



Marketing Communication: Concepts, Creative Strategy, Implementation

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Abstract: Marketing communication articles: concepts, creative strategies and implementation within the scope of marketing management science. This article aims to create hypotheses regarding the relationship between factors, which can then be used for further research in the field of marketing management. The research method used in this research is descriptive qualitative. The data used in this research comes from previous research which is still relevant to the current investigation. Data was collected from leading academic online platforms, including Publish or Perish, Google Scholar, digital reference books, and Sprott journals. The results of this literature research include: 1) Concepts play a role in marketing communications; 2) Creative strategies play a role in marketing communications; and 3) Implementation plays a role in marketing communications.

Keyword: Marketing Communication, Concepts, Creative Strategy, Implementation

INTRODUCTION

The issues that marketing practitioners encounter are becoming more complicated as technology and information evolve at an increasingly rapid pace. Because modern customers have better access to information, they are smarter and more critical when it comes to purchasing goods and services. This emphasizes the necessity for a more effective and imaginative marketing communications strategy. As a result, companies must constantly adapt and develop new methods to reach and influence their target audiences. Choosing the proper concept is one of the most difficult aspects of marketing communication. This notion entails a thorough understanding of the target market, brand positioning, and the value to be communicated to customers. Defining an incorrect concept can lead to marketing messages that do not meet the needs or preferences of the target market, lowering the overall efficacy of the campaign. A luxury goods manufacturer, for example, should select a communication

strategy that emphasizes exclusivity and excellent quality, rather than one that is overly generic or mass-produced (F. Saputra, Ali, et al., 2023).

Creative strategies are an essential component of Marketing Communications because they can capture customer attention and distinguish a company from its competitors. However, developing effective innovative strategies is a difficult undertaking. There are other aspects to examine, including market research, industry trends, and competitor analysis. Problems might develop when the creative strategy fails to reflect the brand's underlying values or fails to excite the intended audience. Furthermore, failing to communicate messages in an engaging and relevant manner may result in a lack of consumer interest or even a negative reaction. Implementation is a critical stage in the Marketing Communications process in which the previously defined strategies and concepts must be successfully implemented. However, its implementation frequently encounters a number of challenges, which can jeopardize the campaign's efficacy. One recurrent issue is a shortage of resources, whether in the form of budget, personnel, or technological infrastructure. A lack of coordination among the numerous departments or agencies involved in implementation might make it difficult to transmit messages consistently and coherently (Kasman & Ali, 2022).

In addition, changes in the external environment, such as regulatory changes or technical advancements, might have an impact on the implementation of marketing communication plans. For example, the introduction of new social media platforms necessitates the adaptation of communication methods in order to reach a larger audience. As a result, it is critical for businesses to be curious and responsible in the face of changing circumstances. Another problem that frequently occurs during implementation is a lack of effective evaluation and measurement of campaign results. Companies struggle to determine how successful or unsuccessful their communications efforts are without proper measurements. This can result in a waste of money and make it difficult to identify areas for improvement in future campaigns (Sari et al., 2021).

Aside from these impediments, globalization and market diversification present further challenges. Companies operating in worldwide markets must consider cultural variations, language, and social standards when developing communication strategies. Misunderstanding or recognizing each market's distinctiveness can lead to communication breakdowns and even brand reputation damage. Furthermore, technological advancements have provided customers with more choices and access to more information than ever before. This intensifies competition and forces companies to be more creative and original in their approach. Marketing methods that were successful in the past may not produce the same results in the digital era (Zahran & Ali, 2020).

Furthermore, the growing importance of social media and public opinion presents issues for marketing professionals. One unfavorable comment or issue on social media can easily tarnish a brand's reputation, which has been created over time. As a result, businesses must be prepared to respond swiftly and effectively to issues that develop on social media. Thus, it is possible to infer that Marketing Communications faces a number of challenging challenges in the digital age. From the correct concept to creative strategy and effective implementation, businesses must be able to adapt fast and respond to changes in their environment. Only by taking a comprehensive and inventive approach can businesses successfully penetrate increasingly competitive marketplaces and win the hearts of increasingly discerning and critical consumers (E. B. Saputra & Saputra, 2023).

