

IMC

Integrated marketing communication (IMC) – The coordination of promotional efforts to maximize the communication effect

Promotion is **communication that** builds and maintains favorable relationships by informing and persuading one or more audiences to view an organization more positively and to accept its products.

The overall role of promotion is to **stimulate product demand**

Marketers also indirectly **facilitate favorable relationships** by focusing information about company activities and products on interest groups, current and potential investors, regulatory agencies, and society in general.

- Promotion of responsible use of potentially harmful products
- Promotion by companies that help selected groups
- Cause-related marketing efforts link purchase of products to philanthropic efforts for one or more causes
 - Helps boost sales
 - Helps generate good will
- Marketers also sponsor special events, often leading to news coverage

For maximum benefit from promotional efforts, marketers strive for proper planning, implementation, and control of communications.

When an organisation combines specific methods to promote a particular product, that combination constitutes the **promotion mix** for that product. The four possible elements of a promotion mix are **advertising, personal selling, public relations** and **sales promotion**. For some products, firms use all four ingredients; for other products, only two or three.

Advertising

- Advertising is a **paid non-personal communication** about an organisation and its products transmitted to a target audience through **mass media** such as television, radio, the Internet, newspapers, magazines, direct mail, outdoor displays and signs on mass transit vehicles.
- Individuals and organisations use advertising to promote goods, services, ideas, issues and people.
- Because advertising is a highly flexible promotional method, it can reach a large target audience or focus on a small, precisely defined segment.
- Advertising offers several benefits.
 - It is extremely **cost-efficient** when it reaches a vast number of people at a low cost per person.
 - It lets the source **repeat** the message several times.

- The visibility an organisation gains from advertising can enhance its image.
- Advertising also has several disadvantages.
 - Even though the cost per person reached may be low, the **absolute dollar outlay can be extremely high**, thus limiting and sometimes preventing the use of advertising in a promotion mix.
 - It **rarely provides rapid feedback**.
 - It is **difficult to measure the effects** of advertising on sales.
 - Advertising ordinarily has **less persuasive impact on customers than personal selling**.

Personal Selling

- Personal selling is a paid **personal communication** that seeks to inform customers and persuade them to purchase products in an exchange situation.
- Like advertising, personal selling has both advantages and limitations.
 - The cost of reaching one person through personal selling is considerably more than through advertising, but personal selling efforts often have **greater impact on customers**.
 - Personal selling **provides immediate feedback**.
- The salesperson can take advantage of several types of communication in addition to verbal language.
 - Kinesic communication, or body language, includes movement of one's head, eyes, arms, hands, legs or torso.
 - Proxemic communication occurs when either party varies the physical distance that separates the two parties.
 - Tactile communication is communicating through touching.

Public Relations

- Public relations is a **broad set of communication** efforts used to create and maintain favourable relationships between an organisation and its stakeholders.
- Public relations uses a variety of tools — annual reports, brochures, event sponsorship, etc.
- Publicity, another public relations tool, is non-personal communication in news story form about an organisation, its products, or both, that is transmitted through a mass medium at **no charge**.
- Public relations can be used to help combat the negative effects of a crisis or unpleasant situation.

Sales Promotion

- Sales promotion is an activity or material that acts as a direct inducement offering added value or incentive for the product to resellers, salespeople, or customers; **examples include free samples, games, rebates, displays, sweepstakes, contests, premiums and coupons**.
- Marketers spend more on sales promotion than on advertising.