

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