Based on the background of the problem above, the problem formulation is determined as follows: 1) Does the concept play a role in marketing communications?; 2) Does creative strategy play a role in marketing communications?; and 3) Does implementation play a role in marketing communications?.

METHODS

Literature Review Methodologies including systematic literature review (SLR) and library research were used in the preparation of the article. A qualitative evaluation was carried out on the method, and its accessibility was confirmed by consulting leading scientific web sources such as Mendeley and Google Scholar. A systematic literature review (SLR) is a careful and methodical effort in which all relevant research literature is identified, evaluated, and researched to provide an answer to a specific research question. When conducting qualitative analysis, it is important to apply the literature review consistently according to methodological assumptions. Due to its investigative nature, qualitative analysis is mostly carried out for this purpose, (Ali, H., & Limakrisna, 2013).

RESULT AND DISCUSSION

Results

Following are the research findings by considering the context and problem formulation:

Marketing Communication

Marketing communications is the process of sending strategically designed messages to a target audience with the goal of influencing customer behavior, raising brand awareness, and promoting specific products or services (Susanto et al., 2023). The primary purpose of marketing communications is to foster favorable relationships between brands and consumers while also increasing revenue for the organization. Marketing communications can use a variety of channels and technologies, including print advertising, television advertising, social media, content marketing, and sales promotions (F. Saputra, Khaira, et al., 2023).

The indicators or dimensions contained in marketing communications are as follows: 1) Advertising is a type of non-personal communication that uses paid media to market a product, service, or concept by an identifiable sponsor. Advertising may reach a huge number of people and is successful at raising brand awareness, communicating product information, and influencing purchase attitudes and behavior; 2) Sales promotion refers to efforts that offer short-term incentives to encourage the purchase or sale of goods or services. Coupons, discounts, free samples, sweepstakes, and giveaways are examples of such offers. Sales promotions are primarily designed to raise short-term demand and sales; 3) Public Relations entails establishing and sustaining positive relationships between an organization and its constituents. Press releases, special events, conferences, and the usage of social media can all help to develop a positive brand image and control public perception; and 4) Direct marketing is a type of communication that goes directly to individual consumers in order to get an instant and measurable reaction, such as through mail, email, phone, or text messaging. The purpose of direct marketing is to establish direct ties with customers and encourage rapid action, such as a purchase or registration (Sulistyanto et al., 2020).

Marketing communication variables have been studied by previous researchers, including: (Yazid, 2020) and (Toruan, 2018).

Concepts

In marketing communications, the concept refers to the idea or topic that serves as the foundation for a marketing message and embodies a brand's underlying values. This notion enables businesses to target their communication messages in a consistent and meaningful way. Concepts can differ depending on the brand's goals and identity, such as luxury, sustainability, or fun. It is critical that a concept represent values that are relevant to the target audience and distinguish the brand from competitors (Bahfiarti, 2021).

The indicators or dimensions contained in the concept are as follows: 1) Sales revenue is the most fundamental and often used marketing metric. Sales revenue represents how well your product or

service sells in the market. An increase in sales revenue indicates that the marketing approach was effective in growing demand or market penetration. However, external factors such as market movements or economic conditions can have an impact on this; 2) Market share is the percentage of the market held by your product or service in a specific category. Having a large market share demonstrates your product's relative strength in comparison to competitors. An rise in market share can show the efficiency of a marketing plan in luring clients away from competitors or expanding share in a specific market segment; 3) Customer Satisfaction: This metric determines how satisfied customers are with the items or services you provide. Customer satisfaction is critical in retaining existing customers and gaining new ones. consumers that are satisfied with your products or services are more likely to become loyal consumers and can also provide positive referrals to others. Customers' satisfaction surveys and direct input from customers are frequently used to assess this factor; and 4) Brand awareness refers to how well your brand is known in the market. This involves the degree to which clients identify your brand and have favorable associations with it. A high level of brand awareness can influence customer purchasing decisions and help your business stand out from the competition. Measures of brand awareness include brand identification, recall, and perception (Kotler & Keller, 2009).

Concept variables have been studied by previous researchers, including: (Siagian & Cahyono, 2021), (Bahfiarti, 2021), (Kotler & Keller, 2009).

