

## Lecture 1 | Topic 1

Integrated marketing communications (IMC) – communication process for planning, creation, integration & implementation of diverse marketing communication delivered to a brand's targeted customers & prospects

- Customers/prospect as starting point for determining types of messages & media to inform, persuade & induce action
- Consider all touch points a customer/prospect has with brand as potential delivery channels for messages
- Requires all brand's communication media deliver & consistent message
- Goal influencing or affecting behaviour of targeted audience
- **Three types:** Business to consumer (B2C), business to business (B2B) & Integrated marketing communications (B2B&B)
- **IMC & synergy** – use multiple communication tools with another, produce greater results than tools used individually & in an uncoordinated fashion
- **5 key features:**
  - **Consumer or business customer as starting point**
    - Consumers in control – outside-in approach; learn media preferences & lifestyle of customers to know how best contexts to reach them
    - Reduced dependence on mass media – increasingly in control of their media choices for acquiring information about brands
  - **Use any form of relevant contact**
    - 360 degree branding – brand's touch points should be everywhere the target is
    - Not all touch points are equally engaging – surround customers with message, but not to the point of being irritatingly present
  - **Multiple messages must speak with single voice**
    - Brand's positioning statement – must present a clear idea of brand in its target market's mind
    - Consistently deliver same unified message across all media channels on all occasions
  - **Build relationships rather than engage in flings**
    - Loyalty programs – promote long-term relationships between customers brands that lead to customer retention
    - Experiential marketing programs – can create brand experiences that make positive & lasting impressions
  - **Don't lose focus on ultimate objective: affect behaviour**
    - Ultimate goal to affect behaviour of target market (move people to action)
    - Would be realistic & simplistic to expect an action from every communication effort

## Hierarchy of effects, objectives & promotional \*Important model for course\*

- Conative
- Affective
- Cognitive