

An Introduction to Integrated Marketing Communications

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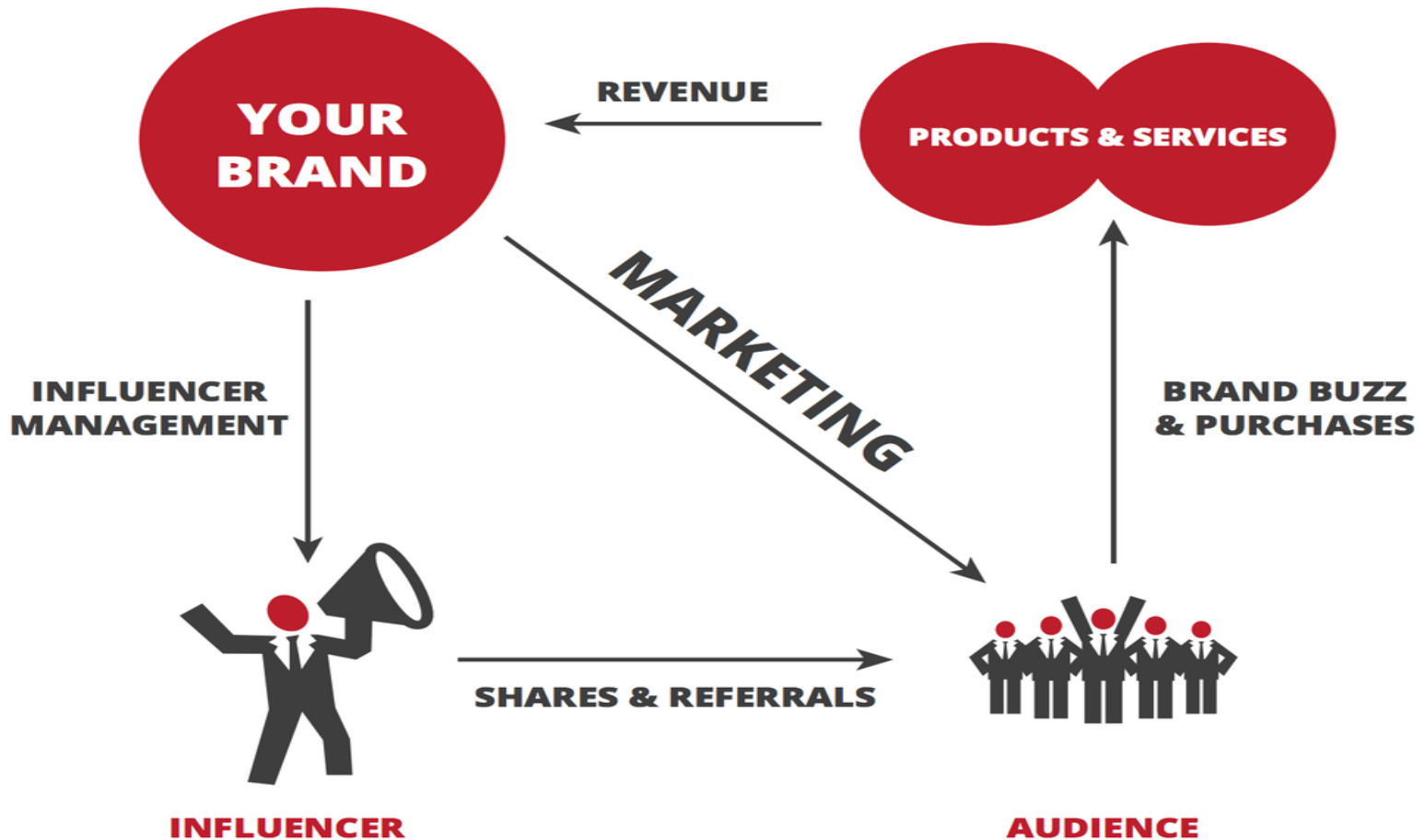
The Marketing & Promotional Mixes