Creative Strategy

A creative strategy is a technique or plan for creating intriguing and memorable marketing messaging. Creative strategy entails selecting the style, tone, and visual aspects for a marketing campaign. The goal is to captivate the audience's attention, elicit emotions, and boost brand engagement. Creative strategies must take into account the target market group, as well as the target audience's features and preferences (Lestari, 2019).

The indicators or dimensions contained in creative strategies are as follows: 1) Engagement Rate: This metric evaluates customer contact or engagement with your marketing content. This could be the amount of likes, comments, and shares on a social media post, the retention rate of a video ad, or the number of visitors that engaged in an interactive campaign. A high engagement rate indicates that your creative strategy is effective in capturing clients' attention and encouraging active participation; 2) Brand recall refers to how well buyers remember your brand after viewing or participating with a marketing campaign. This includes brand recognition and the pleasant associations that come with it. Research is frequently used to assess brand memory levels before and after a campaign is launched. A high level of brand recall indicates that your creative strategy is beneficial for raising brand recognition; 3) Virality: Viralization refers to how rapidly and widely your marketing information spreads on social media or other online channels. This can include the amount of reposts, retweets, or shares of content, as well as the number of people who participated in or discussed your campaign. Your content's capacity to become viral demonstrates that your creative strategy is effective at catching attention and eliciting an emotional or social response; and 4) Conversion Rate: The conversion rate is the percentage of customers who perform the desired action after being exposed to your marketing campaign. These actions could include purchasing a product, filling out a form, subscribing to a newsletter, or taking other actions that are consistent with your marketing objectives. A high conversion rate demonstrates that your creative strategy is effective at motivating clients to take action and converting interest into tangible action (Khoiri Abdi & Febriyanti, 2020).

Creative strategy variables have been studied by previous researchers, including: (Yazid, 2020), (Nuvriasisari et al., 2018), (Lestari, 2019).

Implementation

Implementation is the process of putting the developed marketing plan into practice. This includes executing all components of the campaign, such as ad placement, content

distribution, product introduction, and direct consumer contacts. Implementation must be carried out properly and in accordance with the stated strategic strategy. Furthermore, evaluation and measurement are critical during the implementation phase to confirm the campaign's performance and identify any necessary changes along the way (Toruan, 2018).

The indicators or dimensions contained in implementation are as follows: 1) **Timeliness:** Timeliness assesses how well a marketing strategy is implemented on schedule. This includes completing marketing tasks within a specific time frame, such as starting campaigns at the appropriate time, sending promotional materials according to a predetermined schedule, and providing regular content updates. Good timeliness allows the organization to capitalize on existing market possibilities while maintaining marketing momentum; 2) **Cost efficiency** assesses how well a corporation utilizes its marketing expenditure to achieve its objectives. This includes managing marketing-related costs and expenses such as advertisement development, distribution, and promotion. Ensuring that marketing implementation is carried out financially efficiently allows businesses to maximize their return on investment (ROI) from marketing operations; 3) **Quality of Execution:** Quality of implementation refers to how successfully marketing initiatives are implemented in accordance with set quality standards. This covers factors such as the design and inventiveness of promotional materials, the veracity of the information communicated, and adherence to organizational norms and policies. Ensuring high-quality execution contributes to a strong brand image and boosts client confidence in the company's products and services; and 4) **Market penetration** is a measure of how much of a market a company's products or services have reached or captured. This includes knowing how many people have been exposed to a product or service, as well as how well it is perceived in the market. A high level of market penetration suggests that marketing efforts are successful in reaching and influencing the intended target market (Suhairi et al., 2023)..

Implementation variables have been studied by previous researchers, including: (Mahabbah & Mawardi, 2024), (Toruan, 2018), (Suhairi et al., 2023).

