

INTEGRATED MARKETING COMMUNICATIONS UNIT 4



Assistant Professor Anuch Nampinyo
Dr. Ananya Banyongpisut



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)



IMC 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 RESPONSE 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.

