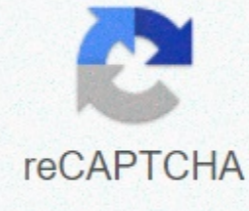




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## What does imc stand for in marketing

The practice of professional communication has become very complex, not only because of technology, social media and the need to communicate with the global public, but also because communication means different things to audiences. In addition, the important cross-checking between the different facets of communication means that there is often confusion about the roles and responsibilities of contemporary communicators. As a result, it can be difficult for communicators, clients and audiences to gain a clear understanding of communication roles and how they work. The concept of Integrated Marketing Communication (IMC) was introduced in the 1980s (Schultz and Schultz, p. 19) and has since changed the way communicators and marketers interact and conduct business. The American Marketing Association defines IMC as a planning process designed to ensure that all brand contacts received by a customer or prospect for a product, service or organization are relevant to that person and consistent over time. Public relations was people who wrote and distributed press releases, or presented speeches to the media, says Leigh Dow, communications manager for 48 West Group in Phoenix. Now, PR teams are generally the best at thinking about the corners of the message strategy and analyzing how a message will be interpreted. This analysis permeates the content strategy. In addition, now that content is used in so many different ways, such as social media, blog posts and contributed content, plus the pr and BMI strategy are intertwined. Added to this confusion are the many nicknames of communication, including: Strategic Communications Public Communications Digital Communications Promotions Advertising Media Relations Marcom Public Affairs Investor Relations Although some of these areas are specialties under the aegis of communication, most are considered general terms to describe the process of influence, persuasion, engagement and audience education about a particular customer, issue or brand. The terms public relations and strategic communications are now frequently exchanged. Dow went on to say, Because I tend to think of BMI as a synchronized effort between specialists, I think pr is a very specialized skill set. Just as buying media is a set of specialized skills, or media management However, I think the traditional definition of public relations has all but disappeared. In our firm, we often say to people, If your PR agency's strategy starts with a press release, fire them. In many organizations today, public relations, corporate communications, advertising, marketing, promotions and advertising work collaboratively as part of the BMI combination. What this means for organizations is consistency and unification of messaging, brand promotion and public engagement. Public. it is important to note, however, that because public relations is considered the ethical compass of the organization, it serves as the basis for the creation of all other elements of BMI, and they serve independently. That is, public relations develops the key messages of an organization and then oversees other areas of BMI to ensure the authenticity, consistency and veracity of messages across all communication platforms (e.g., advertising, marketing guarantees, internal notes, web content, etc.). As communicators, it is vitally important that we educate our clients and audiences about our profession and what it entails. I also believe that our professional community should decide on a term and definition to minimize confusion and misperceptions of the public. Leigh Dow agrees. While the message can be integrated, she said, this is where the inconsistencies in the definition occur the most. For more information, Debra Davenport, Ph.D., is a member of the online faculty of Purdue's Master of Science program in online communication. The program can be completed in just 20 months and covers many topics essential to advancement in the communications industry, including crisis communication, social media engagement, focus group planning and implementation, survey design and analysis, public relations theory, professional writing and communication ethics. Learn more about what you can do with Purdue University's MS in communication. Call us today at 877-497-5851 to speak to an admissions counsellor or for more information. The opinions expressed are from the author and do not represent the Brian Lamb School of Communication. Reference Schultz, D. and Schultz, H. (2003). BMI, the next generation: Five steps to deliver value and measure returns through marketing communication. Usa: McGraw-Hill. Learning Goals Define Integrated Marketing Communication (IMC) Explaining how BMI reinforces the impact of marketing communication tools List of key marketing communication methods that marketers use as part of their BMI strategy Having an excellent product available to your customers at a high price does absolutely nothing for you if your customers don't know it. That's where promotion comes in: it does the job of connecting with your target audiences and communicating what you can offer them. In today's marketing environment, promotion involves integrated marketing communication (IMC). In a nutshell, BMI consists of a variety of different communication tools to deliver a common message and have a desired impact on customer perceptions and behavior. As an experienced consumer in the English-speaking world, you have almost certainly been the