

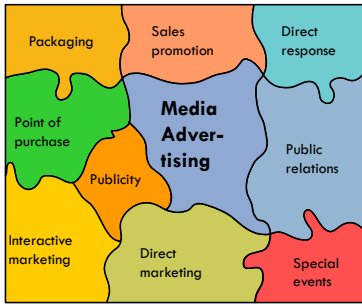
INTEGRATED MARKETING COMMUNICATIONS

Chapter 9

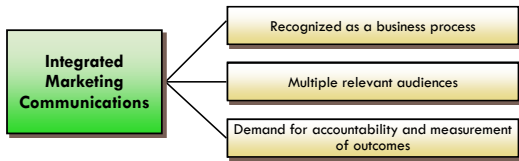




Contemporary IMC Approach

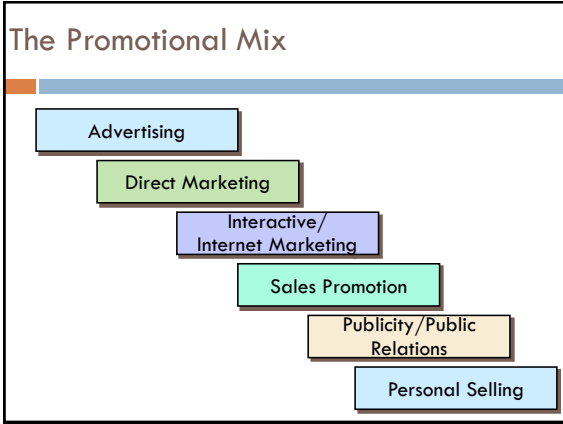


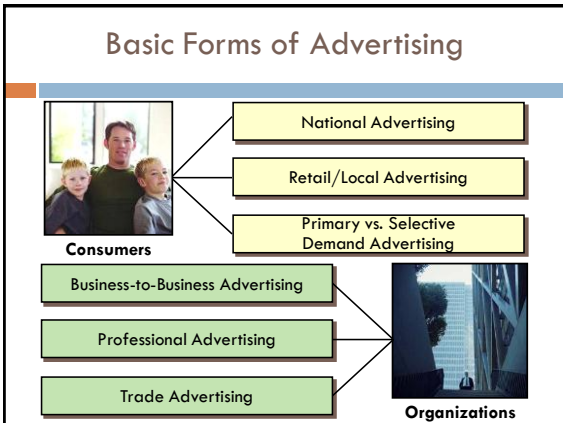
Contemporary Perspective of IMC



Contemporary Perspective of IMC

| From | To |
|-------------------------------|----------------------------------|
| Media advertising | Multiple forms of communication |
| Mass media | Specialized media |
| Manufacturer dominance | Retailer dominance |
| General focus | Data-based marketing |
| Low agency accountability | Greater agency accountability |
| Traditional compensation | Performance-based compensation |
| Limited Internet availability | Widespread Internet availability |





Direct Marketing

- A system of marketing by which organizations communicate directly with target customers to generate a response
- Purchases in excess of \$2 trillion a year through direct response advertising

The slide includes three images illustrating direct marketing: a real estate 'JUST LISTED' flyer, an Amazon.com email with product recommendations, and a smiling call center agent wearing a headset.

The Growth of Direct Marketing



Interactive/Internet Marketing

- Back-and-forth communication
 - Users participate in and modify the form and content of information
 - Happens in real time
- Interactive media
 - Internet
 - CD-ROMs
 - Kiosks
 - Interactive television
 - Cell phones/Smart phones



Sales Promotion

Coupons
Samples
Premiums
Contest/Sweepstakes
Refunds/Rebates
Bonus Packs
Loyalty Programs
Events

Consumer-oriented
[For end-users]

Trade Allowances
POP Displays
Training Programs
Trade Shows
Coop Advertising

Trade-oriented
[For resellers]

Public Relations

- Traditionally viewed as the function that manages public opinion
- PR now should be totally integrated with marketing to manage all of the organization's audiences



Comparing Advertising and Publicity

| Factor | Advertising | Publicity |
|-------------|---------------|-----------------|
| Control | Great | Little |
| Credibility | Lower | Higher |
| Reach | Measurable | Undetermined |
| Frequency | Schedulable | Uncontrollable |
| Cost | High/Specific | Low/Unspecified |
| Flexibility | High | Low |
| Timing | Specifiable | Tentative |

Personal Selling



- Person-to-person communication
 - A seller attempts to assist and/or persuade prospective buyers to make a purchase or act on an idea

Basic Elements of a Marketing Plan

- A detailed situation analysis
- Specific marketing objectives
- A marketing strategy and program
- A program for implementing the strategy
- A process for monitoring and evaluating performance

Model of the IMC Planning Process