(Kotler and Armstrong, 1994; CIM, 2014)

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Integrated Marketing Communications



(SocialMedia2day.com)

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Moving from the Marketing Mix to the Customer Mix

- Customer Acquisition
- Customer Satisfaction
- Customer Retention
- Customer Recommendation




Models of the Response Process

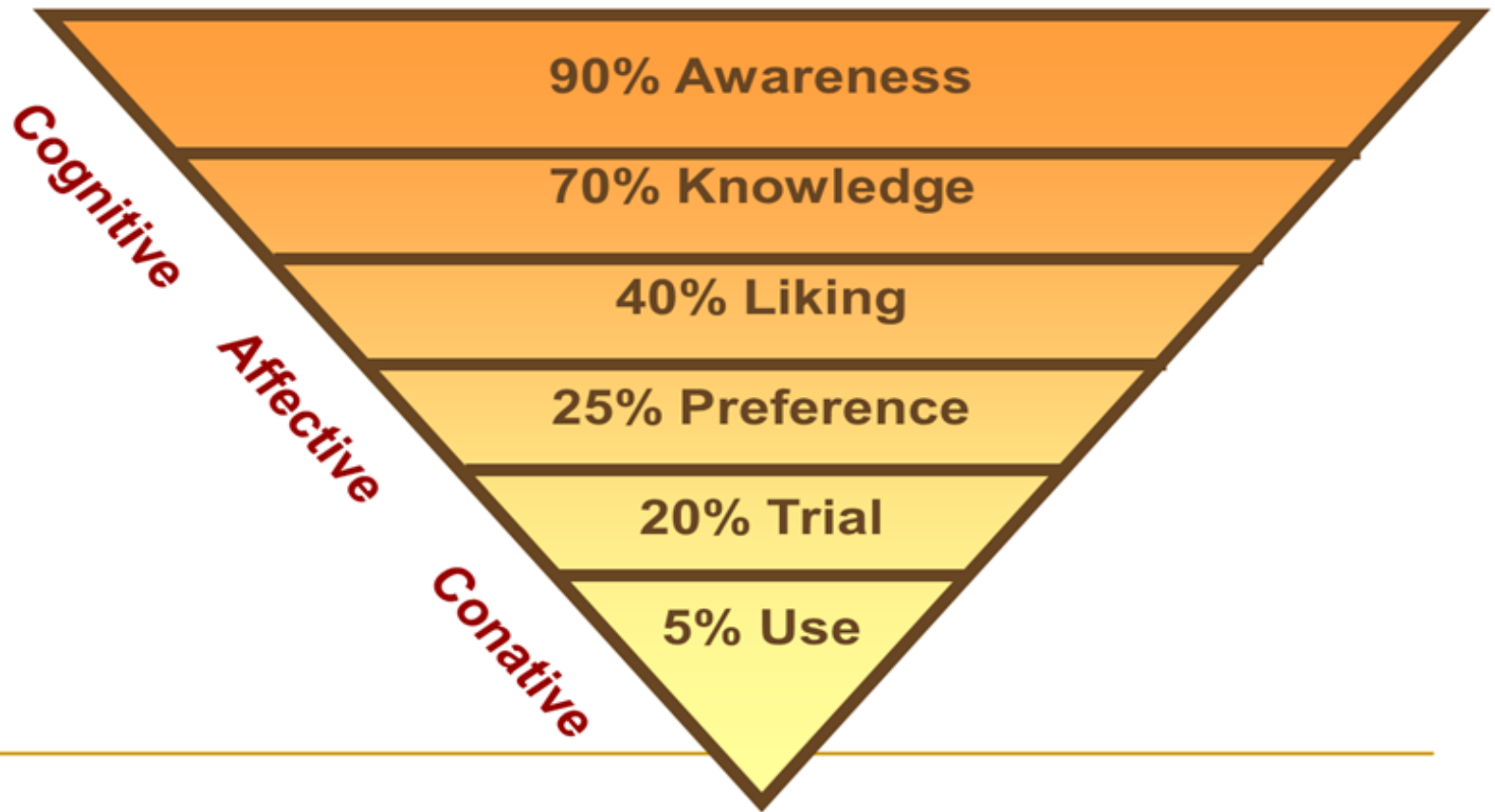
		Models			
Stages		AIDA model ^a	Hierarchy of effects model ^b	Innovation adoption model ^c	Information processing model ^d
Cognitive stage		Attention	Awareness	Awareness	Presentation
			Knowledge		Attention
Affective stage		Interest	Liking	Interest	Comprehension
		Desire	Preference	Evaluation	Yielding
Behavioral stage			Conviction	Trial	Retention
		Action	Purchase	Adoption	Behavior

