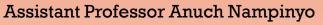
INTEGRATED MARKETING COMMUNICATIONS UNIT 4



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OUTLINE

- IMC Defined
- Elements of Marketing Communications
- Need for IMC
- Promotion Mix Strategies
- Advertising
- Sales Promotion
- Personal Selling
- DRM (Direct Response Marketing)
- PR (Public Relations)



INC DEFINED

Integrated Marketing Communications (IMC):

"is the coordination and integration of all marketing communications tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumer and other end users at a minimal cost."

Clow and Baack, 2004, p.8



ELEMENTS OF MARKETING COMMUNICATIONS

- Advertising
- Sales Promotion
- Personal Selling
- DRM (Direct Response Marketing)
- PR (Public Relations)

We will cover these in more detail...



NEED FOR IMC

- Market fragmentation has resulted in media fragmentation
- Alternative media channels abound (e.g. mags, cd catalogues, internet sites, kiosks...)
- All messages seen as one single message to consumer

NOTE: IMC builds a strong brand identity in the marketplace by tying together and reinforcing all your images and messages.

(Armstrong et. al., 2007, p.470)



PROMOTION MIX STRATEGIES

PUSH vs. PULL

PUSH

Producer marketing activities to Retailers and Wholesalers who resell to Consumers

- Personal selling, trade promotion by producer and personal selling, advertising and sales promotion by wholesaler/retailer...
- PULL

Producer marketing activities directed at consumer to create demand from retailers and wholesalers that then creates demand from producer.

Consumer advertising, sales promotion...



ADVERTISING

 Mass media advertising reaches large numbers geographically dispersed at low cost per exposure with ability to repeat message with frequency

PROCESS:

- 1. Set objectives
- 2. Develop strategy
 - Message strategy
 - Message execution
 - Slice of life, lifestyle, fantasy, mood, musical, symbolic, technical expertise, scientific, testimonial (see page 478-479)
- 3. Select media (reach, frequency, impact)
- 4. Evaluate advertising



SALES PROMOTION

Short term incentives designed by marketers for the purpose of encouraging the purchase of a product.

Consumer promo tools:

 Samples, coupons, rebates, price packs, premiums, ad specialties, loyalty programs, point-of-purchase displays/demos, and contests/sweepstakes

Business promo tools:

conventions/trade shows and sales contests



PERSONAL SELLING

- Involves two ways personal communications (compared to other IMC tools that are one-way impersonal)
- Organization:
 - Territorial, Product, Customer types, Outside vs. inside sales, and team selling
- Process:
 - Prospect, pre-approach, approach, present, handle objections, close, follow-up
- Relationship Marketing:
 - Process of creating, maintaining, and enhancing strong, value-laden relationships with customers and other stakeholders.



DRM (DIRECT RESPONE MARKETING)

- Mass media marketing in a one-to-one manner.
- Requires Database
- Forms:
 - Telemarketing
 - Direct Mail
 - Catalogue Marketing
 - Direct Response TV (order now)



PR (PUBLIC RELATIONS)

- Purpose is not to communicate to the market about products but rather to communicate to the company's publics about the company itself.
- Functions:
 - Press relations
 - Product Publicity
 - Public Affairs
 - Lobbying
 - Investor Relations
 - Development (financial or volunteer support)
 - Crisis management



THANK YOU.

