

## **Marketing Communications Definitions**

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**Marketing:** A general term that usually is related to sales and making your product or service available to your customers

**Communications:** the formal use of media or other promotional items to convey your message strategically to your customer

**Communication:** without the “s” at the end, it refers to interpersonal communication (between individuals) or even public speaking. Can be formal or informal.

**Integrated Marketing Communications (IMC):** conveying a consistent look and message about your products or services. Often is integrated into the strategic business plan for the organization. You don’t create a new product (or program) without the marketing team involved.

**Promotional Mix:** Includes sales promotion, advertising, personal selling, public relations, direct marketing and events.

**Sales Promotion:** Signage and displays. You might have a display you use at fairs or other events to promote your organization to potential clients. The sign on your office or building that uses your logo and font and color. If you have a support “store”, signage in the store or on the doors and with displays.

**Advertising:** paid space in publications, radio, tv, web, billboards, posters at the mall, parking garage, sports stadium.

**Personal Selling:** Any one-on-one discussion meant to result in a “sale”. In a nonprofit’s case, it could be getting a corporate sponsor, talking to a client, etc.

**Public Relations:** Unpaid media space in publications, radio, tv, web. Could be in the form of a PSA, news or feature (news release or media relations). Getting on a talk radio program. Newsletters that you send to donors, clients or members. Formal internal communication to staff, board (like a newsletter). Crisis communication.

**Direct marketing:** Electronic or traditional mail directly to a list of possible supporters, customers, etc. or to an existing list. Postcards announcing events, invitations, newsletters, sales, fundraising drives.

**Events:** Any experience that draws publics to learn of your organization. From a monthly art opening to an annual donor appreciation dinner to a fundraising golf outing.

**Campaign:** a creative way of stating your message to your public. Integrated into all aspects of the promotional mix.

**Collateral:** any printed materials. Brochures, newsletters, postcards, letterhead, etc.

**PSA** (public service announcement): “free” ad space.

**Crisis communication:** Preparing for a crisis and communicating to the appropriate publics including the media during the crisis.

**Spin:** often carrying a negative connotation, spinning a story helps to give the best impression of your organization

**Media Relations:** Working with journalists, editors and on-air personalities, reporters and anchors to get news and features about your organization on their news programs.