



Definitions

This document provides definitions of frequently used terms.

Communications and Marketing

Communications focus on conveying a specific message that isn't necessarily related to selling something. There is no call to action. News and Information is being conveyed.

- **Communication objectives focus on measuring the attitudes** your constituents/customers have towards your brand such as its credibility and customer satisfaction.

Marketing's main goal is to influence target audiences to take an action that supports specific strategic goals and business objectives. Both use similar platforms and channels (print, social, TV, radio, websites, email) to convey their messages.

- **Marketing objectives measure the behaviors of your customers:** their visits, rate of purchases, and requests for information.

The relationship between communication and marketing is that communication is the process of sending and receiving messages, while marketing generates brand awareness and loyalty, increasing brand reputation for specific attributes, such as the value of a Virginia Tech degree and the student experience.

The alignment and integration of brand attributes in the communications, and to leverage the news and information in the brand expression, creates the ability to impact culture and reputation across the community.

Internal Communication and External Communication

There is no true line between internal and external communication.

Internal communication is the exchange of information and ideas within an organization.

External communication is the exchange of information both within the organization itself and outside the organization.

Both internal and external communications can be shared publicly.

Internal Communication (intended for a small targeted group)

Internal communication is the transmission of information within an organization. It is communication among employees. Internal communication is the sharing of the information, knowledge, ideas, and beliefs between the members of the company.

Internal communication can be formal or informal. It depends upon the persons to whom we are communicating. We use informal or not so formal language with our colleagues. The language used while communicating with the head of the company is formal.

Common Internal Communication

- Group meetings.
- Company blogs.
- Employee training within an organization.
- Personal meetings.
- Telephonic conversation between employees.
- Inquiry of employee.
- E-mails within an organization.
- Staff communication.
- Company newsletter for employees only

External Communication

External communication is the transmission of information between two organizations. These persons can be clients, dealers, customers, government officials or authorities, media, general public, etc. A customer's feedback is also external communication. Organizations invest a lot of time and money to improve their image through external communication.

Importance of External Communication

- It presents a favorable image of an organization.
- It provides information about products and services to customers.
- Advertise the organization.
- Promote an organization
- Reduces the risks of mistakes.

Social Media and Email

Social Media is a communications channel and not a marketing tactic. Social media platforms can be used as part of a marketing plan and as a storytelling tool. **Social Media is for two-way engagement.** It isn't a one-way advertising medium but a channel for two-way (or

more) dialog.

Email is a communication tool that can be used for marketing such as using a CRM strategy, build a permission database, segment the audience, and launch offers via email. Marketers can also buy ads in existing email newsletters.

Email is used for intra-company communications (i.e. cross campus communications such as the VTx daily email, the student email, VP and dean emails) to build relations with partners, to inform, and to provide service to customers.