

The logo of Galgotias University is a circular emblem with three interlocking, curved bands in shades of yellow, blue, and red, creating a sense of motion and unity.

Integrated Marketing Communication

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- MODULE 4-SESSION 31



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TOPICS

- IMC



The logo of Galgotias University is a stylized 'G' composed of three curved, overlapping bands in shades of yellow, blue, and red. Below the logo, the text 'GALGOTIAS UNIVERSITY' is displayed in a large, light grey, serif font, with 'GALGOTIAS' on the top line and 'UNIVERSITY' on the bottom line.

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IMC

- An approach to achieving the objectives of a marketing campaign, through a well coordinated use of different promotional methods that are intended to reinforce each other.
- As defined by the *American Association of Advertising Agencies*, integrated marketing communications ” ... recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact.“

COMPONENTS

1. Advertising
2. Personal Selling
3. Public Relations
4. Sales Promotion
5. Direct Marketing



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ROLE OF IMC

- **Integrated marketing communication plays an integral role in communicating brand message to a larger audience.** Integrated Marketing communication helps in integrating all essential components of marketing to communicate similar message to potential and existing end-users.

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Creating Integrated Marketing Communication Plan

- Integrated marketing communication integrates all aspects of marketing mix to promote products and services among the end-users at the right time and right place. You need to promote your products well for maximum awareness among the end-users. **According to integrated marketing communication plan, various methods of promoting a brand are put together for maximum effectiveness and better results.**
- **Integrated marketing communication increases the visibility of the brand and also enables customers to remember the brand whenever they go out for shopping.** The impact of integrated marketing communication plan is obviously more as end-users see the brand simultaneously at multiple places.

Integrated marketing communication plan needs to include:

- Detailed summary of your marketing plan as to how it intends to promote products and services among target customers.
- Background, history and vision of your organization.
- Know your products well. Include features and essential components of your brand.
- Target market needs to be described well. Plan out how your brand can meet and exceed customer expectations. Have clarity as to how your brand is better than your competitors and why should consumers only buy your product and not go anywhere else. It is essential to read customer's mind and know their perceptions.
- **Compare your brand with the competitors.** Write down how your brand is better than competitors? You need to keep a close watch on competitor's activities.
- Do a SWOT analysis which highlights the strengths, weaknesses, threats and opportunities of the marketing plan.
- Specify the tools and methods which would help you create awareness of your brand.

- Following are the various ways which enable organizations to communicate effectively with customers.
- Advertising
- Online Promotions
- Direct Marketing
- Hoardings, Banners
- PR Activities
- Internet, Emails and so on.

- **he first step towards managing integrated marketing communication is to identify the target audience.** You need to understand who all are the customers who would actually benefit from your products. Understand their needs and expectations.
- **The second step is to know what you intend to communicate.** No brand promotion tools would help unless and until you are really sure of what you want to share with your potential and existing customers.
- **Carefully design your message.** Check the content of the message, message structure, format, spellings and so on.
- **The next step is to identify the various channels of communication.** You need to be really careful while selecting the channel of communication so that the right message goes to the right customer at the right place and right time.
- **Allocate right resources for brand promotion.** Decide how much can you spend on various marketing and promotional activities. A marketer needs to wisely assign budgets for various promotional activities such as advertising, PR activities, banners and so on.
- **The most crucial step is to measure the results of integrated marketing communication.** Find out whether the combination of all marketing tools has actually helped you reach a wider audience and promote your brands more effectively.

References

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 2. Kotler, Philip and Kevin Keller. Marketing Management. Pearson Education, 15th Ed ,
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