Articulated marketing strategy

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Abstract
Strategies with restricted missions by means of stipulated action (e.g. communicate, disseminate) incorporate the exploration of the system of intervention, and thus become articulated — i.e. exploration plus intervention.

1 Introduction
The conception of planned action presupposes the perception of the system of intervention, at a detailed and preferably also at an abstract level (Perdicoúlis, 2014a). Strategies corresponding to restricted missions (Perdicoúlis, 2013b), such as those encountered in marketing, transpose the exploration of the system into the proper action — for instance, as a survey preceding an awareness or enforcement campaign (Perdicoúlis, 2020). This results in articulated strategies, shaping the effective action while exploring and discovering the system of interest.

2 Illustration case
Let us consider the dissemination-focussed marketing strategy for a notional jazz artist of the ‘laid-back’ sub-genre who wishes to be recognised as a ‘jazz personality’ by jazz enthusiasts and also by younger audiences.

As expected, some guidelines for the strategy are presented by the artist — for instance, the time frame of reference (e.g. May to October 2020), the budget (e.g. USD 3,500.–), an initial set of radio stations of interest (e.g. The Jazz Groove, Jazz 24, Jazz FM, Jazz Relax, Jazz Cafe), the character (e.g. stylish, select, elite), the intended outcome of the campaigns (e.g. awareness, reinforcement), as well as the character of the outreach (e.g. respectful, tactful).

For the sake of efficiency, the marketing strategy has yet to identify the places or media where the strongest actual audience as well as potential new audience can be found, before reaching out to them accordingly (e.g. means, regularity, time slots).

With all this existing and projected information, the planning problem can be defined in an ‘XYZ’ form (Perdicoúlis, 2010, 2014b) and laid out as a marketing strategy in a descriptive causal diagram (DCD) — Figure 1.
3 Layout

Figure 1  The articulated marketing strategy expressed in a descriptive causal diagram (DCD)
4 Discussion

The survey part of the strategy (actions $X_{I1}$ and $X_{I2}$) is expected to bring in specific information about the actual and potential audiences, such as their preference of music clubs, choice of radio stations, and/or readership of magazines and blogs. With this information, the ensuing campaigns (actions $X_{O1}$ and $X_{O2}$) can be appropriately fine-tuned and directed in order to reach the intended audiences at the ‘right places’ and the ‘right times’.

The strategy laid out in Figure 1 can be put into action by assigning appropriate executable detail to the actions (e.g. who does what, when, with which resources, by which techniques). The operationalised strategy can be expressed in a calendar view such as a Gantt chart (Perdicoulis, 2013a, 2017) or in a process view such as an extended process diagram/ EPD (Perdicoulis, 2015) with the allocated tasks, respective timings, expected milestones, responsible teams, assigned finances, and chosen techniques (Perdicoulis, 2020).

The client is expected to set the ‘character’ (e.g. philosophy, spirit, approach, or attitude) of the marketing strategy (Perdicoulis, 2020) and this should be shared with the marketing team. High-level guidance (Perdicoulis, 2013b) must be also in accordance with the product or service to be marketed — for instance, an artist in the delicate art of ‘laid-back jazz’ (§ 2) does not make sense to be marketed aggressively. Furthermore, high-level guidance is at the appropriate tier to address ethical considerations — e.g. regarding ‘public benefit’ or ‘common good’.

5 Conclusion

Bearing a restricted mission to communicate, disseminate, or make known, a marketing strategy articulates its effective intervention with the exploration of the system of interest. The opportunity for higher-level conduct is associated with the ‘character’ of the strategy, shared between the client and the marketing team, and provides references for ethical considerations.

References