target of BMI's activities. (Almost every time you like a TV show, article or meme on Facebook, you participate in a BMI BMI The videos you've watched in the Why It Matters section of this module provide ingenious and successful examples of integrated marketing communication, giving you an idea of what BMI is. Not all BMI efforts are as elaborate or creative, but from these examples, you can begin to see what is possible when you gather the right combination of ideas and communication tools focused on a common message and target segments. What is marketing communication? Defining marketing communication is tricky because, in a real sense, everything an organization does has communication potential. The price imposed on a product communicates something very specific about the product. A company that chooses to distribute its products strictly through discount stores sends a distinct message to the market. Marketing communication refers to activities deliberately focused on promoting an offer to target audiences. The following definition clarifies this term: marketing communication includes all messages, media and activities used by an organization to communicate with the market and help persuade target audiences to accept its messages and act accordingly. Integrated marketing communication is the process of coordinating all this activity between different methods of communication. Note that a central theme of this definition is persuasion: persuading people to believe something, desire something and/or do something. Effective marketing communication is driven by objectives and aligns with an organization's marketing strategy. It aims to convey a particular message to a specific audience with the targeted aim of changing perceptions and/or behaviour. Integrated Marketing Communication (IMC) makes this marketing activity more efficient and efficient because it relies on multiple communication methods and customer contact points to deliver a consistent message more consistently and convincingly. The Promotion Mix: Marketing Communication Methods The promotion mix refers to how marketers combine a range of marketing communication methods to carry out their marketing activities. Different marketing communication methods have distinct advantages and complexities, and skills and experience are needed to deploy them effectively. Not surprisingly, marketing communication methods evolve over time as new communication tools and capabilities become available to marketers and the people they target. Seven common methods of marketing communication are Below: Advertising: Any paid form of presentation of ideas, goods or services by an identified sponsor. Historically, commercials have been adapted to a group and use media such as radio, television, newspapers and magazines. Advertising can also target individuals based on their profile characteristics or behaviour; for example, the weekly the weekly by supermarkets to local residents or online banner ads for people based on the sites they visit or their Internet search conditions. Public Relations (PR): The purpose

of public relations is to create goodwill between an organization (or the things it promotes) and the public or target segments it is trying to achieve. This occurs through unpaid or earned promotional opportunities: articles, press and media coverage, winning prizes, presentations at conferences and events, and otherwise get favorable attention through vehicles not paid for by the sponsor. While organizations earn rather than pay for the attention of the public relations they receive, they can spend significant resources on the activities, events and people that generate that attention. Personal sales: Personal sales use people to build relationships with target audiences for the purpose of selling products and services. Personal sales focus on face-to-face interaction, understanding the customer's needs and demonstrating the value of the product or service. Sales promotion: Sales promotions are marketing activities that aim to temporarily boost sales of a product or service by adding to the base value offered, such as buy a get a free offer to consumers or buy twelve cases and get a 10% discount to wholesalers, retailers or distributors. Direct Marketing: This method is designed to sell products or services directly to consumers rather than through the retailer. Catalogues, telemarketing, mailed brochures or promotional materials, and home-purchase channels on television are all common traditional direct marketing tools. E-mail and mobile marketing are two next-generation direct marketing channels. Digital marketing: Digital marketing covers a wide range of ground, from websites to search engines, content and social media marketing. Digital marketing tools and techniques are evolving rapidly with technological advances, but this generic term covers all the ways in which digital technologies are used to market and sell organizations, products, services, ideas and experiences. Guerrilla marketing: This new category of marketing communication involves unconventional, innovative and generally inexpensive marketing tactics to engage consumers in marketing activity, generate attention and achieve maximum exposure for an organization, products and/or services. In general, guerrilla marketing is experiential: it creates a new situation or a memorable experience that consumers connect to a product or brand. Guerrilla marketing: a lamp post transformed into a McDonald's coffee maker. Source: <http://janjan-design.blogspot.com/2012/06/im-loving-it.html> today's marketing initiatives