Modeling Business Communication Management and Crossmedia Planning for Different Target Groups

Helmut Wittenzellner
Stuttgart Media University
wittenzellner@hdm-stuttgart.de

Angela Teske
Stuttgart Media University
angela_teske89@gmx.de

ABSTRACT

KPI-Dispute in Marketing and Communication strategy between Germany′s Media agencies and ad promoters. Most media agencies concentrate on Cost-per-Click and increase of Sales, meanwhile ad promoters prefer cost of winning new clients and number of shares and likes a score key performance indicators.

The purpose of this paper is to define a modern marketing management simulation model and examine the impact of digitalization and globalization on marketing communication and media planning. The objective is to analyze (the variety of) media (channels) in a multichannel context as well as (the diverse) socio-demografic segments and their specific interests and their interests, living environments and media usage behavior. The mostly accepted systematics of common sociodemografic milieus is done by the Sinus-institute in Heidelberg/Germany, therefore they are consequently named Sinus- Milieus.

Those findings are supposed to help establish a connection between the diverse Sinus-milieus and multichannel marketing. To be able to apply the approach to each of the target groups, this research will use mixed methodology, starting with a literature review to provide basic theoretical knowledge on where and how to address each group. Due to the current nature of this topic, all research questions will be based on theoretical assumptions.

Furthermore, interviews with Marketing, Media and sociology experts will be conducted to scientifically underpin the findings. In regard to the current practice, theory will be revaluated, updated and optimized. Both the theoretical assumptions as well as the key findings derived from the expert interviews will build the base for the definition of the final recommendations. The recommendations will offer visual guides for the planning process of communication measures for each of the Sinus-Milieus, which can help optimize marketing communication.

INTRODUCTION

Our world is fully networked. Everyone is online and has the possibility to get in touch with almost anybody from anywhere of the world. Existing communication methods, which have proved one's worth over many years do not take any effort anymore. The power of communication belongs to the customers and social networks. Which means for companies to review their old communication methods. These changes in communication not only effect media and communication trades. The new possibilities and changes effect every single business sector. That means that the management of communication and crossmedia channel management has to become a main topic for leadership to view all of the new chances and risks (Becker, 2014).

This paper introduces a way to overview the complexity to provide a simple understanding for this main subject. The result shows an overview of five different media channels and their use towards different sociological target groups. The result is first concept using the most common sociological model (the so called „Sinus-Milieus") for the development of a business game. This game shall be developed to help future media experts managing communication and crossmedia channel coordination.

COMMUNICATION MODELING

The century of digitization is characterized by network and mobility. There are many ways to benefit of this new way of communication for companies. There is one thing all theories have in common - to focus on the target group is essential for all successful communication management methods.

A huge obstacle for companies is to handle all of the possibility and chances. Main obstacle is to communicate the ‚right' message due the ‚right' channel to get successfully in touch with target groups. Also a big obstacle is the fact, that communication is omnipresent, which means that responsibility of communication measures belongs not only to marketing or media experts any more. The responsibility and the knowledge about this topic is essential for any field and sector. The influence of media and communication is huge, for responsible marketing and media management but also for every employee, product, service and

customer.

Optimization of communication by reduction of complexity

This paper introduces a way to optimize communication and crossmedia management for different Sinus-Milieus. The Sinus-Milieus image different groups of society close to reality. This is possible by analyzing the needs and value orientation, lifestyle and life goals of humans. With the use of Sinus-Milieus, companies get the chance to understand different target group interests and how they can be influenced (Sinus Markt- und Sozialforschung GmbH 2017).

There is no way to define a method which is able to reproduce the whole complexity of this subject. This is way the following result shows an option to reduce the complexity to get a fist simple overview to manage different channels (crossmedia) for different target groups (Sinus-Milieus). To make this reduction possible and get successful parameter it`s necessary to think about this question: What are the main obstacles and what is necessary to overcome them? The results of this research is the fact, that existing communication methods are no longer up to date. Also the complexity and variety cause insecurity in planing communication and media actions.

The result of this research follows not the goal to show the whole complexity. Rather the result shows a reduction of the context. The Focus is to get information about different target groups and how to get in touch with them. To show which channels they use with which motivation. An other result of the research is, as Bill Gates stated. „Content is King!" (Bill Gates 1996).

