

# Integrated marketing communications (imc) and customer satisfaction strategy

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Integrated Marketing Communications (IMC) and Customer Satisfaction Strategy For The Alpha & Omega Medical Company MKT 500 Marketing Management Week 8 Assignment # 4 By Anthony McKenzie Presented to Dr. Deidre Guion November 13, 2011 Integrated Marketing Communication (IMC) and Customer Satisfaction Strategy In order to grab the attention; of those individuals who makes up a splintered audience and the varied media that intrigues them. Marketing executives has recommended to business to use Integrated Marketing Communications, merely because it helps with making intelligent choices and choosing the correct needs outlets, the marketing managers should also be aware of any strengths of the different media sources that are available may have (Bucci, 2010). The problems that are related to satisfaction are plain and simple. The bar is set to extremely low, so low, in other words, it will not hurt a business sales results.

There is a strategy available that markets can implement into their business strategies. Setting high goals for a business is significantly important, since this is the only method that can hurt the purchase rates and sales per customer (Customer Service Strategy, 2011). 1) Discuss the company's advertising strategy and how it aligns with its marketing goals? There are many different, advertising strategies that a business can use in the promoting of their products and services that advertising strategy is known as the push and pull method. This particular method was selected merely because the owner of the Alpha & Omega Medical Supply Company, purchases its products in bulk as a result, there is more products to sell. This method aligns well with the marketing goals of this company.

Simply because the Alpha & Omega Medical Supply Company, main goal is to build a large customer base and this is the best possible way to do that (Boone & Kurtz, 2011). 2) Discuss how the effectiveness of the advertising will be measured? There are several ways in which the effectiveness can be measured; it can be measured through memory, attitudes, preferences, and purchase patterns. Traditionally, marketers and researchers were thinking that memory is not the same as persuasion, but it's a good starting point. Marketers and researchers don't believe that an ad can affect a person's attitude. Whether the strategic goal of an ad campaign; is cognitive (awareness, knowledge), affective (image, preference), or behavioral (trial, repurchase).

When testing awareness and knowledge, this is measured through memory, and the more affective goals such as (image, preference) are tested with numerous measures of attitudes and behavioral intentions (Bucci, 2010). 3) Discuss the promotional strategies that may be used in addition to advertising? Promotional strategies are typically short-term in nature, the purpose of promotional strategies is that are trying to get people to act quickly before the promotion expires (Joseph, 2011). Some promotional strategies try to develop a primary demand, while getting the customer's interested in a new product. The basic premise of this concept is so that individual business or companies could benefit from this market growth. In order words, in comparison to other strategies their main goal is to try and encourage selective demand, and getting the customers interested in a particular product brand. Marketers can choose among many promotional

options to reach potential customers, in addition to advertising (Boone & Kurtz, 2010).

For those businesses or companies that have produced a good product, and provided quality services to their customers. It will not mean a thing if the benefits can't be communicated clearly to the target market. These are some of those promotional strategies that can be used in addition to advertising they include the following; Personal selling, sales promotion, and public relations. Personal selling, this message can be tailored for each customer, it produces immediate buyer response, effectiveness is easily measured. Public relations, it enhances a product or firm credibility, creates a positive attitude about the product or company. (Boone & Kurtz, 2011), 4)

Develop an approach to measuring customer satisfaction with your company's product/ service.

The approach that will be used to measure the customer; in reference to the products/services that are being provided by the Alpha & Omega Medical Supply Company. The best possible way to do this is to do a survey for both online customers, and in store customers is to do a general survey. The questions that will be asked on this survey are as follows; these questions are merely simple questions. These are some questions that will be asked on the survey. (1) How was the visit to the Alpha & Omega Medical Supply Company? Was the visit pleasant and enjoyable? How the customer service reps were they very helpful? Were the products easy to locate? 5) Discuss how gaps in customer expectations and experiences will be addressed.

Before we can resolve any issues of their being; any gaps that could be affecting both customer expectations and customer experiences.

These gaps must be located first and taken care of quickly as possible. As part of this process, it will be necessary to conduct a before-and-after analysis. This can be done in several different ways. One could do an evaluation of the business in its current position, and then do another evaluation of the business in its preferred state. Once these gaps have been found, a course of action will be taken so that the business can go from its current original state and move toward its future state.

Another tool for indentifying the gap is called a step chart. The step chat, documents all the various performances such as world-class statues will be evaluated (Gap Analysis, 2011). When it's discovered that there are some gaps that could affect customer expectations and experience this problem can be addressed by conducting focus-group interviews. At this time customers come together, and talk about some of their experiences they may have had with a product or service they may have purchased recently. This process has been very successful when it comes to identifying those services and product attributes that are most important to customer satisfaction.

Once the focus-group interviews are over, the results from this interview are taken and measured by using a more formal, quantitative method. Then management can hire a group to evaluate manager perceptions service standards, and communications to pinpoint discrepancies. Once these gaps are identified, management when need to take the appropriate steps to fill or

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narrow the gaps (Gaps Analysis, 2011). References Addressing Customer Service Satisfaction with effective Marketing Strategy, (2011). Retrieved November 5, 2011 from <http://marketingins.com/channels/addressing-customer-satisfaction-with-effective-marketing-strategy/>

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