

Integrated Marketing Communication Designs

Prepared by Dr. Perihan Salah

MKT728
An Introduction to Integrated
Marketing Communications

Introduction



The background features a series of vertical panels with rounded ends. The first panel on the left shows a person's hands typing on a laptop. The second panel shows a person's hands typing on a laptop with a graduation cap icon overlaid. The third panel shows a person's hands typing on a laptop with a play button icon overlaid. The fourth panel shows a person's hands typing on a laptop with a target icon overlaid. The fifth panel shows a person's hands typing on a laptop with a magnifying glass icon overlaid. The sixth panel shows a person's hands typing on a laptop with a book icon overlaid. The seventh panel shows a person's hands typing on a laptop with a bar chart icon overlaid. The eighth panel shows a person's hands typing on a laptop with a line graph icon overlaid. The background is a light gray with diagonal lines.

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Introduction

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An Introduction to Integrated Marketing Communications

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Chapter

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LEARNING OBJECTIVES

- You explore the scope of marketing communications within the dynamic contextualized communication coexistence of digital and classical channels.
- The module introduces key terms and concepts, current theories, and practices with a focus on the integration between digital and classical communication methods.
- Explore the main factors that influence the success of marketing communications campaigns and the main Marketing Communications theoretical framework
- Explore specific communication campaigns, and to create recommendations with a focus on the planned and integrated perspectives within various marketing communication environments.

Chapter

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LEARNING OBJECTIVES

Having successfully completed this module you will be able to:

- Evaluate and apply the complex principles of the marketing communication planning process.
- Analyze and present coherent recommendations of the kind that inform creative and effective marketing communications decisions.
- Review advanced integrated communication methods and formats for higher levels of engagement with the audience.
- Present complex ideas in various formats in a creative and effective manner.
- Demonstrate critical, analytical, non-linear, and creative thinking in evaluating marketing communication contexts.

Chapter

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LEARNING OBJECTIVES

Having successfully completed this module you will be able to:

- Evaluate the main strengths and weaknesses for different marketing
- Know the communications strategies and tools with ethical considerations within the overall marketing strategy.
- Know the scope and specificity of the marketing communications domain.
- To know the advanced value of the integrated marketing communication (IMC) perspective in a variety of classical and digital communication channels.



Topics

- 1 AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATIONS.
- 2 THE ROLE OF IMC IN THE MARKETING PROCESS .
- 3 THE COMMUNICATION PROCESS .
- 4 SOURCE, MESSAGE, AND CHANNEL FACTORS
- 5 CREATIVE STRATEGY: PLANNING AND DEVELOPMENT, MEDIA PLANNING AND STRATEGY .
- 6 DIRECT MARKETING.
- 7 THE INTERNET: DIGITAL AND SOCIAL MEDIA.
- 8 SALES PROMOTION.
- 9 PUBLIC RELATIONS, PUBLICITY, AND CORPORATE ADVERTISING .
- 10 PERSONAL SELLING.

THE PROMOTION MIX:

