

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





محمد بلال

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 with a unique roofline is visible in the middle ground. The city is interspersed with green trees and parks. A road with cars runs through the scene. The overall atmosphere is one of a well-planned, modern urban environment.

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





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



Double Shot
Tue at 6:11 PM · 🌐

أنت مدعو لتجربة فنجان قهوة مجاناً كل يوم
استمتع بفنجان قهوة مجاني يستحق التجربة يومياً ولمدة أسبوع
بمناسبة افتتاح فرع دابل شوت Cafe & Bakery في التجمع الأول

موعدنا الأربعاء الساعة ٦ مساءً في حفل الافتتاح
في انتظاركم 🌹
العنوان: التجمع الأول - منتج النخيل - داخل مول النخيل

**انت مدعو
لتجربة فنجان قهوة
مجاناً يومياً ولمدة أسبوع**

بمناسبة افتتاح مقهى
دابل شوت الأربعاء 5 أكتوبر
من الساعة 6 : 9 مساءً
التجمع الأول
منتج النخيل - مول النخيل

Double Shot
Coffee shop

See menu

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

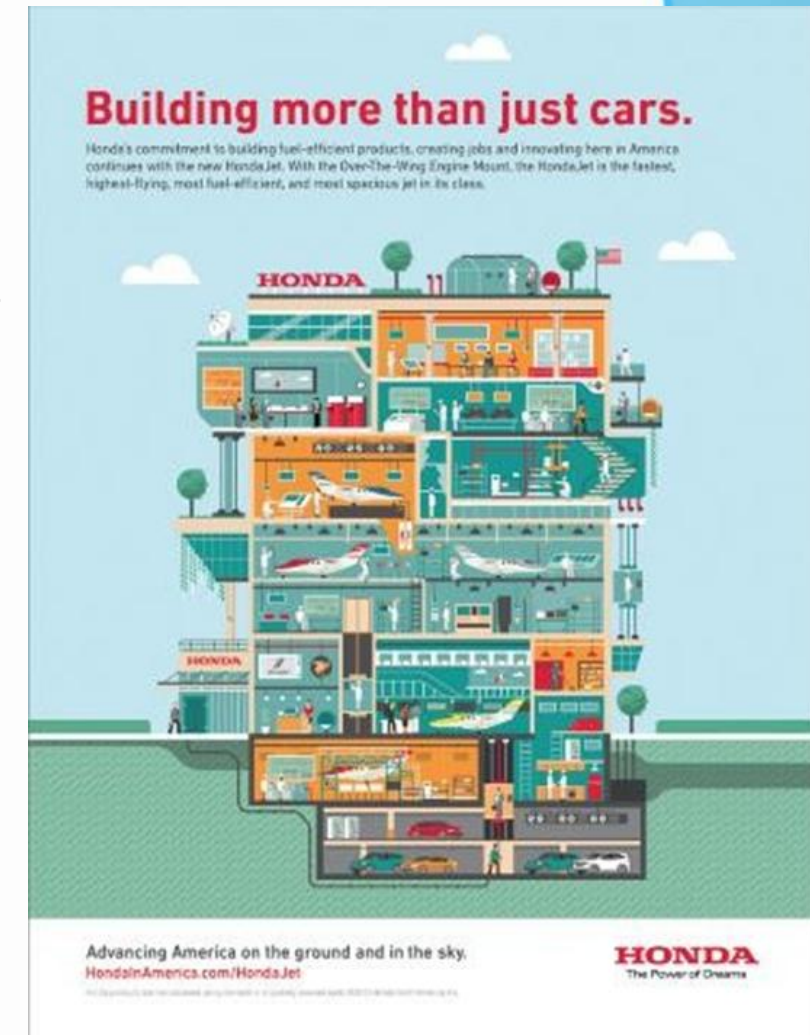
Disadvantages

- 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:

