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WP3/A3. Creating Theoretical Core of Learning Units

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LEARNING UNIT 7

Learning Unit

MARKETING STRATEGIES & DIGITAL COMMUNICATION

Theoretical Core of the Learning Unit

Theoretical Core

Market Segmentation and Promotion

Markets consist of diverse groups of consumers with different needs, preferences, and behaviours. Market segmentation refers to the analytical process of dividing a broad audience into smaller groups that share similar characteristics. By identifying these segments, organisations can develop communication strategies that respond more effectively to the expectations of specific audiences.

Segmentation may be based on demographic characteristics such as age or income, geographic location, lifestyle and cultural values, or patterns of behaviour and consumption. Understanding these distinctions allows organisations to tailor their messages and promotional activities in ways that resonate with different audiences.

Promotion refers to the set of communication activities used to inform, persuade, and remind audiences about products, services, or organisational initiatives. Promotional strategies may include advertising campaigns, public relations activities, digital content creation, and event-based communication. These strategies aim to increase visibility, attract attention, and encourage engagement with an organisation's offerings.

Successful promotional strategies integrate various communication channels and maintain consistency with the organisation's brand identity and values.



Kindel Media via Pexels

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Branding and Brand Identity

Branding refers to the process of constructing a distinct and recognisable identity that differentiates an organisation, product, or service from others. A brand represents a combination of visual elements, symbolic meanings, and emotional associations that shape how audiences perceive an organisation.

Brand identity includes elements such as names, logos, visual aesthetics, communication styles, and organisational values. These components work together to create a coherent representation of the organisation's purpose and personality. A well-defined brand helps audiences recognise an organisation and understand the values it represents.

Beyond visual identity, branding also involves the experiences and perceptions that audiences associate with an organisation. Trust, credibility, and reputation become integral components of a brand's meaning. When organisations communicate consistently and align their actions with their stated values, they strengthen the reliability and recognition of their brand identity.

In contemporary communication environments, branding functions as a strategic tool that enables organisations to establish a clear position within competitive markets and develop lasting relationships with audiences.



Eva Bronzini via Pexels

Storytelling as a Communication Strategy

Storytelling is a narrative-based communication approach that organisations use to convey messages in a meaningful and engaging way. Instead of presenting information solely through factual descriptions, storytelling uses narratives that illustrate experiences, motivations, or values. These narratives help audiences connect emotionally with messages and better understand the purpose or identity of an organisation.

Stories can take many forms, including written narratives, visual media, digital content, or multimedia campaigns. In communication strategies, storytelling allows organisations to present their history, mission, or vision through relatable and memorable narratives. By linking

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information with human experiences, storytelling enhances engagement and facilitates stronger connections with audiences.

The effectiveness of storytelling often depends on authenticity and coherence. Messages that reflect genuine values and experiences tend to resonate more strongly with audiences. In this sense, storytelling contributes to building trust and reinforcing brand identity.

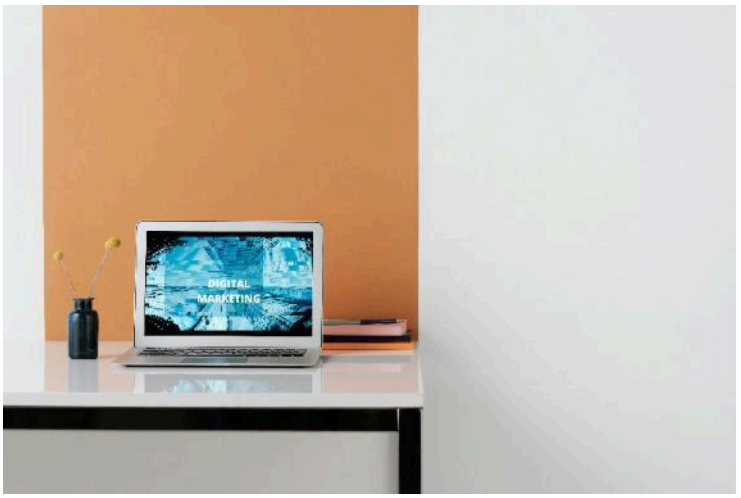
Digital Marketing and Communication Tools

Digital technologies have transformed the ways in which organisations communicate and interact with audiences. Digital marketing refers to the use of online platforms, digital media, and technological tools to share information, promote services, and engage with customers.

Digital communication tools include websites, social media platforms, email marketing systems, digital advertising networks, and data analytics platforms. These tools allow organisations to distribute information quickly and reach audiences across geographical boundaries. They also provide opportunities for two-way communication, enabling organisations to receive feedback, respond to inquiries, and adapt their strategies in real time.

One of the defining characteristics of digital marketing is the availability of measurable data. Online platforms generate information about user behaviour, engagement patterns, and communication effectiveness. By analysing this data, organisations can better understand audience preferences and adjust their communication strategies accordingly.

Digital communication environments also encourage participatory engagement. Audiences are not only recipients of information but also active contributors who share opinions, experiences, and recommendations within online communities.



Mikael Blomkvist via Pexels

Reputation Management

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Reputation represents the collective perception that stakeholders hold about an organisation. It develops over time through communication practices, customer experiences, public interactions, and media representation. Reputation management therefore involves monitoring and shaping how organisations are perceived in both digital and physical environments.

Online platforms have significantly amplified the visibility of organisational reputations. Reviews, comments, and shared experiences circulate rapidly through digital networks and can influence public perceptions. Organisations must therefore actively monitor feedback, respond constructively to criticism, and maintain transparent communication.

Responsible reputation management requires consistency between organisational values, communication strategies, and actual practices. When organisations demonstrate reliability, ethical behaviour, and accountability, they reinforce trust among audiences and strengthen their long-term credibility.

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