

Integrated Marketing Communication Designs

Prepared by Dr. Perihan Salah

MKT728

An Introduction to Integrated
Marketing Communications

Lecture 1



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Chapter
01

LEARNING OBJECTIVES

- To examine the marketing communication function and the growing importance of advertising and other promotional elements in the marketing programs of domestic and foreign companies
- To introduce the concept of integrated marketing communications (IMC) and consider how it has evolved
- To examine reasons for the increasing importance of the IMC perspective in planning and executing advertising and promotional programs
- To introduce the various elements of the promotional mix and consider their roles in an IMC program
- To examine the various types of contact points through which marketers communicate with their target audiences

Chapter
01

LEARNING OBJECTIVES

- To examine how various marketing and promotional elements must be coordinated to communicate effectively
- To introduce a model of the IMC planning process and examine the steps in developing a marketing communications program
- Describe the role of advertising and other promotional elements in marketing.
- Discuss the evolution of the integrated marketing communications (IMC) concepts.
- Explain the increasing value of the IMC perspective in advertising and promotional programs.
- Describe the steps in the IMC planning process.

The Growth of Advertising and Promotion

- Vital communications system for both consumers and businesses
- 1980, dominant forms of marketing communication
- Advertising spending has shifted from traditional media to online digital advertising formats and social media
 - *Largest category of Internet advertising is paid search on search engines*
 - *Growth in mobile marketing*

Marketing: Activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for:

- Customers, clients, partners, and society at large

Exchange: Involves parties with:

- Something of value to one another
- Desire and ability to give up something to the other party
- Way to communicate with each other

- **Value:** Customer's perception of benefits of a product or service against the costs of acquiring and consuming it –
Benefits are functional, experiential, and/or psychological
- **Costs** - Money paid for:
 - Acquiring a product or service or information about it
 - Making the purchase and learning to use
 - Maintaining and disposing the product



Chapter 1



4Ps of Marketing Mix

Product, price, place, and promotion

To develop an effective marketing mix, marketers must:

- Be knowledgeable about the issues and options of each element of the mix
- Know how to combine the elements to form an effective marketing program
- Analyze the market and use the data to develop the marketing strategy and mix

Integrated Marketing Communications (IMC) Functions

Coordinate various promotional elements and other marketing activities that communicate with a firm's customers

Recognizes the added value of a comprehensive plan that:

- Evaluates the strategic roles of a variety of communication disciplines
- Combines the disciplines to provide clarity, consistency, and maximum communications impact

Ensures all marketing and promotional activities project a consistent, unified image

- Criticism - Inside-out marketing approach
 - Packs promotional mix elements together, making them look and sound alike
- Contemporary perspective
 - Goal - Generate short-term financial returns and build long-term brand and shareholder value
 - Views IMC ongoing strategic business process

- Strategically integrates various communications functions
- Develops more efficient and effective marketing communications programs
- Avoids duplication and takes advantage of synergy among promotional tools
- Changing environment
 - Evolution to micromarketing
 - Consumers' unresponsiveness to traditional advertising
 - Changing rules of marketing

- Helps develop and sustain brand identity and equity
- Recognizes the need for companies to connect with consumers based on trust, transparency, and authenticity
- **Sustainability:** development that meets the needs of the current generation without compromising the ability of future generations to meet their needs
 - Companies are addressing sustainability by carefully examining the social and environmental impacts of their marketing strategies.



Tools that accomplish an organization's communication objectives

Promotion: Coordination of all seller-initiated efforts to:

- Set up channels of information and persuasion
- Sell goods and services or promote an idea

Advertising: Any paid form of non-personal communication:

- About an organization, product, or service
- With an idea from an identified sponsor

The non-personal component:

- Involves mass media
- Message is transmitted to large groups of individuals
- No opportunity for immediate feedback





تجارب الأفاق

Benefits of Advertising

- Most cost-effective way to reach large numbers of consumers
- Builds brand equity by influencing consumers' perceptions

A secret formula revealed.



Advertising.
The way great brands
get to be great brands.