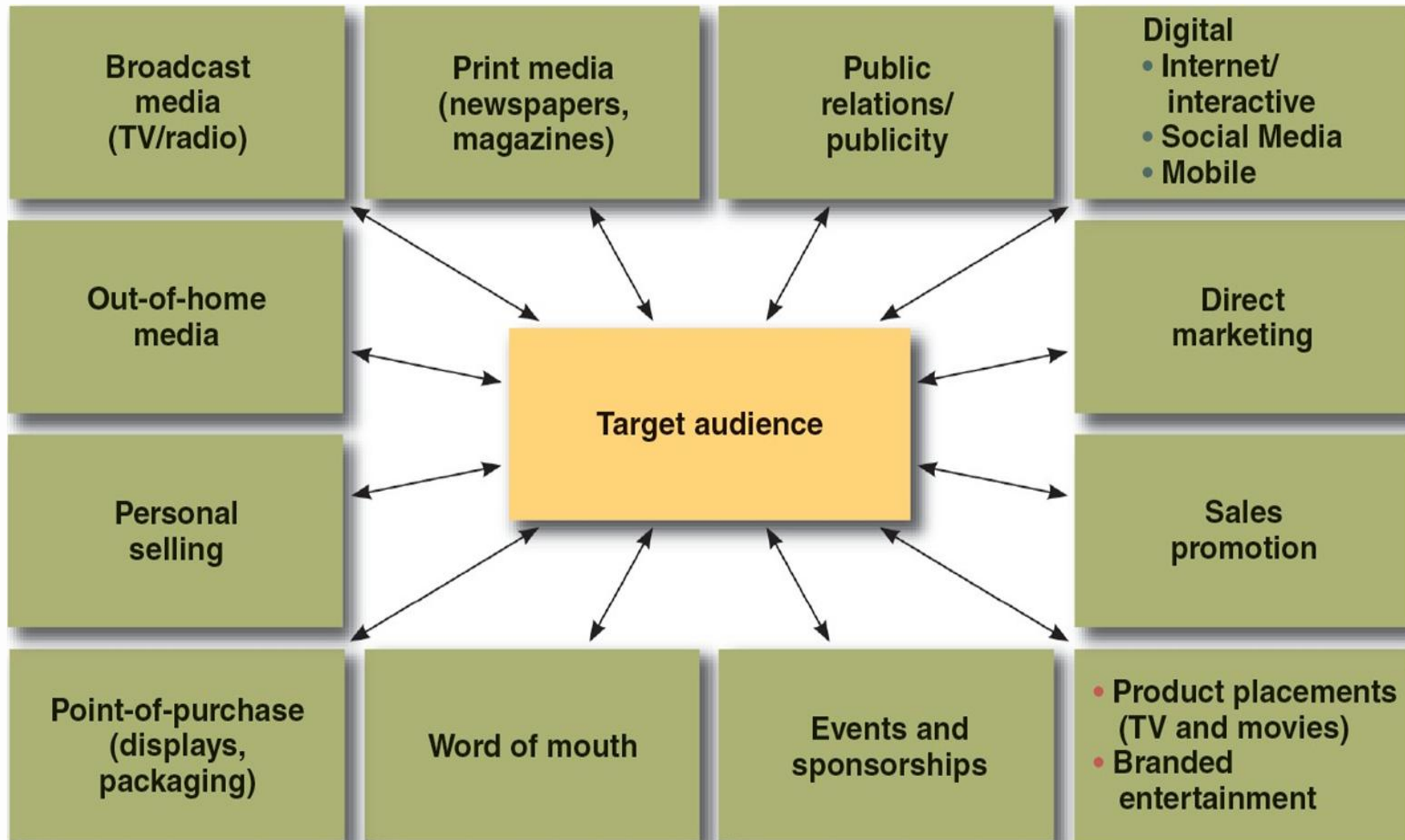
- Purchase a company's product
- Act on an idea