Contemporary communication has to be unobtrusive. The interests of the target groups are relevant to plan successful communication actions. The efficacy and control of marketing messages belong to the target groups. (Heinrich 2017) This shows how important the knowledge about the target group is.

Choice of media channel

The choice of media channel is a huge obstacle for a media management. This is why the result shows a choice of the main media channel. It`s not possible to show all of the channels but the choice allows responsible mangers a simple overview for the first steps in a planning process. The data are researched by Germanys public broadcasting tv networks, called ARD/ZDF. Both publish regularly a longitudinal study of Germany´s mass communication, so called "Langzeitstudie Massenkommunikation". The study findings of 2015 are used for the result of this topic. The following Image (Image 1) shows the relevant data for this topic. To continue the planning process the different channels can be deeper analyzed. For the first step the choice of channels can be connected for a cross media channel mix. The overview shows the relevance of each channel for a first overview. In order to reduce complexity the focus is on a choice of advertise-bearing popular media channels, such as Radio, TV, Newspaper, Magazine and Internet.

SOCIAL MILIEUS BY SINUS-INSTITUTE	RADIO	TV	NEWSPAPER	MAGAZINE	INTERNET
ESTABLISHED CONSERVATIVE MILIEU	167	202	31	5	74
LIBERAL INTELLECTUAL MILIEU	176	179	22	11	135
HIGH ACHIEVER MILIEU	187	176	28	5	149
MOVERS AND SHAKERS MILIEU	146	147	20	2	187
NEW MIDDLE CLASS MILIEU	165	243	23	7	66
ADAPTIVE PRAGMATIST MILIEU	208	221	17	2	119
SOCIO-ECOLOGICAL MILIEU	165	162	21	4	137
TRADITIONAL MILIEU	186	255	29	7	59
PRECARIOUS MILIEU	179	262	29	11	68
ESCAPIST MILIEU	157	202	14	3	129

Image 1: Use of media in 2015 by Sinus-Milieus (Source: ARD/ZDF-Langzeitstudie Massenkommunikation 2015)

Use of media in 2015 by Sinus-Mileus

This image shows the use of different media in 2015 by the different social milieus by Sinus-Institute. For example in cell 2, row 2 (radio, Established Conservative milieu) there is the number 167. The number is the average of radio use per day in minutes of the established conservative milieu. This overview shows that radio and TV are still the media which are used the most in average

through all of the different social milieus.

Definition of Sinus Milieus

According to Integral (2017) Sinus Milieus® are target groups that really exist – a model classifying people according to their attitudes to life and ways of living. The Sinus Milieus® are based on the real living environments of the people -including their fundamental value orientations and attitudes towards working and leisure time, family and relationship, consumption and politics - and contextualise them with the socioeconomic status indicated by education, profession and income. This enables a holistic view of a person within the reference system of everything that is important for this person's life.
The Sinus Milieus® have been established as a scientific model. They are continuously kept up-to-date by secondary research and the monitoring of socio-cultural trends. Leading brand product manufacturers, major service providers, political parties and public service clients, many advertising, media and PR agencies as well as several publishers have been working with this concept using it for strategic planning and operative implementation – both on the domestic and the international level.

