

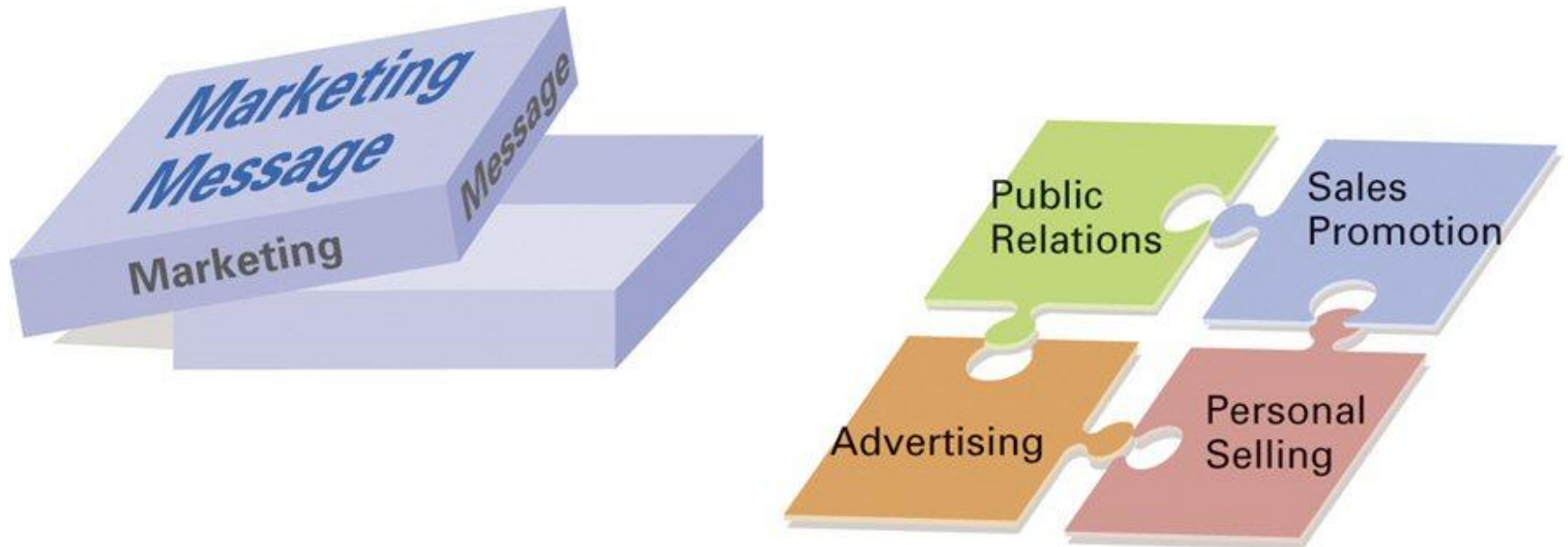
IMC

Integrated Marketing Communication

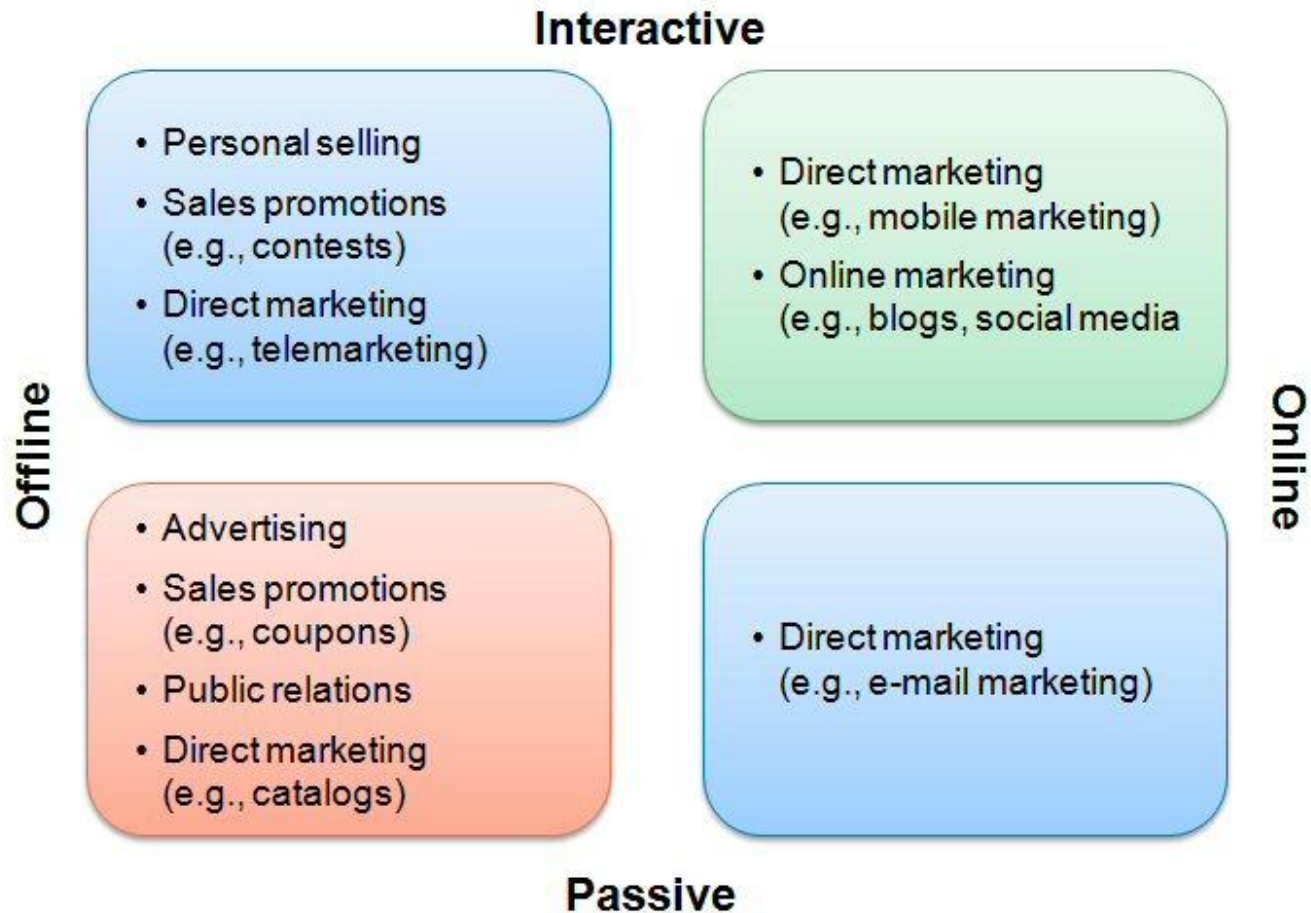
IMC

- The goal of IMC is to ensure all the various marketing mix elements work together to deliver a consistent message. Therefore, IMC takes the best of each communications medium and combines it to achieve the most effective marketing communications campaign possible.
- In other words,
 - The message the company presents needs to be “coordinated” and match across all departments
 - In other words, it needs to be integrated across the corporation
- The careful coordination of all promotional messages to assure the consistency of messages at every contact point where a company meets the consumer.

IMC is “fitting the pieces together”



Variations of IMC Components



How do we measure success?

- If the objective is to create awareness for a new product, then the firm would measure increases in customer knowledge and awareness.
- If it were to generate sales, like an ad in the paper, then sales would be the objective measure.
- Planning is essential
 - What is the outcome we hope to achieve?
 - Is this a short-term effort, or do we desire long-term benefits/results?
 - These things to need be explicitly defined at the outset, not afterward!

Marketing Metrics

(How we measure)

- Frequency
 - of exposure is how often the audience is exposed to a communication within a specified period of time
- Reach
 - the percentage of the target population exposed to a specific marketing communication at least once
- Impressions
 - the number of times an ad appears in front of a user
- Gross Rating Points
 - represents reach multiplied by frequency.
- Web Tracking
 - indicates how much time viewers spend on particular Web pages and the number of pages they view
 - click through rate (CTR) is the number of clicks divided by the number of impressions