Previous Research Results

Based on the findings above and previous research, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic Hypothesis
1.	(Bahfiarti, 2021)	Concepts and applications play a role in marketing communications	The role of concepts in marketing communications	The role of applications in marketing communications	H1
2.	(Yazid, 2020)	Creative strategies play a role in marketing communications and increase consumer interest	The role of creative strategy in marketing communications	The role of creative strategy on consumer interest	H2
3.	(Toruan, 2018)	Implementation plays a role in La Perla Plaza Senayan's marketing communications	The role of implementation in marketing communications	The research locus was carried out at La Perla Plaza Senayan	H3

Discussion

Based on the findings above and previous research, the research discussion is formulated as follows:

1. The Role of Concepts in Marketing Communications

Marketing concepts such as sales income, market share, customer satisfaction, and brand awareness play a vital part in the development and implementation of efficient marketing communication strategies. The marketing concept serves as a solid foundation for marketing communications strategy, which encompasses advertising, sales promotion, public relations, and direct marketing. First and foremost, sales income is an important factor in measuring the efficacy and success of marketing communications. Sales revenue, as a direct measure of marketing performance, demonstrates the effectiveness with which marketing messages influence consumer purchasing behaviors. When a marketing communications campaign is executed well, sales income can be expected to rise since the messages sent successfully attract customers and encourage them to purchase the products or services offered. As a result, sales revenue is an important indicator of the performance of marketing communications and allows businesses to calculate the ROI (Return on Investment) of their marketing spending.

Furthermore, market share is a crucial metric for determining how marketing communications affect a brand's market position. Effective marketing communications can enhance market share by raising brand awareness and recruiting new customers. Consumers are more inclined to choose a product or service over competitors if they grow more familiar with it as a result of consistent marketing messages. As a result, marketing communications planning must be intended to strengthen the brand's market position and increase market share via effective and attractive messages. Customer satisfaction is another critical factor to consider in marketing communications. A strong marketing message focuses not just on selling a product or service, but also on addressing customers' needs and desires. Successful marketing communications must be capable of fostering positive customer interactions, increasing satisfaction, and strengthening brand loyalty. Marketing communications can assist generate great experiences for customers by sending entertaining, useful, and relevant messages, which can lead to increased customer retention, repeat sales, and the spread of positive word of mouth.

Finally, brand recognition is an important factor in marketing communications. Effective marketing messaging should be tailored to raise brand recognition and reinforce brand identification in the minds of customers. As consumers get more familiar with a brand through regular and memorable marketing messaging, they are more likely to form a positive opinion of the brand and consider it a desirable option in a specific product or service category. As a result, marketing communications must be structured to establish an emotional connection with consumers, convey company values, and distinguish the brand from competitors. While marketing concepts serve as a foundation for marketing communications planning, marketing communications elements such as advertising, sales promotions, public relations, and direct marketing provide concrete tools and techniques for delivering marketing messages to target audiences.

Advertising is a key component of marketing communications that involves the use of paid media to send marketing messages to the target audience. Companies can use advertising to increase brand awareness, launch new products or services, and influence consumer behavior. Advertising enables businesses to reach a large audience and captivate their attention with creative and persuasive messages through a number of media channels such as television, radio, print, and digital. Sales promotions are another marketing communication method that seeks to stimulate immediate sales by providing consumers with additional incentives or encouragement. Sales promotions might take the shape of discounts, coupons, contests, or freebies, all of which are intended to encourage impulse purchases and increase sales. Companies that employ sales promotions effectively can improve sales income, clear inventory, and raise brand awareness in the market.

Public relations (PR) is a type of marketing communication that focuses on developing and maintaining favorable connections with various parties associated to the firm, such as

consumers, the media, shareholders, and the general public. PR activities such as press conferences, special events, and charity initiatives assist to promote brand reputation, a company's image, and critical stakeholder connections. Companies that use public relations well may raise brand awareness, generate consumer trust, and foster strong brand loyalty. Direct marketing is a marketing communications technique in which a company interacts directly with potential customers via a variety of communication channels such as direct mail, phone, email, and social media. Direct marketing allows businesses to target marketing messages to specific market segments, measure consumer response immediately, and create one-on-one connections with clients. Direct marketing, which combines technology and data analysis, enables businesses to send targeted and relevant messages to consumers, potentially increasing conversion rates and ROI from marketing initiatives.

Overall, marketing principles such as sales income, market share, customer satisfaction, and brand awareness are vital in directing the development and implementation of efficient marketing communications. Companies can achieve their marketing objectives, strengthen their brand's market position, and gain a long-term competitive advantage by understanding and incorporating these elements into marketing communications strategies such as advertising, sales promotions, public relations, and direct marketing.

The concept plays a role in marketing communications, this is in line with previous research conducted by: (Siagian & Cahyono, 2021), (Bahfiarti, 2021), (Kotler & Keller, 2009).

