**Integrated Marketing Communications**

How can you Communicate with Potential Customers?

*The Promotional Mix:*
- Advertising
- Direct Marketing
- Public Relations
- Publicity
- Sales Promotion
- Internet Marketing
- Event Marketing
- Personal Selling

**Why Advertise?**

- Create *Awareness* for a product/brand
- Create an *image and position* a product
- Inform
  - communicate information
- Persuade
  - get consumers to try a new product or brand
- Remind
- Differentiate a brand
  - build value, brand preference and loyalty
- Trade Advertising to *stimulate distribution*
Who do Promotional Programs Target?

- Consumers
- Trade
- Employees
- Policy Makers

IMC – Integrated Marketing Communications

- Integrated series of ads and promotions that communicate a central theme or idea
  - Might include advertising, direct response, sales promotion, PR, internet advertising, etc.
- Your goal is a consistent and unified image
- Results in maximum impact
Why the move to IMC?
- Consumers are harder to reach
- Fragmented media
- Database marketing is growing
- Internet is growing
- Marketing spending is shifting from advertising to sales promotion
- Scanner data gives more info on effectiveness of media and sales promotion
- Marketers want accountability

IMC Planning Model

- Review of the Marketing Plan
- Situational Analysis of Promotional Programs
  - Analyze opportunities in the market
  - Competitive analysis (look at spending, creative strategies, and media strategies) to identify competitive advantage
  - Market Segmentation
  - Target Marketing
  - Positioning

IMC Planning (cont.)

- Analyze the Communications Process
  - Goals and objectives, audience response, source, message, and channel
- Budgeting
- Develop IMC Program for each element of the Promotional Mix
  - Set objectives, develop message and media strategy
- Monitor, Evaluate, Control of IMC Program
  - Evaluate results and effectiveness of strategies and adjust strategies