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# Marketing Communications Strategy

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Like Alice in Wonderland, if you do not know where you want to get to, then you're likely to meander and have an adventure – fun perhaps but from a business perspective this would be a digression with a cost attached. Most enterprises operate in a world of the unknown and thus need explicit guidance to help reduce uncertainty as well as risk. Enterprises aim to promote innovation, facilitate decision making, and establish standards of quality to aid completion of work. In other words, enterprises want direction and help to focus towards a particular outcome. Along with controlling resources, strategy and planning do this.

Marketing strategy is broad in scope and looks at all the influencing factors, and considers both that which is known and that which is unforeseen – it asks the question 'why?' and seeks to understand competitive markets relative to "recognising and achieving an economic advantage that endures" (Wensley, 2008: 55). It therefore shapes and drives the plan towards the goal. The plan is the logical sequence of steps, or stages, towards a particular end. It asks the question: 'how?'. Together, marketing strategy and planning are the formalisation of an approach to marketing which provides the direction and says that goals and objectives form the basis of the marketing plan. As mentioned above, like Alice, the alternative is to digress and have a costly adventure! Therefore, where you are going needs to be articulated and communicated clearly to all to achieve success.

This chapter discusses how marketing communications strategy fits within marketing strategy. It also positions marketing strategy within the context of the firm's purpose and intent – its corporate strategy – and argues that there is no particular distinction between the parts of strategy as they are all interrelated