PESO-model

Also the overview shows the `PESO-Modell` by Lange (2014). The abbreviation PESO stands for Paid Media, Earned Media, Social Media and Owned Media. The Peso model is a concept for inbound marketing respective content marketing. The relevance of content is already clear, so the results can also be used to optimize content (Lange 2014).
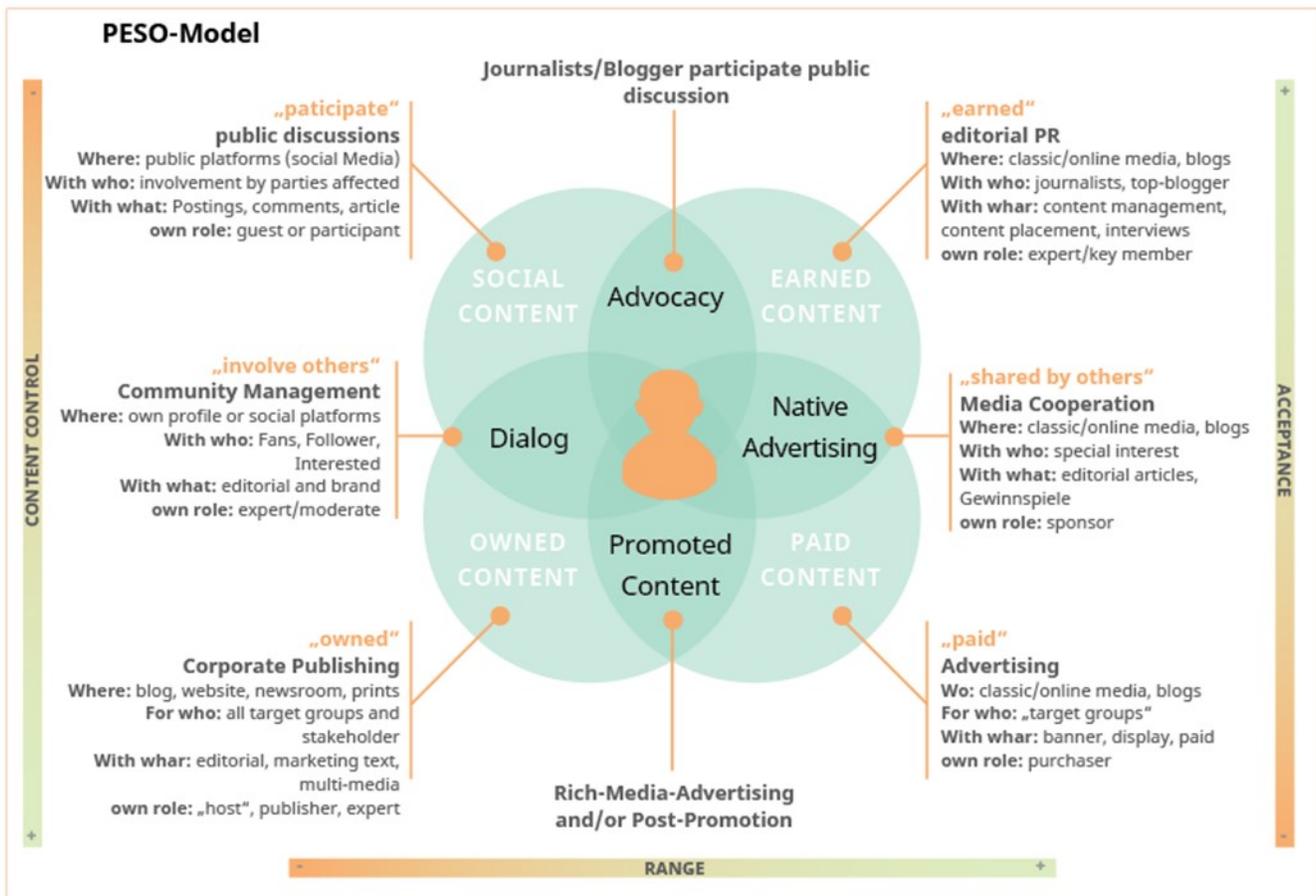
Image 2: PESO-Model (Source: Talkabout consulting, 2014)

Goal of this research is to optimize marketing communication in a crossmedia context. The result to reach this goal are visual models for ten different Sinus-Milieus as target groups. The paramter which are relevant for the model are a definition of the seperate target groups, also an overview of different media channels and their use and motivation of use by the different target groups. Furthermore the result shows the PESO-Model for a simple overview which can be helpful for content planning. The result shows a simple quick overview which is able to get first navigation through the complexity and variety of the subject for anyone who is interested in or responsible for managing communication and crossmedia actions. The fact that the result shows a reduction of complexity means that the models are not able to review all posibilities and chances. Although it shows a way which can help to reduce the insecurity and can convey a basic knowledge of media expertice. Of course the management of communication and crossmedia channels requires many more facts.

The following image shows one of ten visual overviews for one target group:

PESO-MODEL FOR THE ESCAPIST MILIEU (15% of german population from 14 years)

Which media channel is used by this milieu the most?
(useful life in minutes/day)

RADIO 157
TV 202
NEWSPAPER 14
MAGAZINE 3
INTERNET (SOCIAL MEDIA) 129

The characteristics of this social milieu:

Fun- and experience orientated lower-/middle layer of the society. This milieu refuses traditional values.

target audience:

Interests: free time, fun, spontaneity, abandon
Income: lower income
Education: lower education, workers
Product value: satisfaction of impulsive needs
Spending power: low income, impulsive consumer behavior