American Advertising Federation aaf.org

- **National advertising**

- Done on a nationwide basis or in most regions of the country

- **Retail/local advertising:** encourage consumers to:

- Shop at a specific store
 - Use a local service
 - Patronize a particular establishment
 - **Primary-** versus **selective-demand advertising**
 - Primary-demand: stimulates demand for the general product class or entire industry
 - Selective-demand: creates demand for a specific company's brands

An aerial photograph of a city, likely Copenhagen, showing a mix of modern and traditional architecture. In the foreground, there are several multi-story apartment buildings with dark facades and white window frames. A large, curved, light-colored building, possibly a sports arena or concert hall, is visible in the middle ground. The city is interspersed with green trees and parks. The text "أهلاً بكم في مستقبل سيتي" is overlaid in the center of the image.

أهلاً بكم في مستقبل سيتي

نقطة طنطا

Business-to-business advertising

- Targets individuals who buy or influence the purchase of industrial goods or services for their companies

Professional advertising

- Targets professionals, encouraging them to use a company's product in their business operations

Trade advertising

- Targets marketing channel members, encouraging them to stock, promote, and resell the manufacturer's branded products to their customers

Direct Marketing: Communicating directly with target customers to generate a response and/or a transaction

Involves:

- Database management
- Direct selling
- Telemarketing
- **Direct-response advertising**
 - Encourages the consumer to purchase directly from the manufacturer



Order more and increase your chance to watch a match in round 16 in Qatar!

Hello Perihan,

Be one of the lucky winners who get to brag about watching a match in Qatar in person:

- Use the code "ORDERWIN" once on your first order
- The more you order the more chance you have to be one of the 15 winners going to Qatar to watch a match in round 16
- The competition lasts until October 31st
- Not only that you'll also win a free delivery on your next order

What are you waiting for? Let's go!

Digital/Internet Marketing

— Interactive media

- Allow users to participate in and modify the form and content of the information they receive in real time

— Social media

- Online means of communication and interactions used to create, share, and exchange content
- The growing number of social media users shaped marketing trends and strategies into the new approach called influencer marketing.

Digital/Internet Marketing

Social Media Influencers



Mai Ibrahim



Sherif Fayed



Logina Salah



Digital/Internet Marketing

- Influencer marketing has become a significant tool of marketing campaigns recently; it offers a wide scope of alternatives for marketers to affect consumer in a competitive marketing.

-

- **Mobile-marketing**

- Messages delivered are specific to a consumer's location or consumption situation

- **Advantages of Digital/Internet Marketing**

- Interactive nature
- Capability to precisely measure the effects of advertising and other forms of promotion



Sales Promotion: Marketing activities that provide extra value or incentives to the:

- Sales force
- Distributors
- Ultimate consumer

Aids in stimulating immediate sales

Categories

- Consumer-oriented
- Trade-oriented



Sales Promotion:



Reasons for Increased Emphasis of Sales Promotion

- Declining brand loyalty
- Increased consumer sensitivity to promotional deals
- Retailers' demand for more trade promotion support from companies