2. The Role of Creative Strategy in Marketing Communications

Creative strategies in marketing communications play a significant part in developing engaging and memorable messages for consumers. Engagement rate, brand memory, virality, and conversion rate are important metrics for determining the success of this creative campaign. When used to various aspects of marketing communications such as advertising, sales promotions, public relations, and direct marketing, creative techniques play an important role in shaping customer perceptions, building brands, and enhancing overall marketing outcomes. First and foremost, the level of engagement is a crucial component of creative strategy in marketing communications. Engagement relates to how actively people interact with the marketing communications they receive. In the context of advertising, for example, innovative and entertaining adverts elicit a good response from the audience, as seen by the amount of likes, comments, and shares on social media. Innovative sales campaigns can also boost customer engagement by providing direct participation opportunities or appealing prizes. Creative techniques that encourage high engagement assist build the relationship between businesses and consumers, which can lead to increased loyalty and interest in products and services.

Furthermore, creative marketing communications tactics have a significant impact on brand recall. Brand recall assesses how well consumers remember a brand or associated message following exposure to a marketing effort. In the context of advertising, original, creative, and memorable messages are more easily remembered by consumers, so strengthening the brand's imprint in their minds. Brand-related sales campaigns can help boost brand memory by repeatedly introducing the brand in a relevant context. By improving brand recall, innovative techniques aid in the development of market trust and recognition. Furthermore, virality is a critical component of creative strategy that determines the success of marketing communications. Virality refers to how quickly and widely a marketing message travels among an audience, particularly via social media platforms and other online methods. In advertising, distinctive, hilarious, or controversial content is more likely to go viral and acquire widespread exposure naturally. Engaging sales promotions or online contests can help boost virality by promoting consumer engagement and sharing. Creative solutions that leverage virality enable brands to reach a larger audience and increase brand awareness at a lower cost.

Finally, the conversion rate is a significant indicator of the effectiveness of creative marketing communications techniques. The conversion rate is the percentage of consumers who perform the intended action after being exposed to a marketing message, such as purchasing a product, registering, or subscribing. Persuasive and relevant advertising messages encourage consumers to take specific activities, resulting in better conversion rates. Effective sales promotions can also boost conversion rates by providing additional incentives or nudges to buyers. Creative techniques contribute to high conversion rates, ensuring that marketing investments generate the desired outcomes and provide a high ROI for the business. When used to many aspects of marketing communications, creative tactics assist firms in standing out from competitors, capturing consumer attention, and creating good experiences. Creative strategies help to achieve marketing goals and increase a brand's market position by taking an inventive, creative, and results-oriented approach. Companies can obtain a long-term competitive edge by utilizing characteristics including engagement rates, brand memory, virality, and conversion rates.

Creative strategies play a role in marketing communications, this is in line with previous research conducted by: (Yazid, 2020), (Nuvriasari et al., 2018), (Lestari, 2019).

3. The Role of Implementation in Marketing Communications

Marketing implementation is critical to the effective and efficient execution of marketing communications strategies such as advertising, sales promotions, public relations, and direct marketing. Timeliness, cost efficiency, execution quality, and market penetration all have an impact on how well marketing messages are delivered to target audiences and how well the marketing strategy achieves company goals. To begin with, timeliness is a crucial factor of marketing implementation that directly influences the success of a marketing communications campaign. Timeliness refers to a company's ability to start marketing efforts on time and as planned. Ad launches, for example, must be scheduled correctly in order to maximize their impact and target the most responsive audience. Similarly, sales promotions performed at the right time, such as during the Christmas season or special events, can boost a campaign's efficacy. Marketing implementation that is timely allows businesses to capitalize on current market possibilities, respond promptly to market changes, and avoid losing key marketing momentum.

Cost efficiency is also an essential factor in marketing implementation, influencing overall marketing expenditures and outcomes. Cost efficiency entails monitoring and controlling the marketing budget to align with the company's goals and available resources. In advertising, for example, corporations must ensure that the costs of advertising production, media buying, and other expenses are proportional to the desired outcomes. Sales promotions must also be properly planned to optimize return on investment (ROI) while minimizing unnecessary expenses. Companies that use resources efficiently can achieve their marketing objectives at a lower cost, boost profitability, and gain a competitive advantage.