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



The IMC Planning Process

Integrated marketing communications management

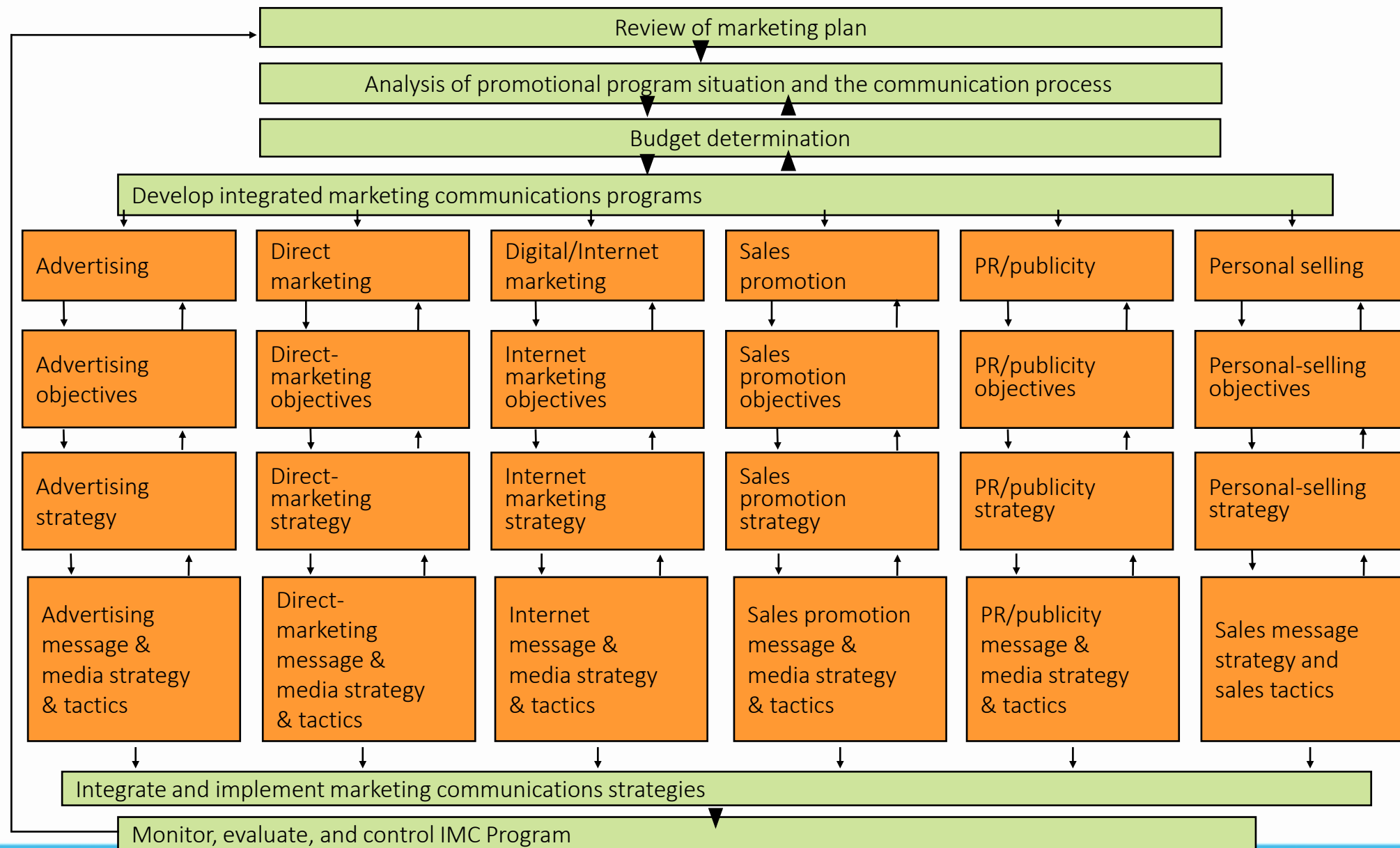
- Planning, executing, evaluating, and controlling the use of the promotional-mix elements to effectively communicate with target audiences

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...



Thank You



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