Publicity: Non-personal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship

Advantages

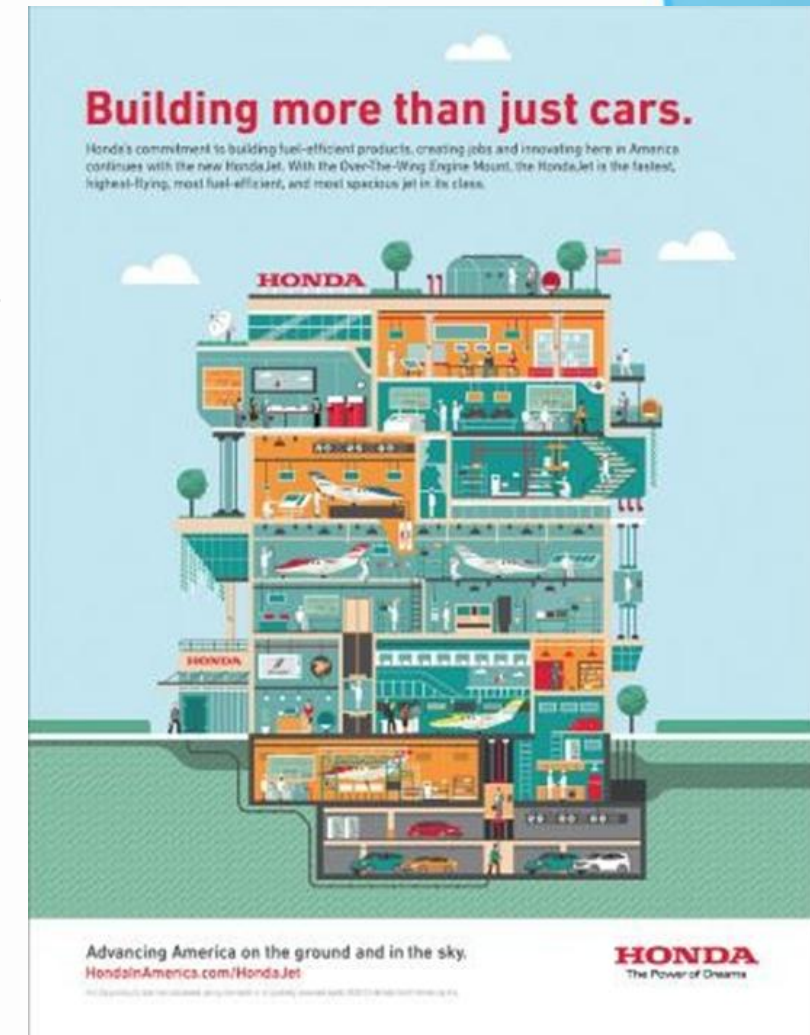
- High credibility and low cost

Disadvantages

- Not always under the control of an organization
- Negative stories are highly damaging

Public Relations

- Evaluates public attitudes
- Identifies policies and procedures of an individual or Organization with the public interest
- Goal - Establish and maintain a positive image among various publics



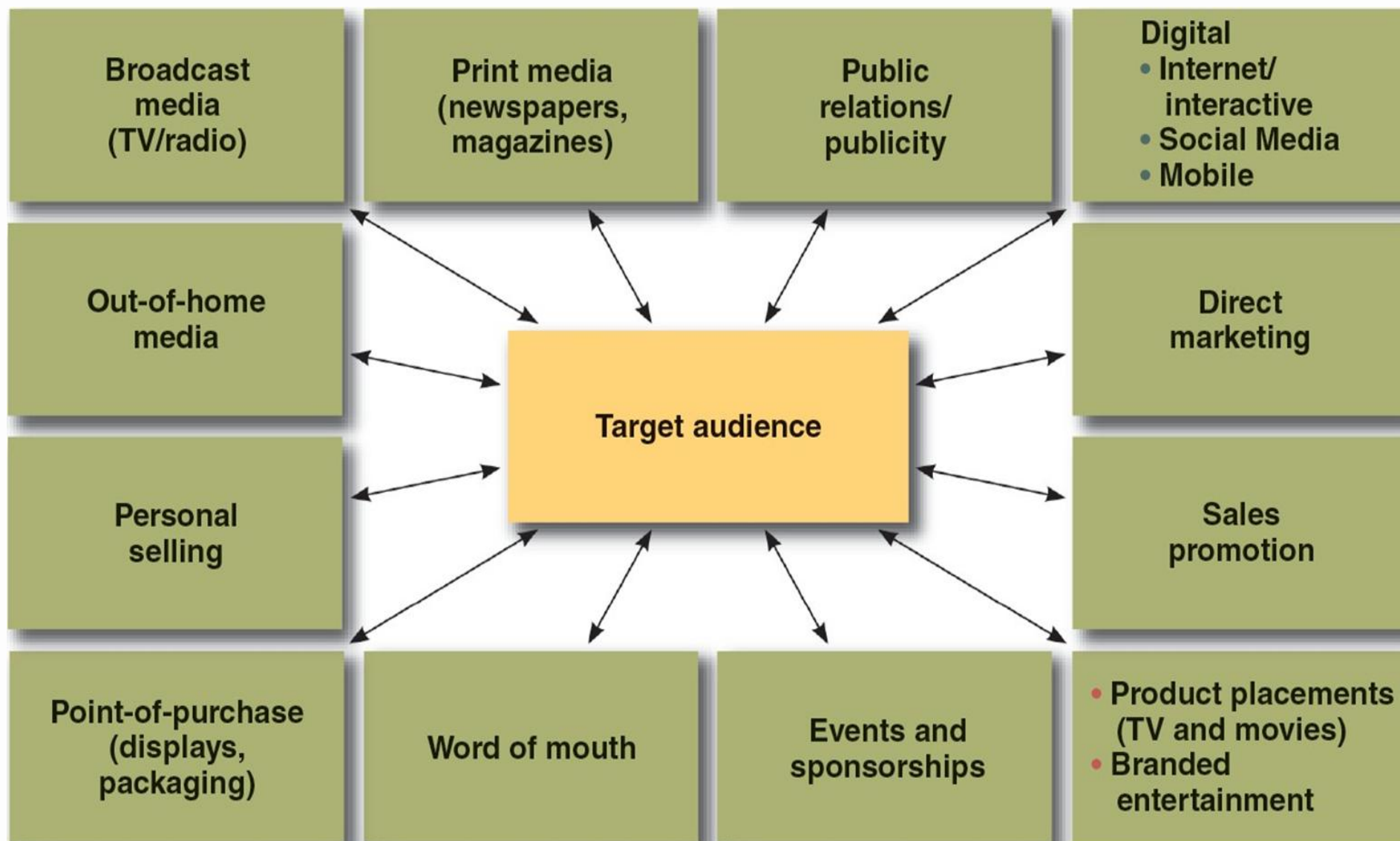
Personal Selling: Person-to-person communication in which seller attempts to assist and/or persuade prospective buyers to:

