



Marketing Channels

Innovation and Success

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Synopsis

As marketers manage the various elements of the promotional mix in differing environmental conditions, decisions must be made about what channels are to be used in the communication, the message, who is to execute or help execute the programme, and how the results of the communication plan are to be measured. Research has shown that the marketer has a broad range of alternatives for selecting and developing an economical, efficient and high-volume international distribution channel.

This report examines the management of international distribution channels and its logistics, as well as the communication channels' mix for effective marketing and product placement. Which factors determine the channel decisions? Which communication tool might serve you best? Is it 'mass customisation' and one-to-one marketing, or personal selling?

We will elaborate on channel structure according to region. Explore the option of physical distribution and its effects on cost savings through efficiency; The impact of the changing nature of retailing on distribution planning and the shift in balance of power between manufacturers and retailers.

What is the role of mystery shopping, as a valuable marketing and customer service tool?

We will also analyse the ways to offer individually tailored products or services on a large scale and the benefits of one-to-one marketing, as means of direct communications to the client.

