The Purpose of Integrated Marketing Communications is to Communicate with a Target Audience

Promotion:

- Inform
- Persuade
- Remind

Marketing Communications: Media Carrying the Message

- **Mass Media**: Involves messages carried by media to broad audiences in which there is no personal contact or instantaneous interaction (advertising, publicity, in print or broadcast).
- **Personal Media**: Messages directed at a particular individual, or small group, with the opportunity for interaction (Personal sales).
- **Electronic Interactive Media**: can reach a large audience with personalized messages, and have immediate interaction (internet, or touchtone phones).
### The Marketing Communications Mix

- **Advertising**: Any paid form of non-personal presentation by an identified sponsor carried by a medium.
- **Personal Selling**: Personal presentations by a firm's sales force.
- **Sales Promotion**: Short-term incentives to encourage sales.
- **Public Relations**: Building good relations with various publics by obtaining favorable unpaid publicity.

### The Communication Process

- **Noise**: Noise Noise Noise Noise Noise Noise
- **Sender**: Noise Noise Noise Noise Noise Noise
- **Encoding**: Noise Noise Noise Noise Noise Noise
- **Message**: Noise Noise Noise Noise Noise Noise
- **Media**: Noise Noise Noise Noise Noise Noise
- **Decoding**: Noise Noise Noise Noise Noise Noise
- **Receiver**: Noise Noise Noise Noise Noise Noise
- **Response**: Noise Noise Noise Noise Noise Noise
- **Feedback**: Noise Noise Noise Noise Noise Noise

### Steps in Developing Effective Communication

1. **Step 1. Identifying the Target Audience**
2. **Step 2. Determining the Communication Objectives**
   - **Buyer Readiness Stages**
     - Awareness
     - Knowledge
     - Liking
     - Preference
     - Conviction
     - Purchase
   - **Hierarchy of Communications Effects**
Steps in Developing Effective Communication

Step 3. Designing a Message

- Message Content
  - Rational Appeals
  - Emotional Appeals
  - Moral Appeals

- Message Structure
  - Draw Conclusions
  - Argument Type
  - Argument Order

- Message Format
  - Headline, Copy, Color, Words, & Sounds, Body Language

Attention  Interest  Desire  Action

Non-personal Communication Channels

Steps in Developing Effective Communication

Step 4. Choosing Media

Personal Communication Channels

- Non-personal Communication Channels

Step 5. Selecting the Message Source

Step 6. Collecting Feedback

Relative Importance of Advertising and Personal Selling

**Pretransaction:**
Information to aid recognition and understanding
Information to create positive feeling

**Transaction:**
Persuasion
Setting the Promotion Mix: Choosing the right Tool

### Nature of Each Promotion Tool

<table>
<thead>
<tr>
<th>Promotion Tool</th>
<th>Nature</th>
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<tbody>
<tr>
<td>Advertising</td>
<td>Reaches Many Buyers, Expressive, Impersonal</td>
</tr>
<tr>
<td>Personal Selling</td>
<td>Personal Interaction, Builds Relationships, Costly</td>
</tr>
<tr>
<td>Sales Promotion</td>
<td>Provides Strong Incentives to Buy, Short-Lived</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Believable, Effective, Economical, Underused by Many Companies</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>Nonpublic, Immediate, Customized, Interactive</td>
</tr>
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### Push Strategy

Supplier promotes product to intermediaries to PUSH the product through distribution channel

- Manufacturer ➔ Wholesaler ➔ Retailer ➔ Consumer

Product flow

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### Pull Strategy

Supplier promotes product to ultimate consumer aiming to stimulate demand and PULL the product through the channel

- Information($)

Manufacturer ➔ Wholesaler ➔ Retailer ➔ Consumer

Product flow
Setting the Total Promotion Budget

<table>
<thead>
<tr>
<th>Affordable Method</th>
<th>Percentage-of-Sales Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive-Parity Method</td>
<td>Objective-and-Task Method</td>
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Promotional Campaigns Have Different Objectives - Objectives should Drive Actions

*For Example:*
- Image building
- Product Differentiation
- Positioning
- Seeking Direct Response

Changing Face of Marketing Communications

New Marketing Communications Realities

- Marketers Have Shifted Away From Mass Marketing
- Less Broadcasting

- Improvements in Information Technology Has Led to Segmented Marketing
- More Narrowcasting