

Integrated marketing communications assignment

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Integrated Marketing Communication Definition of Integrated Marketing Communications A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communications impact. A marketing communications planning concept that recognizes the value of a comprehensive plan. A plan that evaluates the strategic roles of several communications disciplines: ? Media advertising ? Direct marketing ? Interactive/internet marketing Sales promotion ? Publicity/Public relations Combines the disciplines to provide: ? Clarity ? Consistency ? Maximum communications impact The Marketing & Promotional Mixes Marketing Mix: ??? Product or Service ??? Pricing ??? Channels of Distribution ??? Promotion Promotional Mix: ??? Advertising ??? Direct Marketing ??? Interactive/internet marketing ??? Sales Promotion ??? Publicity/Public Relations ??? Personal Selling [pic] Communication Levels Corporate Level Messages sent by a company's overall business practices and philosophies such as mission, labor practices, philanthropies, culture and other processes Marketing Level

Messages sent by or inferred from by various aspects of marketing mix such as product performance, design, appearance, pricing and distribution Marketing Communication Level Strategic and executional consistency among all forms of marketing communication Reasons For Growing Importance of IMC Shift from media advertising to other forms of marketing communication Movement away from advertising focused- approaches that emphasize mass media Shift in power from manufacturers to retailers Rapid

growth of database marketing Demands for greater ad agency accountability
Changes in agency compensation Rapid growth of the Internet

Increasing importance of branding [pic] [pic] [pic] The Marketing Plan A document that describes the overall marketing strategy and programs developed for a company, product or brand. The plan includes: 1. A detailed situation analysis 2. Specific marketing objectives 3. A marketing strategy and program that includes selection of a target market and plans for marketing mix elements 4. A program for implementing the strategy 5. A process for monitoring and evaluating performance

Situation Analysis

Internal Factors ‘ Assessment of the firm’s promotional organization and capabilities ‘ Review of the firm’s previous promotional programs ‘ Assessment of firm or brand image and implications for promotion ‘ Assessment of relative strengths and weaknesses of product/service

External Factors ‘ Customer analysis ‘ Competitive analysis ‘ Environmental analysis

IMC Program Situation Analysis External Factors Environmental analysis ‘ Technological/Political/Legal ‘ Demographic/Socio/Cultural ‘ Economic

Competitive Analysis ‘ Direct and indirect competitors ‘ Position relative to competitors ‘ Size of competitors’ advertising/promotional budgets ‘ IMC strategies being used by competitors

Customer Analysis ??? Who buys our product or service? Who initiates and makes the decision to purchase and who influences the process? ??? How is the purchase decision made? ??? What attributes or criteria are important to customers? ??? What are customers’ perceptions of and attitudes toward our company, product/service or brands? ??? What factors influence the decision making process? ??? Contact points where customers can be reached? Analysis of

Communications Process ??? Analyze response process of customers in the target audience. ? Analyze best combination of source, message and channel factors for communicating with target audience. ? Establish communication goals and objectives.

Potential Communications Objectives Sales Customer loyalty Company image Brand image Store patronage Service contract An inquiry A visit by a prospect Product trial Recommendation Adoption of the product Develop Integrated Marketing Communications Program Advertising Determine objectives and budget Message development ? Called “ Creative Strategy” ? Determine basic appeal ? Determine main message Media strategy ? Communication channels ? Type of media . . . ? Newspapers/Magazines ? Radio/Television ? Outdoor/Specialty Select specific media ? Specific papers, magazines, TV programs, radio stations, billboards, or other media

Integrate and Implement Marketing Communications Strategies ? Integrate promotional mix strategies. ? Create and produce ads. ? Purchase media time and space ? Design and implement direct marketing programs ? Design and implement sales promotion program ? Design and implement public relations/ publicity programs ? Design and implement interactive/ internet marketing programs Monitor, Evaluate and Control Integrated Marketing Communications Program Evaluate promotional program results and determine effectiveness Take actions to control and adjust promotional programs