- Purchase a company's product
- Act on an idea

Allows seller to tailor messages to the customer's specific needs or situation

Involves immediate and precise feedback

- Every opportunity a customer has to see or hear about a company and/or its brands or have an encounter or experience with it



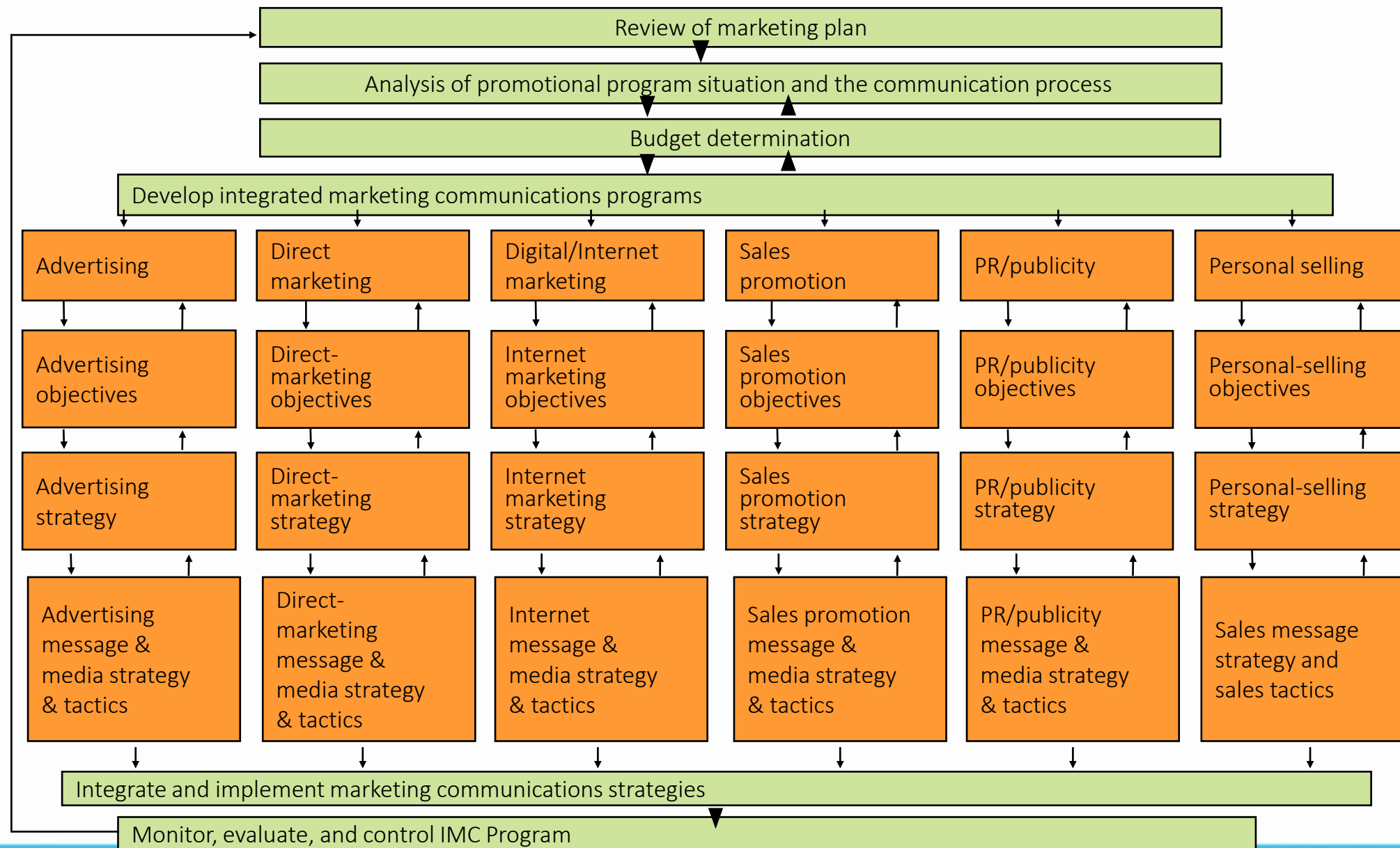
Integrated marketing communications management