(Belch and Belch, 2013)

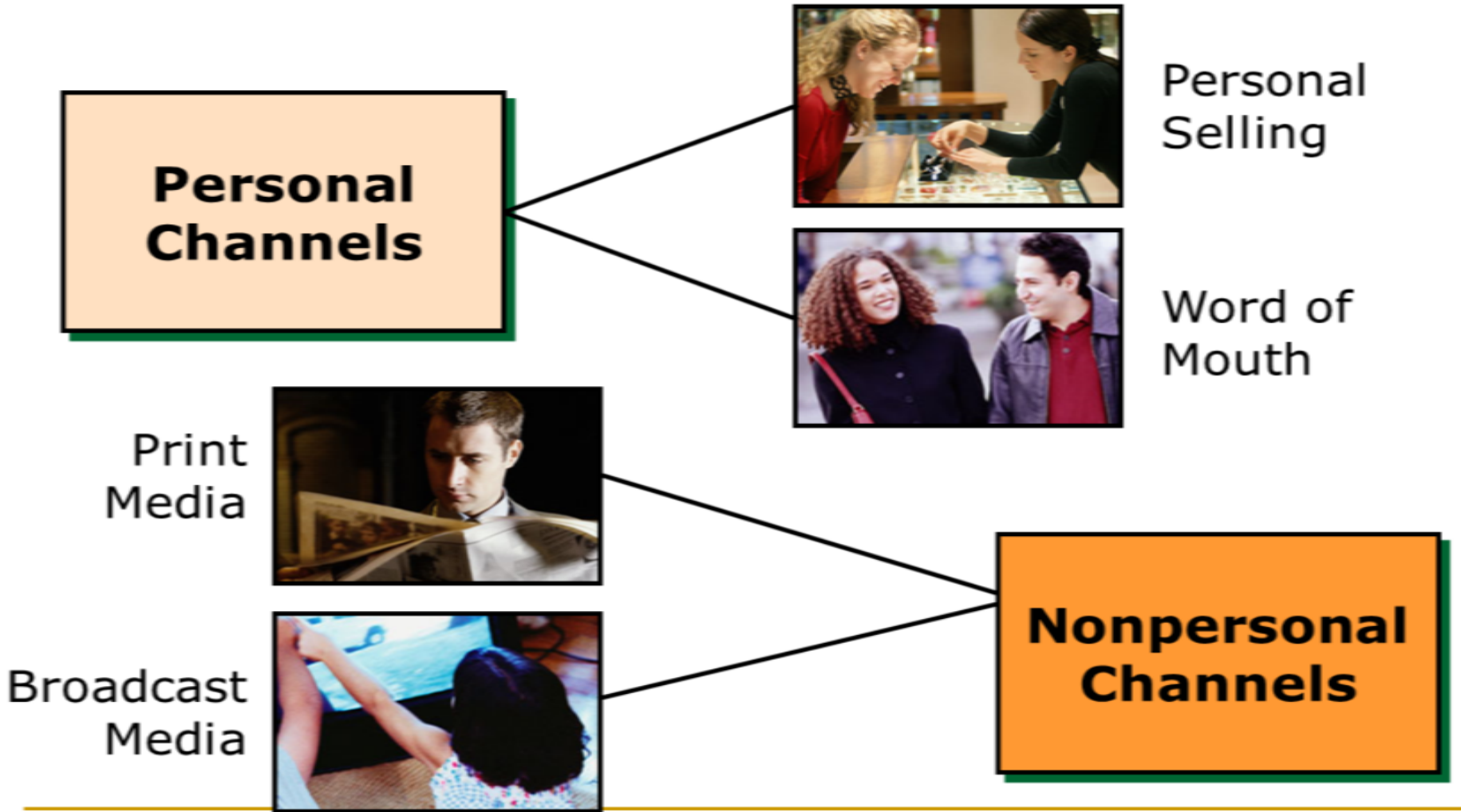
Advertising and Movement Toward Action

Related behavioural dimensions	Movement toward purchase	Types of promotions and advertising at each step
<p>Conative Realm of motives. Ads stimulate or direct desires.</p> <p>Affective Realm of emotions. Ads change attitudes and feelings</p> <p>Cognitive Realm of thoughts. Ads provide information and facts.</p>	 <p>Purchase</p> <p>Conviction</p> <p>Preference</p> <p>Liking</p> <p>Knowledge</p> <p>Awareness</p>	