

The imc plan

[Business](#), [Marketing](#)



The Connecting Link IMC Plan

Richard Khanbabians presents an IMC plan for Connecting Link (TCL). The plan depicts the product as unique with superior attributes for the consumer (educators). Equally, the product conveys an image of creativity since it is designed for two categories of consumers namely, the K12 and those of ages 29-40. The plan indicates that the product is readily accessibility and affordable. The buyer can reach the product from anywhere, at any time and can afford it.

The IMC plan addresses the consumer behaviour in numerous ways, which include highlighting the actions of consumers towards the price and quality of the TCL when making decisions on the appropriate PD providers (Odden, 2013). Comparison of price over quality is one of the attributes of consumer behaviour exhibited in the IMC plan. The educators tend to choose a PD or CE that is relatively cheaper and accessible.

For the case of marketing communication channels, Richard Khanbabians presents numerous ways of advertising in the TCL IMC plans, which use diverse channels. Marketing is aimed at increasing demand and push clients towards appreciating the TCL products. The TCL IMC plan involves the Channel partner Unique Reseller Discount in marketing communication. Through the TCL trade promotions, the partner channels are able to create consumer demand (Mangloff, 2008).

In conclusion, the TCL IMC plan depicts the TCL products as superior, accessible and affordable. Equally, the plan addresses the response of consumers towards prices and quality of the products, particularly when making decisions on what product to buy (Odden, 2013). In addition, the IMC

plan indicates usage of marketing communication channels such as Channel partner Unique Reseller Discount to promote the TCL products.

References

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ICM plan for Zesty Fragrances Company

Brian presents an IMC plan for Zesty Fragrance Company. The image of the product is conveyed as superior because of its beautiful scents and the intended sample luxury bottles; however, it is a new product in the market, which requires considerable marketing and selling strategies in a bid to gain acceptability, create and expand the market niche (LKD Technologies, 2011). The product is unique in nature due to its creative bottles, which depict it as luxurious.

On the attributes associated with the consumer behaviour, Brian does not present any in the IMC plan. The mention of use of internet advertising, which provides the customers with diverse options of communicating with the company, does not indicate how the customers behave towards the

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product in terms of its quality, price, accessibility and taste (Clow & Baack, 2010). The mention of the using a chat room as one of the personal selling strategy, with the intent of getting the customer's feedback on the product does not reflect a practical tool of measuring the customer response on the product.

For the case of marketing communication channels, Brian presents utilization of the internet tools to communicate with the customers in the IMC plan. He indicates that, Zesty Fragrances Company does not intend to use physical marketing channels like for the case of TCL. All the communications to and from the clients are intended to be made online, with the exception of the Every Door Direct Mail vehicle (Clow & Baack, 2010). Applications such as Google ads, Yahoo, twitter, YouTube among others are intended to be used as the communication channels.

In conclusion, the Brian depicts the product as superior because of its beautiful scents and the intended sample luxury bottles. On equal measure, Zesty Fragrances Company does not indicate a sure way of getting customer responses on the prices, quality and accessibility of the product (Entrepreneur, 2014). However, the Communication channels exist.

References

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