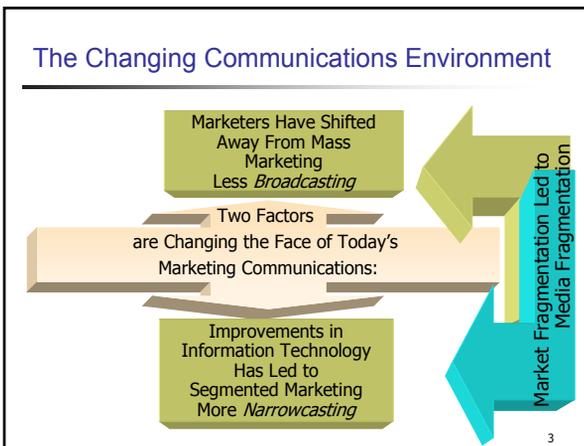
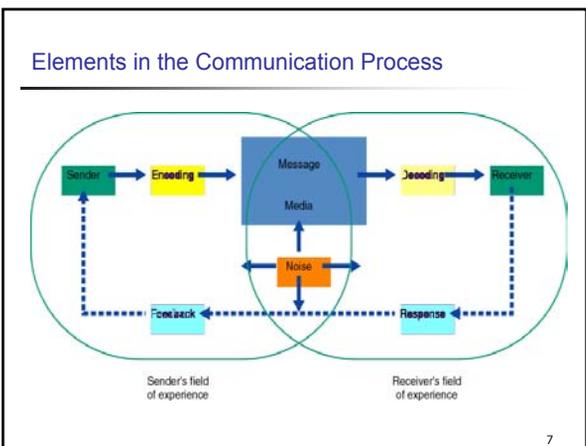
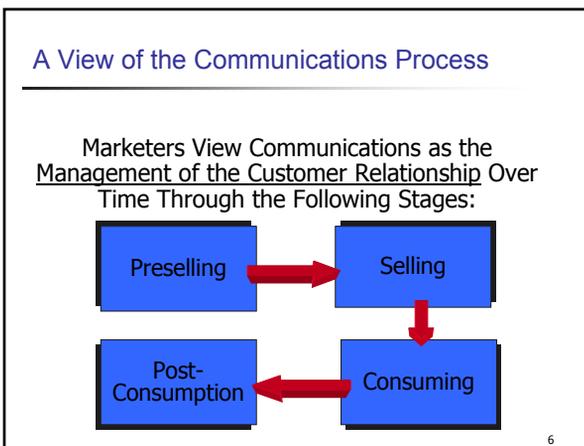


Promotions: Integrated Marketing Communication Strategy



The Need for Integrated Marketing Communications

With *Integrated Marketing Communications* (IMC), the Company Carefully Integrates and Coordinates Its Many Communications Channels to Deliver a Clear, Consistent, and Compelling Message About the Organization and Its Product or Service.



Key Factors in Good Communication

Sellers Need to Know What Audiences They Wish to Reach and Response Desired.

Sellers Must Develop Feedback Channels to Assess Audience's Response to Messages.

Sellers Must be Good at Encoding Messages That Target Audience Can Decode.

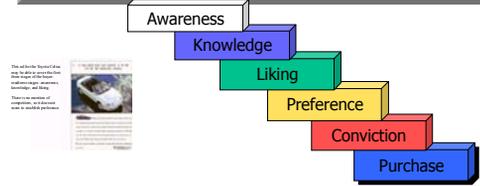
Sellers Must Send Messages Through Media that Reach Target Audiences

8

Steps in Developing Effective Communication

Step 1. Identifying the Target Audience

Step 2. Determining the Communication Objectives
Buyer Readiness Stages



9

Steps in Developing Effective Communication

Step 3. Designing a Message

Message Content
Rational Appeals
Emotional Appeals
Moral Appeals

Message Structure
Draw Conclusions
Argument Type
Argument Order

Message Format
Headline, Illustration,
Copy, & Color
Body Language



Attention Interest Desire Action

10

Steps in Developing Effective Communication

Step 4. Choosing Media

Personal Communication Channels

Nonpersonal Communication Channels

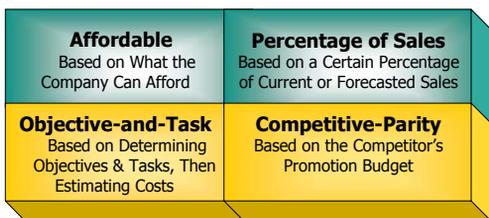
Step 5. Selecting the Message Source

Step 6. Collecting Feedback

11

Setting the Total Promotion Budget

One of the Hardest Marketing Decisions Facing a Company is How Much to Spend on Promotion.



