



Strategies For Implementing Integrated Marketing Communications

Robyn Blakeman



Strategies For Implementing Integrated Marketing Communications:

Strategies for Implementing Integrated Marketing Communications Larry Percy, 1997 Integrated Marketing Communications is one of the hottest ideas in marketing today and for good reason Marketers today no longer feel limited to traditional ways of doing things More and more marketers both large and small are realizing there is a wide range of ways to reach potential customers This means you can better target your marketing communications leading to more successful marketing programs If this is true and it is then why do we hear so much about IMC not working The reason is simple IMC is much more than simply discussing new ways of communicating or using traditional means in new ways IMC is a way of planning overall marketing communications strategy by first looking to your customers and asking what is the best way of reaching them That is why *Strategies for Implementing Integrated Marketing Communications* was written In 10 comprehensive but concise and easy to read chapters the author outlines approaches for developing the most effective IMC strategies and then tailoring the tactics needed to implement them effectively With 224 pages of easy to use practical advice and common sense models and forms for guidance including detailed cases showing step by step how several leading marketers have used this forward looking approach to develop their own successful programs *Strategies for Implementing Integrated Marketing Communications* will be the most powerful tool in your marketing and communications arsenal

Strategic Integrated Marketing Communication Larry Percy, 2008 Integrated Marketing Communications is planning in a systematic way to determine the most effective and consistent message for appropriate target audiences This comprehensive new textbook deals with all aspects of Integrated Marketing Communication from a strategic perspective

Strategic Integrated Marketing Communications Larry Percy, 2008-06-20 Covers all aspects of integrated marketing communication from a strategic viewpoint *Integrated Marketing Communication* Robyn Blakeman, 2018-02-01 Now in its third edition this comprehensive text offers a classroom tested step by step approach to the creative processes and strategies for effective integrated marketing communication IMC Blakeman covers key areas from marketing plans branding positioning and creative briefs to copywriting design and considerations for each major media format Throughout she explores visual and verbal tactics along with the use of business theory and practices and how these affect the development of the creative message This user friendly introduction walks students through the varied strands of IMC including advertising PR direct marketing and sales promotion in a concise and logical fashion *Strategic Integrated Marketing Communications* Larry Percy, 2018-04-24 The key to effective integrated marketing communication is planning and that is what this book is all about It provides a disciplined systematic look at what is necessary to the planning and implementation of an effective IMC programme Throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication Step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of IMC in building brands and strengthening

companies The book then looks at what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media Everything is then pulled together providing a detailed practical overview of the strategic planning process what goes into it and how it is implemented Numerous examples and cases are included along with desktop tools and worksheets for developing and implementing an IMC plan Thoroughly updated with special attention throughout to the increasing importance of digital media in marketing communication new to this edition are the introduction of a general model of positioning and the important relationship between positioning and brand awareness and brand attitude strategy a look at the role of the preconscious in message processing a much expanded look at media and media planning concepts an expanded and more detailed section on digital media a section on content marketing

The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model
Kwang-Yong Shin, 2013-06-04 The book mainly addresses the following aspects First it systematically introduces the domestic and foreign research results pointing out the key elements of the basic theory of IMC according to a company's present situation and the practice of IMC strategy Second according to the different characteristics of each organization it provides various IMC organization structures such as linear structure Model I a virtual network and centralized type that focuses on individual interest external types of the IMC organizational structures Model etc and suggestions for further study are also presented

Integrated Marketing Communications in Football Argyro Elisavet Manoli, 2022-07-01 This book takes an important step forward in showing how Integrated Marketing Communications IMC have been applied within the English Premier League EPL arguably the most commercialised and watched sport league in the world and how it can and should be utilised in the context of other sports properties Drawing on cutting edge empirical research the book offers a detailed view into the marketing communications practices of EPL clubs such as brand management and communications alignment the football clubs practitioners perspectives of IMC and the integration processes taking place within the clubs It examines the key marketing communications practices that strategic IMC entails including marketing strategies and goals cross functional communication external communication management and brand management and helps researchers and practitioners to understand how IMC can have the maximum positive impact on the brand of an organisation by managing their content channels stakeholders and results This book is fascinating reading for any researcher advanced student or practitioner with an interest in sport management the business of football sport marketing or innovative approaches to marketing and business communications in other commercial spheres

Integrated Marketing Communication Jerome M. Juska, 2017-10-02 This book is an up to date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing advertising and promotion It provides essential information about planning implementing and assessing a comprehensive marketing plan to help students appreciate integrated marketing communications as a business strategy The author describes the processes and considerations needed to appeal to

consumers identifying how geographic segmentation timing competitive environments and cost contribute to planning He considers the integration of digital technology such as social media platforms and mobile apps and how these can be used for advertising sales promotion and public relations The book s concise easy to read explanation of marketing components and their interconnected relationships is solidified by a series of visual summaries as well as examples and useful demonstrations Students are given the opportunity to prepare their own integrated marketing communication plan based on consumer product and market research along with original creative materials and media spreadsheets Students of marketing communication advertising and promotion and digital marketing will love this book s abbreviated but thorough format An interactive companion website rounds out a stellar set of features that encourage quick understanding participation and utilization of IMC concepts

Integrated Communications in the Postmodern Era Philip J. Kitchen,Ebru Uzunoglu,2014-12-02 This book is readers who wish to develop their knowledge insight skills and facility into integrated communications within the post modern era a topic of relevance everywhere but particular apposite as the original conference was hosted in Turkey a rapidly developing nation and one enjoying significant growth in the global

Integrated Marketing Communication Robyn Blakeman,2014-07-10 Now in its second edition this comprehensive text offers a classroom tested step by step approach to the creative processes and strategies for effective IMC It also details changes in traditional advertising and marketing principles Blakeman covers key areas from marketing plans branding positioning and creative briefs to copywriting design and considerations for each major media format Throughout she explores visual and verbal tactics along with the use of business theory and practices and how these affect the development of the creative message This user friendly introduction walks students through the varied strands of IMC including advertising PR direct marketing and sales promotion in a concise and logical fashion Several new chapters address the latest additions to the mix Internet social mobile and alternative media plus guerrilla marketing The text builds students skills in developing a creative idea employing the correct message and placing it appropriately and will continue to serve as a handy reference to using the most effective communications approaches throughout their careers

Whispering the Strategies of Language: An Mental Quest through **Strategies For Implementing Integrated Marketing Communications**

In a digitally-driven world wherever monitors reign supreme and instant interaction drowns out the subtleties of language, the profound secrets and emotional nuances hidden within phrases frequently move unheard. However, set within the pages of **Strategies For Implementing Integrated Marketing Communications** a fascinating literary value pulsing with natural emotions, lies a fantastic journey waiting to be undertaken. Written by a skilled wordsmith, that wonderful opus encourages visitors on an introspective journey, softly unraveling the veiled truths and profound impact resonating within the very fabric of each and every word. Within the mental depths of this emotional review, we shall embark upon a genuine exploration of the book is primary styles, dissect its charming publishing style, and succumb to the effective resonance it evokes deep within the recesses of readers hearts.

https://archive.kdd.org/book/Resources/fetch.php/slang_and_sociability_in_group_language_among_college_students.pdf

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