3 of the most common reasons of use for the different media channels in %

FUN 89
RELAX 77
HABIT 76

FUN 82
RELAX 79
INFORM 76

INFORM 92
USEFUL FOR EVERYDAY LIFE 73
TALK ABOUT 72

DEPENDS ON THE TYPE OF MAGAZINE WHICH ARE THE COMMON REASONS OF USE

INFORM 92
FUN 83
USEFUL FOR EVERYDAY LIFE 82

PESO-Model

Journalists/Blogger participate public discussion

„paticipate"
public discussions
Where: public platforms (social Media)
With who: involvement by parties affected
With what: Postings, comments, article
own role: guest or participant

„earned"
editorial PR
Where: classic/online media, blogs
With who: journalists, top-blogger
With what: content management, content placement, interviews
own role: expert/key member

„involve others"
Community Management
Where: own profile or social platforms
With who: Fans, Follower, Interested
With what: editorial and brand
own role: expert/moderate

„shared by others"
Media Cooperation
Where: classic/online media, blogs
With who: special interest
With what: editorial articles, Gewinnspiele
own role: sponsor

SOCIAL CONTENT — Advocacy — EARNED CONTENT
Dialog — Native Advertising
OWNED CONTENT — Promoted Content — PAID CONTENT

CONTENT CONTROL
ACCEPTANCE

„owned"
Corporate Publishing
Where: blog, website, newsroom, prints
For who: all target groups and stakeholder
With what: editorial, marketing text, multi-media
own role: „host", publisher, expert

„paid"
Advertising
We: classic/online media, blogs
For who: „target groups"
With what: banner, display, paid
own role: purchaser

Rich-Media-Advertising and/or Post-Promotion

RANGE

Image 3: One example for a model (Source: Teske, 2017)

The result is a good basic model which should be modified and further developed to specify experiential learning and business modelling requirements. It is necessary to combine different trades and different sections and to focus on the target groups. This is the basic model which shows the context in a most simple way for anyone accessible. So the models can be used as a creative, flexible and simple teaching and learning method for innovative process planning methods to optimize for marketing communication and crossmedia management simulation purposes.

The model is a first basic approach which can be used for teaching and learning about the new ways of communication. Neverless the stage of research which this topic is about is still very young so the research isn't enclosed yet. The results show a point of contact for a teaching and learning method.

REFERENCES

ARD/ZDF-Langzeitstudie Massenkommunikation (2015): ARD/ZDF-Studie Massenkommunikation 2015. Zusammenfassung der Ergebnisse. URL: http://www.ard-werbung.de/media-perspektiven/studien/ardzdf-studiemassenkommunikation/(22.04.2017)

Becker, Thomas (2014): Medienmanagement und öffentliche Kommunikation. Der Einsatz von Medien in Unternehmensführung und Marketing. Wiesbaden: Springer Fachmedien.

Heinrich, Stephan (2017): Content Marketing: So finden die besten Kunden zu Ihnen. Wie Sie Ihre Zielgruppe anziehen und stabile Geschäftsbeziehungen schaffen. Wiesbaden: Springer Gabler.

Integral (2017): What is Sinus-Milieus? URL: http://www.integral.co.at/en/sinus/milieus.php (14.12.2017)

Lange, Mirko (2014): Die 8 Hebel des strategischen Content Marketings. URL: http://www.talkabout.de/infografik-die-achthebel-der-content-kontrolle/ (17.03.2017)

SINUS Markt- und Sozialforschung GmbH (2017): Informationen zu den Sinus-Milieus 2017, Stand: 01.2017. URL: http://www.sinus-institut.de/fileadmin/user_data/sinus-institut/Dokumente/downloadcenter/Sinus_Milieus/2017-01-01_Informationen_zu_den_Sinus-Milieus.pdf (24.03.2017)

Talkabout consulting (2014): Zentrale Grafik des PESO-Modells, in: Die 8 Hebel des strategischen Content Marketings. URL: http://www.talkabout.de/wp-content/uploads/2014/03/talkabout-Content-Modell.pdf (12.03.2017)

Teske, Angela (2017): Die Optimierung der Marketingkommunikation auf einer crossmedialen Klaviatur im PESOMarketing zur Erzielung einer optimalen Vertriebswirkung für verschiedene Sinus-Milieus. Stuttgart, Hochschule der Medien, Masterarbeit (11.12.2017)