



A STUDY ON INTEGRATED MARKETING COMMUNICATION

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ARTICLE DETAILS

Research Paper

Keywords :

*Integrated Marketing
Communication,
propensity, potential and
actual customers*

ABSTRACT

In the current economic scenario, which is full of heavy competition between various consumers groups, as well as technical person to take efforts to introduce many new methods of Marketing Communication and to retain their position in the market. Marketing Communication is one of the important marketing activity that have an propensity to attract both the buyers and sellers and this concept plays a important role in making purchase decisions. The main aim of this paper is to highlight the major and important tools in Integrated Marketing Communication (IMC) that makes the efficient touch with potential and actual customers.

Introduction:

It is the main aim of all the organization to achieve profit, to retain in the minds of the end users, to get unique from the competitors and also to survive in the market for long run. Branding is one of the important strategies that will lead to increase in sales, maximization of profit and yield high revenue. Brand is one of the most important organizations assets that gives identity to the organization and supports for marketing and advertisement activities. Brand Communication is the strategy of an organization to promote the products and services among the end-user. This promotional process involves identifying the individual who will be turned out to prospective customers. Promoting the brand can be done through following promotional mix:

- Advertisement

- Sales Promotion
- Direct Marketing
- Personal Selling
- Public Relations
- Social Media and so on.

IMC Meaning:

IMC refers to the integration of all Marketing Communication Channels and promoting the products and services to the end users. In this concept all the channels work together maximize profit, increase the sales and to achieve maximum cost effectiveness. IMC increases the visibility and enables the customers to remember the brand. Simply IMC is the strategic communication of all the marketing tools achieve the objective of the business.

Formulation of Integrated Marketing Communication Plan:

Creating a IMC plan involves developing a comprehensive strategy that aligns various communication channels to deliver a consistent message to your target audience. While formulating the IMC plan the managers should keep in mind about the available resources and correct time to promote particular product and services. In this plan allocation of correct Human Resources and Budgeting plays a vital role. The objective of formulating the IMC plan should be very clear to all the employees in the organization.

The subsequent stage involves amassing as much data as possible regarding your business, brand, unique attributes, and most crucially, your target market. Identify who would be the ideal consumers for your goods and services, and comprehend their expectations from you and your enterprise. As a marketer, it's critical to have a clear understanding of your organization's vision, goals, and objectives. Recognize the value proposition of your product and how it can be beneficial for your customers. Strategically devise how you want to execute your integrated marketing communication strategy. It's always advisable to follow a sequential methodology. Prior to crafting an integrated marketing communication plan, ensure you have meticulously completed your preparatory work. In-depth research is indispensable.

The blueprint for cohesive marketing communication must encompass:

- Present a comprehensive overview of your marketing strategy, elucidating how it aims to showcase your products and services to your desired audience.



- Provide an insightful narrative of your organization's genesis, development, and future aspirations. Develop a deep understanding of your products, highlighting their distinct features and the critical elements that shape your brand's identity.
- The portrayal of your target market should be thorough, devising a roadmap on how your brand can satisfy and surpass customer anticipations.
- Establish a clear understanding of why your brand stands superior to your rivals, and the compelling reasons for consumers to choose your products over others. It's critical to decipher the customer psyche and understand their perceptions.
- Draw a comparison between your brand and your competitors, outlining the reasons your brand outperforms others. It's imperative to monitor the activities of your competitors vigilantly.
- Carry out a SWOT analysis to underscore the strengths, weaknesses, opportunities, and threats inherent in your marketing strategy.
- Lastly, identify the tools and techniques that will aid in enhancing your brand's visibility.

The Increasing Importance of IMC:

The increasing importance of Integrated Marketing Communication (IMC) can be attributed to several key factors in today's dynamic and competitive business environment. Firstly, consumers are now more connected than ever before, with access to multiple communication channels and platforms. This interconnectedness requires businesses to deliver a consistent message across various touchpoints to create a unified brand experience for their target audience.

Secondly, the rise of digital marketing and social media has transformed the way businesses engage with consumers. IMC allows companies to leverage these digital channels effectively, integrating online and offline communication strategies to reach customers wherever they are and in a personalized manner.

Additionally, the fragmentation of media and the proliferation of advertising channels have made it challenging for businesses to cut through the noise and capture consumers' attention. IMC helps companies break through the clutter by coordinating their messaging and ensuring a cohesive brand identity across all channels.

Furthermore, the data-driven nature of modern marketing requires businesses to track and measure the effectiveness of their communication efforts. IMC enables companies to align their marketing strategies, analyze data from different channels, and optimize their campaigns for better results.

Overall, the increasing importance of IMC lies in its ability to create a seamless and integrated brand experience for consumers, drive engagement and loyalty, and ultimately, achieve business objectives in a rapidly evolving marketplace.

