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
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