

Chapter 9 Notes

Integrated Marketing Communications

Eras of Marketing

Production Era – focused on improving manufacturing processes

Sales Era – use of aggressive sales techniques to sell goods

Market Orientation Era – current era, focused on understanding customer needs and customized goods and services

Social (Societal) Orientation Era – the future, where marketing benefits society as a whole

Contemporary View of IMC

IMC is viewed as a critical component in a marketing orientation, as companies must enter into ongoing communications with their customers. IMC serves as a business process to multiple relevant audiences with the purpose of fulfilling the needs of all relevant audiences to the organization (customers, shareholders, the general public, etc.).

The Promotional Mix

Advertising - paid, nonpersonal communication through a variety of channels

Direct Marketing – communication designed to generate an immediate response

Internet/Interactive Marketing – communication through interactive media

Sales Promotion – activities that provide extra value or an incentive to buy

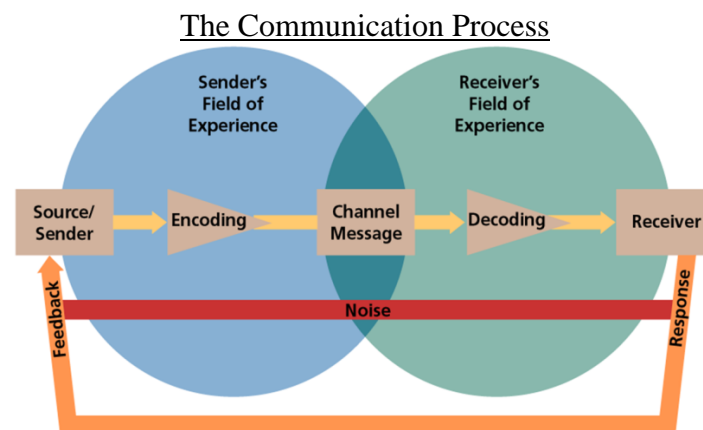
Publicity/Public Relations – nonpersonal communication not directly paid for by the company

Personal Selling – person-to-person interactions designed to help sell a product

Direct marketing has grown due to the development of a market orientation, the availability of consumer credit, the changing nature of society (we are more money rich but time poor), and new developments in technology.

Elements of a Marketing Plan

1. Situation Analysis – strengths, weaknesses, opportunities, and threats
2. Specific Marketing Objectives – measurable outcomes of the marketing actions
3. Marketing Strategy and Program – who to serve, how to serve them, etc.
4. Program for Implementation – the specific actions to carry out to fulfill the strategy
5. Monitoring and Evaluating Performance – see if the program was a success, receive feedback



Source – person who has information to share. Sources influence consumers in one of three ways: credibility, attractiveness, or power.

Credibility – expertise and trustworthiness of the source leads the consumer to internalize their position

Attractiveness – similarity, likability, and/or familiarity with a source leads consumers to identify with them

Power – a source has the ability to influence behavior by administering rewards or delivering punishment, therefore the customer demonstrates compliance

Encoding – sources attach and provide meaning to objects through the process of encoding. To better understand this, the semiotic perspective was developed to identify how objects gain meaning.

Object – the item that is the focus of the message (the brand)

Signs/Symbols – items that represents the desired meaning (words/images)

Interpretant – meaning derived from signs and tied back to the object (brand image)

Communication Channels

The various mediums used to communicate a message.

Personal vs. Nonpersonal – personal channels are flexible and take place in real time, but are limited in the number of people that can be reached.

Nonpersonal channels are geared to larger audiences but lack interaction between the source (company) and the receiver (customer).

Self vs. Externally Paced Media – self paced media is any communication channels where the receiver chooses how long they view the message. Externally paced media are media in which the channel sets the amount of time that a message is available.

Message Structure Options

Draw Conclusions? – Sometimes a firm is better off leaving the features or functions of the product to the imagination of the customer

Message Sidedness – a one sided message only involves information about the positive features or “goodness” of a product, while two sided messages also incorporate negative aspects or features as well

Refutation – here, the sender attempts to rule out the opposition’s main argument against their product

Verbal vs. Visual Messages – visual messages can often highlight the main attribute of the product while simultaneously breaking through any clutter in the channel

Message Appeal Options

Comparative Ads – directly or indirectly name the competition

Fear Appeals – stress a potential danger and provide a solution for consumers

Humor Appeals – puts the customers in a positive mood and often well-remembered

Decoding – the process by which the receiver derives meaning from the communication. That meaning may or may not be the intended meaning of the sender. Decoding leads to action through four steps

Attention – taking notice of the communication (clutter/lack of attention may prevent)

Interest – once the customer takes notice, they must be interested or excited

Desire – consumer wanting the product based on their interest

Action – the ultimate goal is to get the customer to take action (often means buy the product)

Noise – anything in the communication that may prevent the message from being received or understood properly by the sender. Marketer should try to understand the nature of the channel to know when noise may be more or less likely.

Steps for Effective Communication

1. Select an appropriate source for your audience
2. Develop a properly encoded message
3. Select appropriate channels based on audience preferences
4. Receive feedback