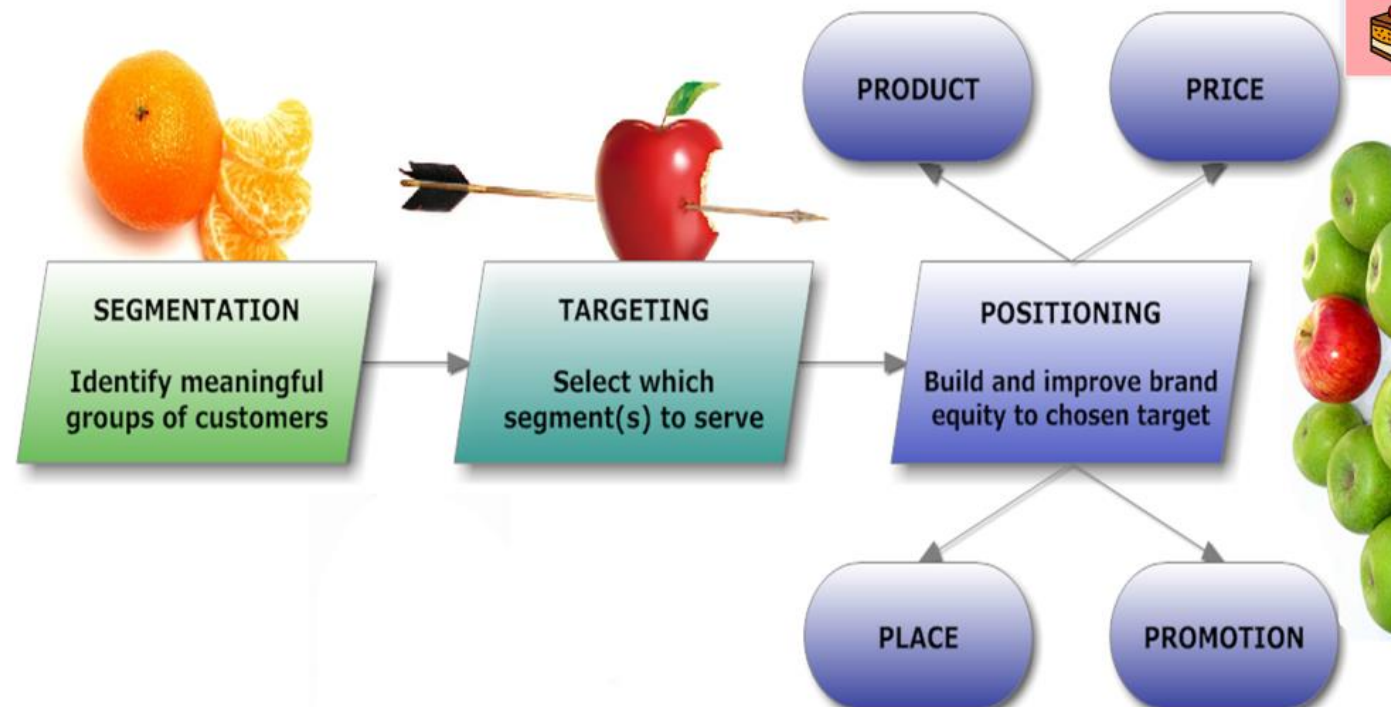
MARKETING COMMUNICATION METHODS



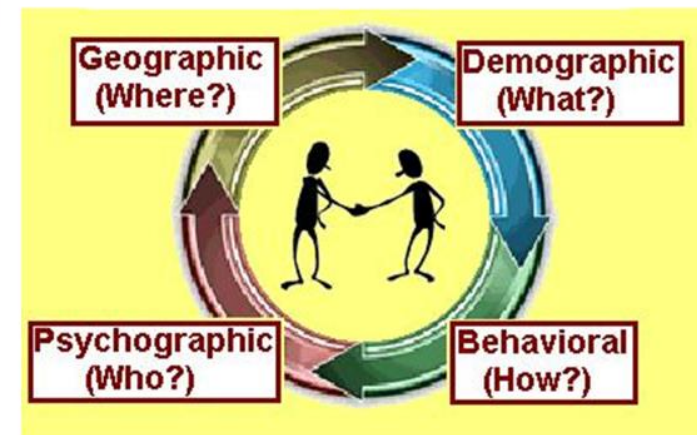
What is Strategy?