<p>Point of purchase Retail store ads, Deals “Last-chance” offers Price appeals, Testimonials</p> <p>Competitive ads Argumentative copy</p> <p>“Image” copy Status, glamour appeals</p> <p>Announcements Descriptive copy Classified ads Slogans, jingles, skywriting</p> <p>Teaser campaigns</p>

Inverted Pyramid of Communications Effects



The Marketing Communications Mix



The Marketing Communications Mix



The promotions mix elements.

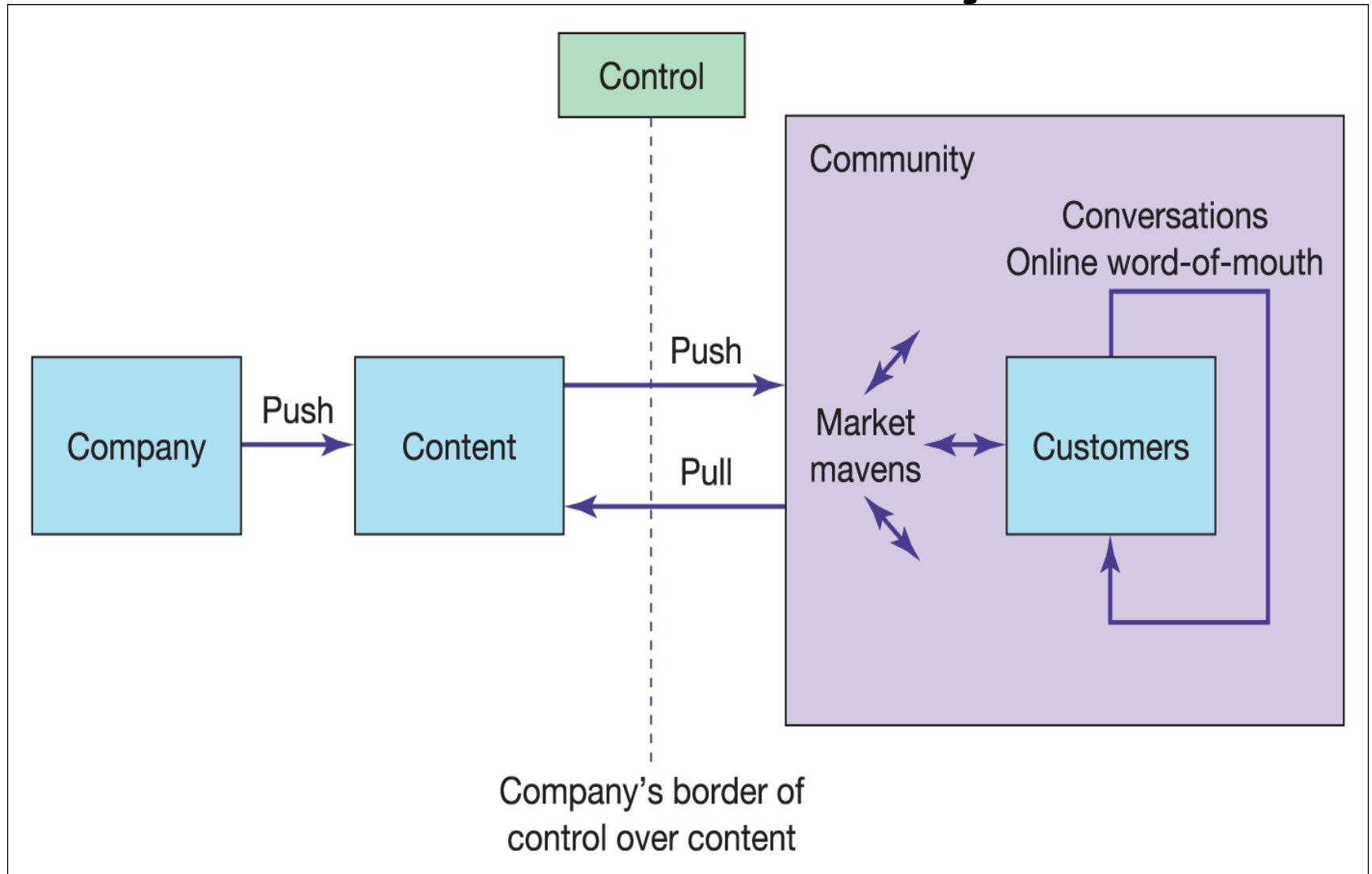
How Should Media be Selected?