Quality of execution is another important component in marketing implementation that determines how the marketing message is conveyed to the target audience. Execution quality include characteristics such as creative design, information accuracy, and brand consistency in marketing communications. In advertising, the quality of ad execution can have a direct impact on the message's attractiveness and effectiveness, with an appealing design and clear message enhancing customer response. Similarly, a well-executed sales campaign, such as good product placement or an enticing offer, can improve the promotion's attractiveness and effectiveness. Companies can improve their brand impressions, create consumer trust, and achieve their marketing objectives by executing them well.

Finally, market penetration is a key component in marketing implementation since it impacts how broadly and successfully marketing messages are conveyed to the intended

audience. Market penetration is the amount to which a company's products or services are known and accepted by the market. In the context of advertising, for example, airing ads in the appropriate channels and target markets can boost market penetration by increasing brand reach and exposure. Similarly, sales promotions targeted at the right market segments might assist achieve greater market penetration by capturing the attention of potential customers. Companies that enhance market penetration can raise brand awareness, boost market share, and achieve long-term growth.

In the context of marketing communications such as advertising, sales promotions, public relations, and direct marketing, efficient marketing execution is crucial to fulfilling a company's marketing objectives. Companies may improve the efficacy of their marketing communications by focusing on criteria including timeliness, cost efficiency, execution quality, and market penetration. Companies that ensure strong marketing execution might see favorable benefits from their marketing investments and achieve long-term growth.

Implementation plays a role in marketing communications, this is in line with previous research conducted by: (Mahabbah & Mawardi, 2024), (Toruan, 2018), (Suhairi et al., 2023).

Conceptual Framework

A conceptual framework has been established based on research findings, previous investigations, and the above-mentioned discourse:

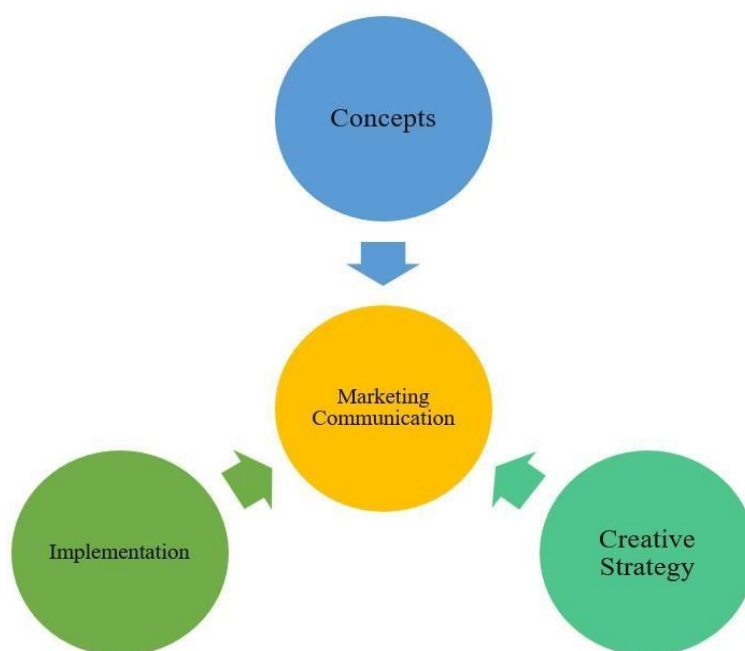


Figure 1. Conceptual Framework

Based on Figure 1 above, concepts, creative strategies and implementation play a role in marketing communications. However, apart from the concept, creative strategy and implementation variables that play a role in marketing communications, there are other variables that play a role, among others:

- 1) Advertising: (Susanto et al., 2024), (Simarmata & Keke, 2016), (Munawar & Mahaputra, 2022), (Simarmata et al., 2017).
- 2) Sales and Promotion: (Junikon & Ali, 2022), (Widayati et al., 2019), (Simarmata et al., 2019).
- 3) Public Relation: (Utami & Nurjanah, 2019), (Chatamallah, 2020), (Hariyati & Sovianti, 2021).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this research are:

1. Concepts play a role in Marketing Communications.
2. Creative strategies play a role in Marketing Communications.
3. Implementation plays a role in Marketing Communications.

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