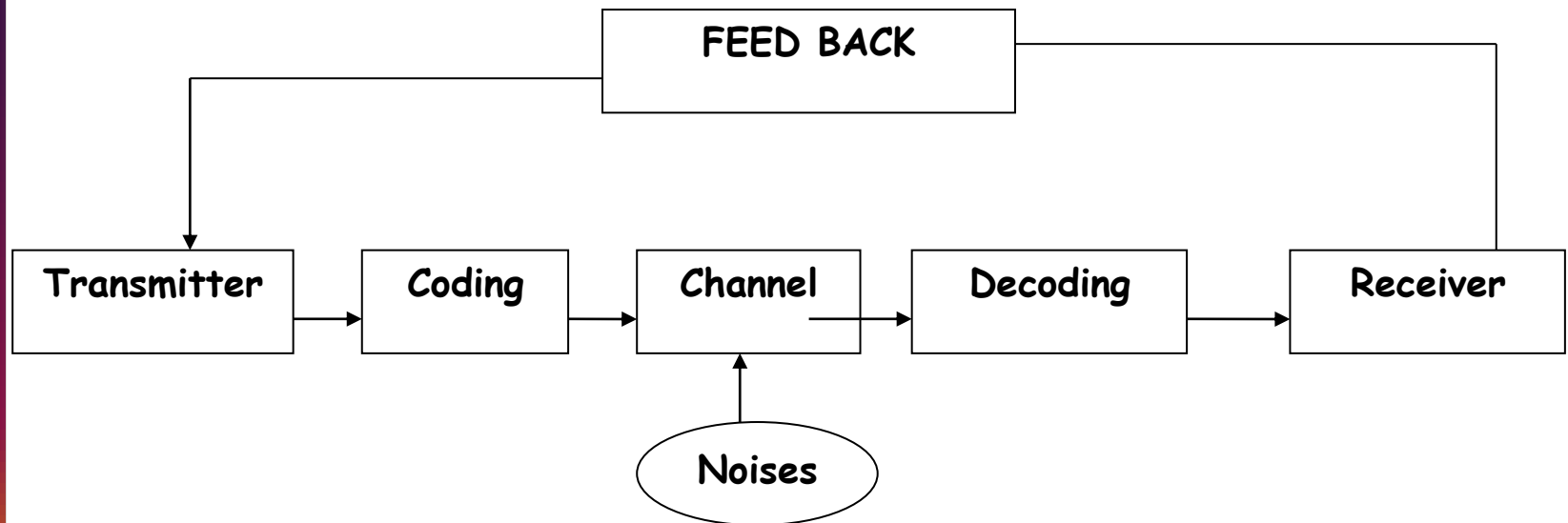
The term communication includes all the signals sent by the company to current or potential customers, distributors, prescribers or any other target.

The goal of communication is not necessarily to sell but to transmit information to the target audiences, in order to modify their knowledge, attitude or behavior towards a company, a brand, a product or an idea.



The communication process

According to the work of SHANNON and WEAVER, any transmission of information follows the process represented by the following diagram:



The particularities of communication in an industrial environment

1. Multiplicity of stakeholders in the purchasing process:

B to B communication must take into account the objectives, constraints, evaluation criteria and roles perceived by each of the stakeholders in the purchase (users, prescribers, decision-makers, buyers, etc.). This can even be management, department heads. But be careful, the buyer is often different from the user. It is therefore necessary to detect motivations through interpersonal relationships and the sales force.

The particularities of communication in an industrial environment


2. Limited number of clients:

The target is narrow but multiple (clients very different from each other). This is why communication in an industrial environment must be as personalized as possible. Hence the privileged role of sales and technical support staff to convey information about a message. However, this does not prevent the use of major media for institutional communication to the general public.

Communication Instruments:

Depending on the type of industry, impersonal forms (direct advertising, professional press, public relations) or personal forms (managers, executives, advisors, sales force) are used.

- **Media advertising:** scientific, economic or technical journals, professional association newspapers, etc.
- **Direct advertising:** Mainly mailings to addresses. Justified in the case where the target is not too restricted (mailings, personalized mailings to announce a new product, to follow training courses, etc.)

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- **Trade fairs, exhibitions and professional shows:** There are trade fairs specialized in different sectors and these are privileged places to know your competitors. But this represents a gigantic budget (to make demonstrations, to make yourself known, to sell, to see the competition, to make contacts...)
 - **Public relations:** Internal and external (press releases, interviews, press conferences, sending photos, presentations, ...). The goal is to inform the different audiences (press, government, federation, associations...) on a positive vision of the company.

- **Internal communication:** internal newspapers, posters, Intranet, mail, ...
- **The Sales Force:** It constitutes the backbone of the commercial activity of the industrial company and a fortiori of B to B communication. The salesperson represents the company to its customer, but also the customer in its company. It is an important source of information.



Media and industrial communication supports

Direct means of contact

- Specialized trade fairs, exhibitions
- Presentation and demonstrations of equipment
- Traveling caravans
- Training and information seminars



Media and industrial communication supports



Indirect means of advertising itself

- **Direct mail:** this is sending by mail
- **The press:** The press is selective, allows you to argue (the ads are read)
- **Professional directories:** Appear in as many professional directories as possible.

Media and industrial communication supports

Additional means of communication

- Sales documents:** catalogues, technical and commercial notices, price lists, company letterhead
- Visits and open port operations:** These are public relations operations
- Technical articles:** An informative operation aimed at the specialist press
- Congresses, symposia, conferences**
- Films and audio-visuals.**