Marketing Strategy

TYPES OF BRAND POSITIONING STRATEGIES



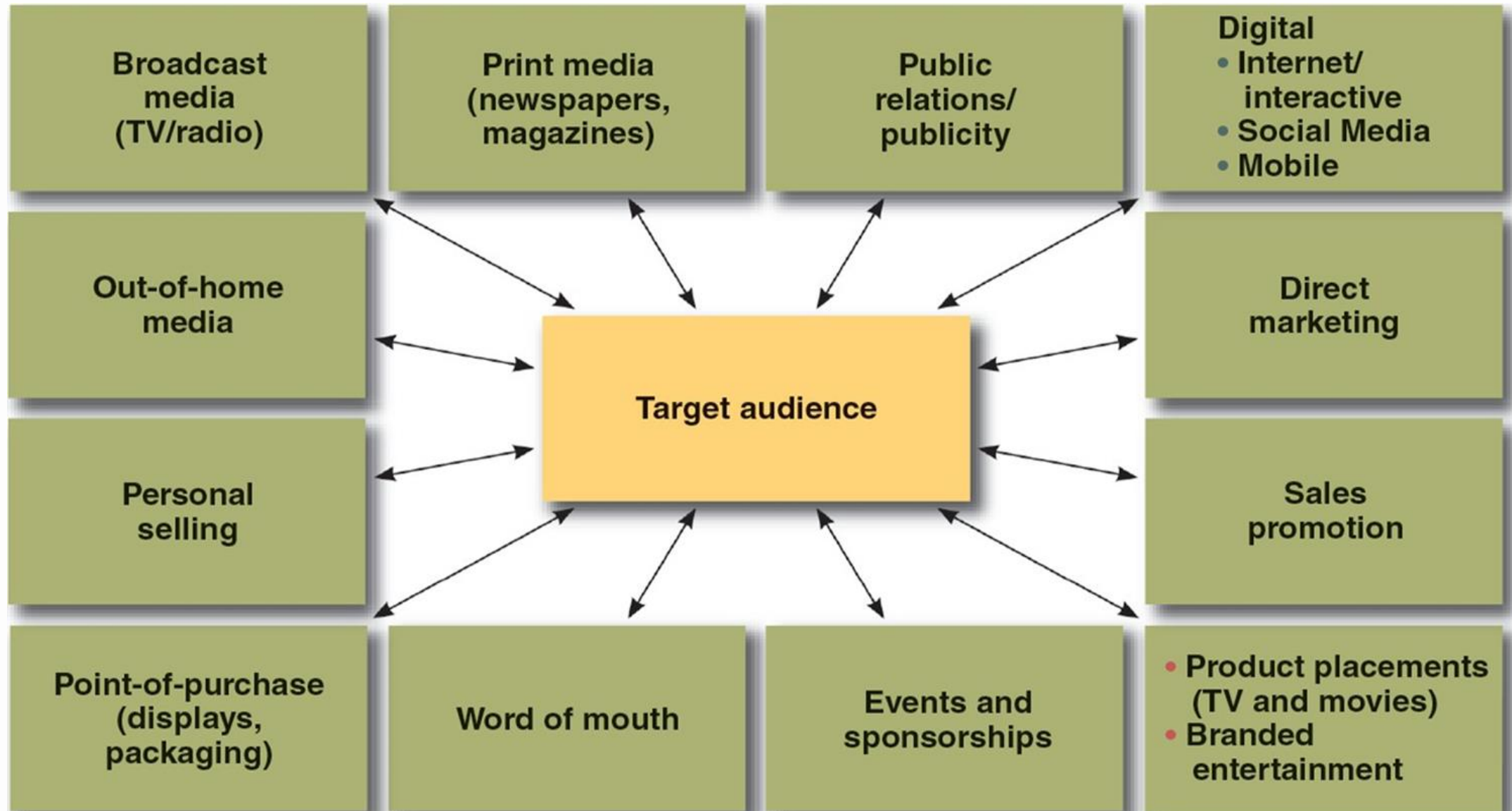
What is Strategy?



The promotion mix is the specific blend of

- advertising,
- public relations,
- personal selling,
- direct-marketing,
- digital marketing tools that the company uses to persuasively communicate customer value and build customer relationships

Integrated marketing communications is **the integration** by the company of its communication channels to deliver **a clear, consistent, and compelling message** about the organization and its brands



Advertising is any paid form of non-personal presentation/communication and promotion of ideas, goods, or services by an identified sponsor

→ Broadcast

→ Print

→ Internet

→ Outdoor

The company cannot take instant feedback from the customer.