incorporate multiple methods, hence the need for BMI. Each of these marketing communication methods will be discussed in more detail later in this module. Lla Lla Marketing communication The fundamental objectives of all marketing communication methods are (1) to communicate, (2) to compete, and (3) to convince. In order to be effective, organizations should ensure that any information they share is clear, accurate, truthful and useful to relevant stakeholders. In fact, being truthful and accurate in marketing communications is more than a question of integrity; it is also a question of legality, since fraudulent marketing communications can end in legal proceedings and even the criminal justice system. Marketing communication is essential to effective competition, especially in markets where competitors sell essentially the same product at the same price at the same outlets. It is only through marketing communications that an organization can find ways to appeal to certain segments, differentiate its product and sustain its brand loyalty. Staying more attractive or convincing than the messages of competitors is an ongoing challenge. Ideally, marketing communication is compelling: it must present ideas, products or services in such a compelling way that target segments are required to take the desired action. The ability to persuade and convince is essential to winning new business, but it may also be necessary to recognize and retain many consumers and customers. Just because a customer buys a particular brand a particular brand one or a dozen times, or even for a dozen years, there is no guarantee that the person will stick to the original product. That's why marketers want to make sure they're constantly reminded of the unique benefits of the product. Moving from Mass Marketing to BMI Before the emergence of integrated marketing communications in the 1990s, mass communications (also known as mass marketing) — the practice of transmitting information to large segments of the population through television, radio and other media — dominated marketing. Marketing was a one-way stream. Advertisers have disseminated their offers and value propositions without taking into account the diverse needs, tastes and values of consumers. Often, this universal approach was costly and uninformed due to the lack of tools to measure results (in terms of sales). But as methods of collecting and analyzing consumer data became more adventurous — for example, with store scanners and electronic consumer purchasing data — marketers were increasingly able to correlate promotional activities with consumer purchasing. Companies have also begun to reduce their activities and expand their marketing tasks within their organizations. As these changes were underway, consumers had access to more and more different types of niche specialized media as well as new ways of consuming media. Cable television, DVRs and a plethora of digital media have contributed to a significant fragmentation of the mass market. Although expensively expensive advertising is always an option, it has less and less impact each year. Instead, most organizations find it more cost-effective to reach target segments using other marketing communication strategies. As consumers turn to niche media, marketing promotion strategies (and marketing communication) have become more focused on individualized consumption patterns and segmentation based on consumer tastes and preferences. Technology has also led to the shift towards integrated marketing communication. Increasingly, organizations are using highly targeted, data-based marketing rather than mass communication and general-oriented advertising. This approach generates more information that marketers can use for segmentation and targeting based on many different criteria. Virtually unlimited access to the Internet has increased the online availability of information, goods, services and ideas. It has brought a proliferation of new and more interactive tools, including mobile technology, that can be used for marketing communication purposes. Greater transparency and access to market information has diverted the power of retailers and manufacturers and consumers and their ability to control or manipulate the market in their favour. Through these developments, marketing teams and advertising and creative agencies are expected to understand and provide all marketing communications functions, not just advertising, to their customers. Most organizations now allocate budgets to a variety of marketing communication methods, not just mass media. Taking full advantage of the marketing opportunities that exist in a more diverse and fragmented media landscape, marketing is now seen as an interactive two-way conversation between marketers and consumers. Marketing activities aim not only to expose consumers to a message, but also to actively involve them in the marketing process. The era of one-way marketing and broadcasting is over. A proliferation of marketing communication tools and opportunities means that marketers need to 1) identify which tools are best suited to the audience and marketing objectives, and 2) convey a unified message and coordinated approach through these tools. To help execute a marketing strategy, several marketing communication methods and tools should provide a well-coordinated message for the right people at the right time, in the right place and doing the right things. This is what we mean by integrated marketing communications. Communications. Communications.

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