The Future of IMC:

The future of Integrated Marketing Communication (IMC) is poised to be even more dynamic and innovative as businesses continue to adapt to evolving consumer behaviors and technological advancements. In the coming years, we can expect to see a greater emphasis on personalization and customization in IMC strategies, as companies leverage data analytics and artificial intelligence to deliver tailored messages to individual consumers. This shift towards hyper-targeted communication will enable businesses to create more meaningful and relevant interactions with their target audience, ultimately driving higher engagement and conversion rates.

Additionally, the integration of emerging technologies such as augmented reality (AR), virtual reality (VR), and voice assistants into IMC campaigns will open up new possibilities for immersive and interactive brand experiences. These technologies will enable companies to create engaging and memorable content that resonates with consumers on a deeper level, fostering stronger brand loyalty and advocacy.

Furthermore, the convergence of online and offline channels will continue to blur the lines between traditional and digital marketing, leading to more integrated and holistic IMC strategies. Businesses will need to adopt a omnichannel approach, ensuring a seamless and consistent brand experience across all touchpoints, from social media and mobile apps to physical stores and events. The future of IMC holds exciting opportunities for businesses to connect with consumers in more meaningful ways, drive brand growth and loyalty, and stay ahead of the curve in an increasingly competitive marketplace. By embracing innovation, personalization, and integration, companies can unlock the full potential of IMC and create lasting relationships with their target audience.

Digital Marketing and IMC:

Digital marketing and Integrated Marketing Communication (IMC) go hand in hand in today's interconnected and technology-driven world. Digital marketing encompasses all online strategies and tactics used to promote products or services, while IMC focuses on creating a unified and consistent brand message across all communication channels, both online and offline. In the context of digital marketing, IMC plays a crucial role in ensuring that businesses deliver a cohesive brand experience to

their target audience across various digital platforms such as social media, email marketing, search engine optimization (SEO), content marketing, and more. By integrating digital marketing efforts with traditional marketing channels like print, television, and events, companies can create a seamless and integrated communication strategy that resonates with consumers at every touchpoint. Moreover, the data-driven nature of digital marketing allows businesses to track and measure the effectiveness of their campaigns in real-time, enabling them to optimize their strategies for better results. IMC helps companies analyze data from different digital channels and align their messaging to create a consistent brand identity that drives engagement and loyalty among consumers.

Overall, the synergy between digital marketing and IMC enables businesses to leverage the power of technology and data to create personalized, targeted, and impactful marketing campaigns that cut through the clutter, connect with consumers on a deeper level, and ultimately drive business growth and success in the digital age. By integrating digital strategies within a comprehensive IMC framework, companies can maximize their marketing efforts and achieve their objectives more effectively in today's competitive marketplace.

The Role of Social Media in IMC:

Social media plays a crucial role in Integrated Marketing Communication (IMC) by providing businesses with a powerful platform to engage with their target audience, build brand awareness, and drive customer loyalty. In today's digital age, social media has become an essential component of any IMC strategy, allowing companies to reach a wide audience in a cost-effective and efficient manner. By leveraging social media channels such as Facebook, Instagram, Twitter, LinkedIn, and TikTok, businesses can create and share content that resonates with their followers, encourages interaction, and fosters meaningful relationships with customers. Social media also enables companies to gather valuable insights into consumer preferences, behaviors, and trends, which can inform their overall IMC strategy and help them tailor their messaging to better meet the needs and expectations of their target audience.

Additionally, social media provides a platform for two-way communication, allowing businesses to receive feedback, address customer inquiries, and respond to concerns in real-time. This level of engagement not only enhances brand credibility and trust but also allows companies to humanize their brand and connect with customers on a more personal level. Furthermore, social media offers opportunities for businesses to collaborate with influencers, run targeted advertising campaigns, and conduct market research to better understand their audience and competition. By integrating social

media into their IMC strategy, companies can create a cohesive and consistent brand message across all communication channels, both online and offline, and effectively engage with consumers at every touchpoint.

Overall, social media plays a vital role in IMC by enabling businesses to amplify their brand presence, drive engagement, and build lasting relationships with their target audience in today's digital landscape.

Conclusion:

In conclusion, Integrated Marketing Communication (IMC) is a powerful strategy that combines various marketing channels and communication tools to create a unified and consistent brand message. By integrating traditional and digital marketing efforts, businesses can effectively reach their target audience, build brand awareness, drive customer engagement, and ultimately achieve their marketing objectives. IMC allows companies to deliver a seamless brand experience across multiple touchpoints, both online and offline, and create a cohesive narrative that resonates with consumers. Through the synergy of different marketing disciplines such as advertising, public relations, social media, and content marketing, businesses can maximize their marketing efforts, optimize their resources, and create a lasting impact on their target audience. By embracing IMC principles and leveraging the power of technology and data, companies can create personalized, targeted, and impactful marketing campaigns that cut through the clutter, connect with consumers on a deeper level, and drive business growth and success in today's competitive marketplace. Overall, IMC is essential for businesses looking to create a strong brand presence, build customer loyalty, and achieve sustainable growth in the ever-evolving and interconnected world of marketing.

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