Personal selling is the personal presentation by the firm's sales force for the purpose of making sales and building customer relationships

- Sales presentations
- Trade shows
- Incentive programs

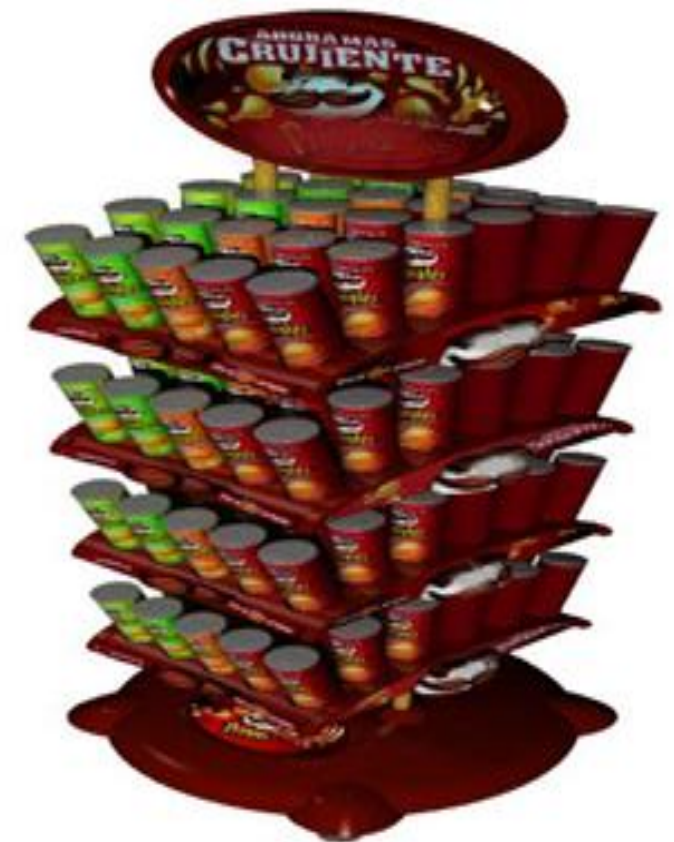


Sales promotion includes coupons, contests, cents-off deals, and premiums that attract consumer attention and offer strong incentives to purchase, and can be used to dramatize product offers and to boost sagging sales



Sales promotion is the short-term incentive to encourage the purchase or sale of a product or service

- Discounts
- Coupons
- Displays
- Demonstrations





Major Sales Promotion Tools

Samples

Coupons

Cash refunds

Price packs

Premiums

**Advertising
specialties**

**Patronage
rewards**

**Point-of-
purchase
displays**

Demonstrations

Contests

Sweepstakes

Games

Samples offer a trial amount of a product

Coupons are certificates that give buyers a saving when they purchase specified products

Cash refunds are similar to coupons except that the price reduction occurs after the purchase

Price packs offer consumers savings off the regular price of a product

Premiums are goods offered either for free or at a low price

Advertising specialties are useful articles imprinted with the advertiser's name, logo, or message that are given as gifts to consumers

Point-of-purchase promotions include displays and demonstrations that take place at the point of sales

Contests, sweepstakes, and games give consumers the chance to win something—such as cash, trips, or goods—by luck or through extra effort

Contests require an entry by a consumer

Sweepstakes require consumers to submit their names for a drawing

Games present consumers with something that may or may not help them win a prize

Event marketing

Discount

Allowance

Free
goods

Specialty
advertising

Public relations involves building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events

- Press releases
- Sponsorships
- Special events
- Web pages

Public relations is a very believable form of promotion that includes news stories, features, sponsorships, and events



Major Public Relations Tools

News

Speeches

Special
events

Written
materials

Corporate
identity
materials

Public
service
activities

Buzz
marketing

Social
networking

Internet

Direct marketing is a non-public, immediate, customized, and interactive promotional tool that includes direct mail, catalogs, telemarketing, and online marketing

Direct marketing involves making direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships—through the use of direct mail, telephone, direct-response television, e-mail, and the Internet to communicate directly with specific consumers

- Catalog
- Telemarketing
- Kiosks



Forms of Direct Marketing

Personal selling direct marketing

Direct-mail direct marketing

Catalog direct marketing

Telephone marketing

Direct-response television marketing

Kiosk marketing

Digital direct marketing

Online marketing

Marketing and the Internet

Internet is a vast public Web of computer networks that connects users of all types around the world to each other and to a large information repository