12

Setting the Promotion Mix



13

Promotion Mix Strategies

Pull Strategy

Strategy that Calls for Spending A Lot on Advertising and Consumer Promotion to Build Up (**Pull**) Consumer Demand.

Strategy Selected Depends on:

Type of Product-Market & Product Life-Cycle Stage

Push Strategy

Strategy that Calls for Using the Salesforce and Trade Promotion to **Push** the Product Through the Channels.

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Advertising

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Advertising

- ✦ Advertising is centuries old.
- ✦ U.S. advertisers spend in excess of \$250 billion each year; worldwide spending exceeds \$500 billion.
- ✦ Advertising is used by:
 - Business firms,
 - Nonprofit organizations,
 - Professionals, and
 - Social agencies.

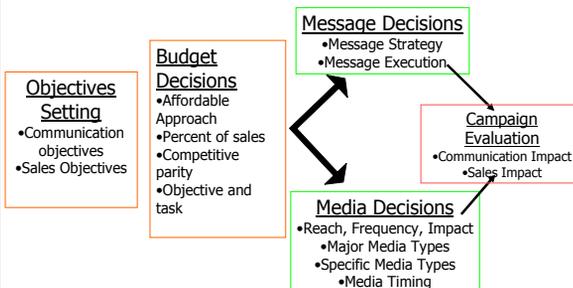
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What is Advertising?

Advertising is Any Paid Form of Nonpersonal Presentation and Promotion of Ideas, Goods, or Services by an Identified Sponsor.

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Major Advertising Decisions



19

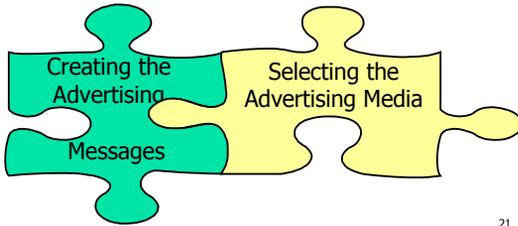
Setting Advertising Objectives



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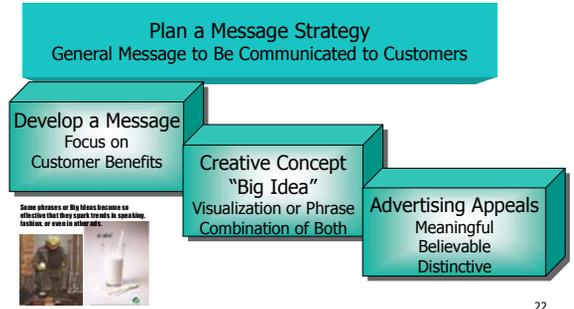
Developing Advertising Strategy

Advertising Strategy Consists of Two Major Elements and Companies are Realizing the Benefits of Planning These Two Elements Jointly.



21

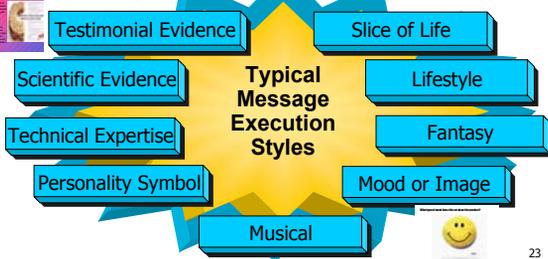
Developing Advertising Strategy: Creating Ad Messages



22

Developing Advertising Strategy: Message Execution

Turning the "Big Idea" Into an Actual Ad to Capture the Target Market's Attention and Interest.



23

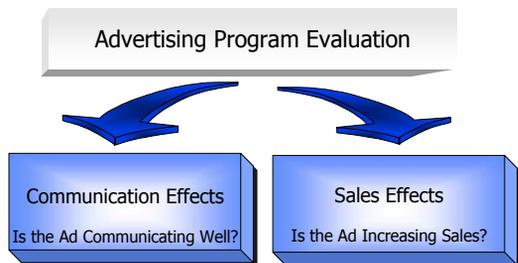
Advertising Strategy: Selecting Advertising Media



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Evaluating Advertising

Jon Steel, of Goodby, Silverstein, and Partners:



25

International Advertising Decisions



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Socially Responsible Marketing Communication

🔑 Advertising and Sales Promotion

- Companies must avoid false and deceptive advertising.
- Sellers must avoid bait-and-switch advertising.
- Trade promotion activities are also closely regulated.

🔑 Personal Selling

- Salespeople must follow the rules of "fair competition".
- Three-day cooling-off rule
- Salespeople must not disparage competitors.