How much to spend on Marketing Communications?

- Depends on the product or service;
 - What stage in the PLC
 - Market share and the consumer base
 - Competition and clutter
 - Ad frequency
 - Product substitutability



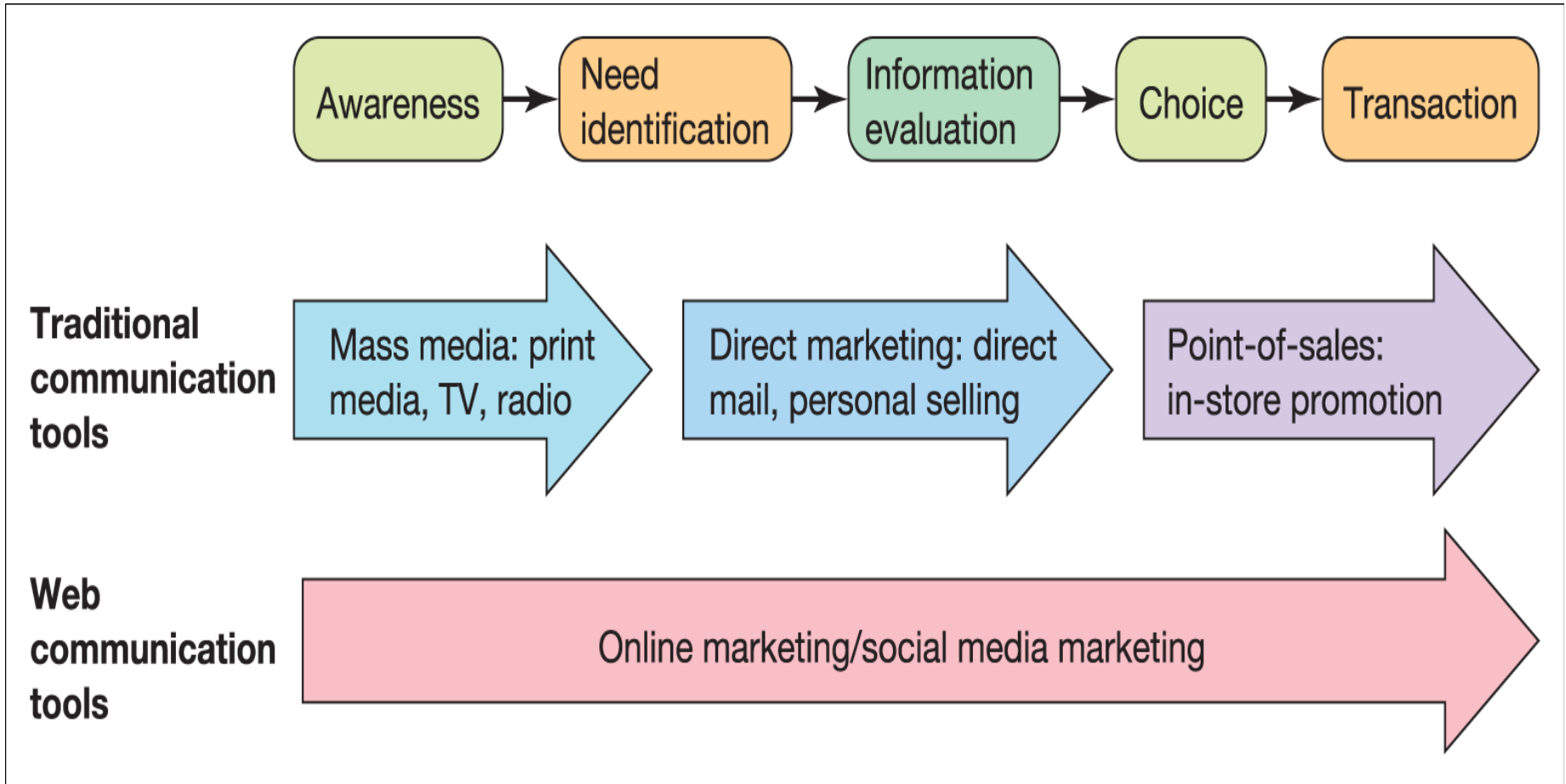
Online Publicity



The 6C model (Parent *et al.*, 2011).

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The role of internet communication in the customers' buying process



(Source: Hollensen, 2014).

Chevrolet Dream Garage – a viral marketing campaign (Germany)

Chevrolet erleben auf: [Facebook](#) [YouTube](#) [Flickr](#) [Diese Seite teilen](#)



CHEVROLET DREAM GARAGE

DIE TÜREN DER CHEVROLET DREAM GARAGE SIND NUN GESCHLOSSEN.
ABER IHR TRAUM CHEVROLET IST IMMER ERREICHBAR...

CAPTIVA
Gewinn Runde 4

CRUZE
Gewinn Runde 3
für Thomas Daehn


AVEO
Gewinn Runde 2
für Rolf Stangen

SPARK
Gewinn Runde 1
für Alexander Knoll

CORVETTE
Gewinn Runde 5

BLEIBEN WIR IN KONTAKT!
Um über zukünftige Promotions Immer informiert zu bleiben,
klicken Sie auf einen Link.

[CHEVROLET.DE](#) [FACEBOOK](#)



Source: Copyright © 2010, Chevrolet Germany.

Typical Communication Tools

One-way communication			Two-way communication	
Advertising	Public relations	Sales promotion	Direct marketing	Personal selling
Newspapers	Annual reports	Rebates and price discounts	Direct mail/database marketing	Sales presentations
Magazines	Corporate image	Catalogues and brochures	Internet marketing	Sales force management
Journals	House magazines	Samples, coupons and gifts	Telemarketing	Trade fairs and exhibitions
Directories	Press relations	Competitions	Viral marketing	
Radio	Public relations		Social media	
Television	Events			
Cinema	Lobbying			
Outdoor	Sponsorship			

(Source: Hollensen, 2014).

The Husqvarna Consumer Wheel



An Integrated Marketing Communications Planning Model



Thanks for your attention.

Do you have any questions, please?