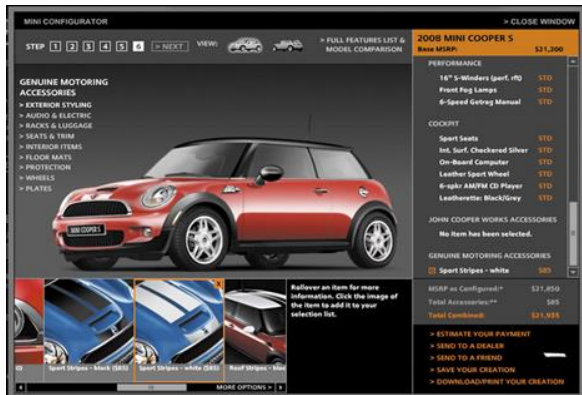


Setting Up an Online Presence

Creating a Web site requires designing an attractive site and developing ways to get consumers to visit the site, remain on the site, and return to the site

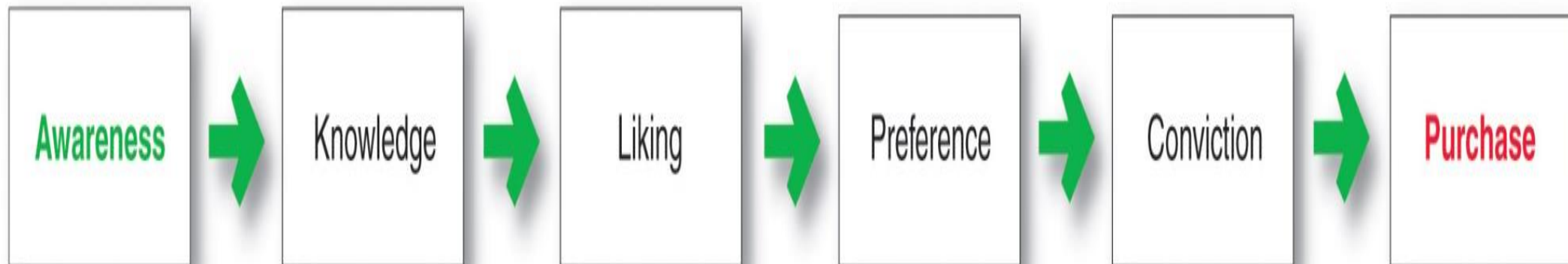
Types of sites

- Corporate Web site
- Marketing Web site



Determining the Communication Objectives

Marketers seek a purchase response that results from a consumer decision-making process that includes the stages of buyer readiness



Designing a Message

Message content is an appeal or theme that will produce the desired response

→ Rational appeal

audience's self-interest

→ Emotional appeal

positive or negative emotions

→ Moral appeal

sense of right and proper

Logic

Emotion

humor

celebrity

Music

Fear

Message Format

What will be the color, the text, the copy, the images?

Designing a Message

Message structure

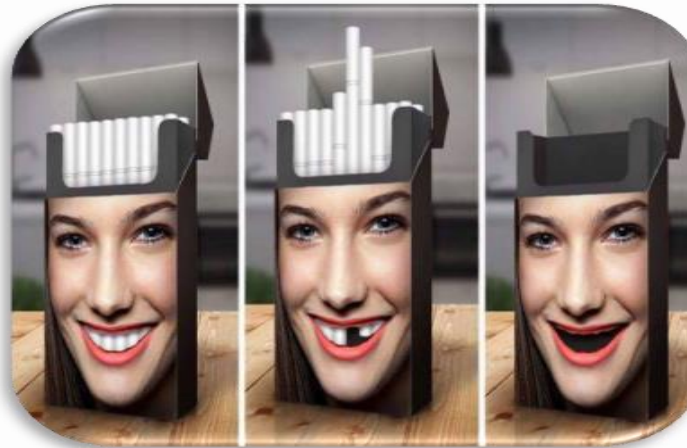
- Order of presentation
- Conclusion drawing
- Message sidedness
- Refutation
- Verbal versus visual messages

Message appeals

- Comparative advertising
- Fear appeals
- Humor appeals
- Sex appeal



Designing a Message





Thank You

Dr. Perihan Salah

