

# *Integrated Marketing Communication Strategy*



# Promotion



The way in which information is provided to the potential customers.

# Integrated Marketing Communications

The concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products

# Marketing Communications Mix

Various tools used to pursue advertising and marketing objectives.

## **The communication mix includes:**

- Advertising
- Personal Selling
- Sales Promotion
- Public Relations
- Direct Marketing

# Tool # 1: Advertising

- Reaches large, geographically dispersed audiences, often with high frequency
- Low cost per exposure, though overall costs are high
- Consumers perceive advertised goods as more legitimate
- Builds brand image; may stimulate short-term sales
- Impersonal; one-way communication

# Tool # 2: Personal Selling

- Most effective tool for building buyers' preferences, confidence, and actions
- Personal interaction allows for feedback and adjustments
- Relationship-oriented
- Buyers are more attentive

# Tool # 3: Sales Promotions

- May be targeted at the trade or final consumer
- **Makes use of a variety of formats:** offer, coupons, contests, etc.
- Attracts attention, offers strong purchase incentives, dramatizes offers, boosts sagging sales
- Stimulates quick response
- Short-lived
- Not effective at building long-term brand preferences

# Tool # 4: Public Relations

- Highly credible
- **Many forms:** news stories, news features, events and sponsorships, etc.
- Reaches many prospects missed via other forms of promotion
- Dramatizes company or benefits
- Often the most underused element in the promotional mix



# Tool # 5: Direct marketing

- **Many forms:** Telephone marketing, direct mail, online marketing, etc.
- **Four distinctive characteristics:**
  - Nonpublic
  - Immediate
  - Customized
  - Interactive
- **Well-suited to highly targeted marketing efforts**

# How to Develop Effective Communication?



# Developing Effective Communication



## **Step 1: Identifying the Target Audience**

- Affects decisions related to what, how, when, and where message will be said, as well as who will say it

## **Step 2: Determining Communication Objectives**

- Increase awareness, Inform, Persuade,

# Developing Effective Communication



## **Step 3: Designing a Message**

- Message Format: Design, layout, copy, color, shape, movement, words, sounds, voice, body language, dress, etc.
- Message content contains appeals or themes designed to produce desired results
  - Rational appeals
  - Emotional appeals
    - Love, pride, joy, humor, fear, guilt, shame

# Developing Effective Communication



## ***Step 4:*** Choosing Media

- Personal communication channels
  - Includes face-to-face, phone, mail, and Internet chat communications
  - Word-of-mouth influence is often critical
  - Buzz marketing cultivates opinion leaders
- Non-personal communication channels
  - Includes media, atmosphere, and events

# Developing Effective Communication



## **Step 5:** Selecting the Message Source

Highly credible sources are more persuasive

- A poor spokesperson can tarnish a brand

## **Step 6:** Collecting Feedback

- Recognition, recall, and behavioral measures are assessed
- May suggest changes in product/promotion

# The Role of “Promotion” (Communication) in Marketing the Arts



# Marketing the Art

(1)

Art as the Product

(2)

Art as the Means of  
Communication