- Planning, executing, evaluating, and controlling the use of the promotional-mix elements to effectively communicate with target audiences

Integrated marketing communications plan

- Developing, implementing, and controlling an organization's IMC program

IMC Planning Model



The IMC Planning Process

Marketing Plan:

Describes overall marketing strategy and programs for an organization and includes:

- Detailed situation analysis
- Specific marketing objectives with time frame and mechanism for measuring performance.
- Selection of target market(s) and plans for the four elements of the marketing mix.
- Program for implementing the marketing strategy.
- Process for monitoring and evaluating performance.

Review of Marketing Plan

- Review of the Examining overall marketing plan and objectives
- Identifying the role of advertising and promotion
- Performing competitive analysis
- Assessing environmental influences

Internal Analysis: Assesses the firm and relevant areas involving the product/service offering

Assessment of:

- Capability to develop and implement promotional program
- Brand image and implications for promotion
- A product's relative strengths and weaknesses

Reviews previous promotional programs and results

External Analysis: Focuses on characteristics of a firm's customers, market segments, positioning strategies, and competitors

- Customer analysis
- Competitive analysis
- Environmental analysis

Analysis of Communication Process

- Involves analyzing:
 - Receiver's response processes
 - Source, message, and channel factors
- Establishes communication goals and objectives

Objectives in the Analysis of the Communication Process

– Marketing objectives

- Determine what is to be accomplished by the overall marketing program in terms of sales, market share, or profitability

– Communication objectives

- Determine what the firm seeks to accomplish with its promotional program
- Stated in terms of:
 - Nature of the message to be communicated
 - Specific communication effects to be achieved

Developing the Integrated Marketing Communications Program

- Involves deciding the role and importance of each promotional-mix element
- Aspects of an advertising program
 - Creative strategy - Determining the basic appeal and message to be conveyed to the target audience
 - Media strategy - Determining the communication channels to use to deliver the message

Monitoring, Evaluation, and Control

- Determining how well the program is:
 - Meeting communication objectives
 - Helping the firm accomplish its overall marketing goals and objectives
- Evaluating promotional program results/effectiveness
- Taking measures to control and adjust promotional strategies

- We described the role of advertising and other promotional elements in marketing.
- We discussed the evolution of the integrated marketing communications (IMC) concepts.
- We explained the increasing value of the IMC perspective in advertising and promotional programs.
- We identified the elements of promotional mix.
- We described the steps in the IMC planning process.



Chapter

01

To Sum Up...



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY



Thank You

Dr. Perihan Salah

