

# 3 Steps to Implementing a Successful Integrated Marketing Communication Strategy



Step 1

A blue circle containing the text 'Step 1' is connected by a light blue arrow pointing to the right towards the first step description.

Conduct a Comprehensive Audit of Your Existing Marketing Strategies



Step 2

A purple circle containing the text 'Step 2' is connected by a light purple arrow pointing to the right towards the second step description.

Engage in a Cross-Departmental Planning



Step 3

An orange circle containing the text 'Step 3' is connected by a light orange arrow pointing to the right towards the third step description.

Strengthen Your Marketing Efforts through Technology & Tools

# Strategies For Implementing Integrated Marketing Communications

**Philip J. Kitchen, Ebru Uzunoglu**



## **Strategies For Implementing Integrated Marketing Communications:**

*Strategic Integrated Marketing Communications* Larry Percy, 2023-03-03 This book provides a disciplined systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications 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 considers what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media A detailed practical overview of the strategic planning process is provided illustrated by numerous examples and cases along with desktop tools and worksheets for developing and implementing an IMC plan The 4th edition of this classic textbook has been fully updated throughout and includes Updated and expanded coverage of digital media including issues relating to privacy and media strategy New sections on setting campaign budgets brand architecture target audience action objectives social marketing communication and such practices as gamification and experiential marketing Extended content on international advertising and shared cultural values The introduction of a channels based typology of marketing communication Updated international examples and case studies throughout A comprehensive and accessible guide to the steps of planning and developing an effective IMC campaign this book should be core reading for students studying Integrated Marketing Communications Strategic Communications Principles of Advertising Media Planning and Brand Management

*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 *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 Christina L. McDowell Marinchak,Jeanne M. Persuit,2016-09-22 Integrated Marketing Communication IMC is a holistic approach to the areas of advertising public relations branding promotions event and experiential marketing and related fields of strategic communication Integrated Marketing Communication Creating Spaces for Engagement explores how IMC can open up spaces for engagement in our classrooms and our communities The breadth

of the contributors is in the spirit of IMC examining public and private sector organizations that offer products and services while relying on various methodologies and theoretical approaches with particular emphasis on rhetoric philosophy of communication qualitative research and historical perspectives in IMC Moreover each chapter considers IMC from a different communicative perspective including strategic communication philosophy of communication rhetorical theory health communication crisis and risk communication communication theory and mass communication Integrated Marketing Communications with Online Study Tools 12 Months Bill Chitty,William Chitty,Edwina Luck,Nigel Barker,Anne-Marie Sassenberg,Terence A. Shimp,J. Craig Andrews,2017-11-16 Organisations continually use integrated marketing communications to achieve a competitive advantage and meet their marketing objectives This 5th edition of Integrated Marketing Communications emphasises digital and interactive marketing the most dynamic and crucial components to a successful IMC campaign today Incorporating the most up to date theories and practice this text clearly explains and demonstrates how to best select and co ordinate all of a brand s marketing communications elements to effectively engage the target market Chapters adopt an integrative approach to examine marketing communications from both a consumer s and marketer s perspective With a new chapter on digital and social marketing addressing the development of interactive media in IMC and new IMC profiles featuring Australian marketer s along with a wide range of local and global examples including Spotify Pandora Snapchat Palace Cinemas Woolworths KFC Old Spice Telstra Colgate and QANTAS this text has never been so relevant for students studying IMC today Unique to the text is a series of new student and instructor IMC videos showing students how key objectives in IMC theory are applied by real businesses

Integrated Marketing Communication Jerry Kliatchko,2019-10-29 This volume represents a valuable resource for students academics teachers and researchers and practitioners in the field of integrated marketing communication IMC It provides a foundation detailing the principles tenets and practices of IMC before presenting a step by step process of preparing and executing the process for any given brand **Integrated Marketing Communications** ,2024-10-26

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*Handbook of Research on International Advertising* Shintaro Okazaki,2012-01-01 Almost 50 of the leading researchers teachers and thought leaders have come together to brilliantly cover the complex and evolving field of international advertising research From culture to methodologies to the newest in digital approaches international advertising research has never gotten as complete coverage as found in this one volume Don E Schultz Northwestern University US An excellent book for international marketing scholars and advertising executives that focuses on the complexity of making advertising decisions in a global world The contributors identify how international advertising perspectives are being transformed by such changes as the emergence of social media rise of BRIC countries and increasing concern for localization of advertising Confident in predictions and bold in recommendations this book is written with ambition scope and verve that sets it apart from the usual advertising books Subhash C Jain University of Connecticut US The Handbook of Research on International Advertising presents the latest thinking experiences and results in a wide variety of areas in international advertising It incorporates those visions and insights into areas that have seldom been touched in prior international advertising research such as research in digital media retrospective research cultural psychology and innovative methodologies Forming a major reference tool the Handbook provides comprehensive coverage of the area including entries on theoretical advances in international advertising research culture and its impact on advertising effectiveness online media strategy in global advertising methodological issues in international advertising effectiveness of specific creative techniques global advertising agencies international perspectives of corporate reputation transnational trust global consumer cultural positioning and performance of integrated marketing communications among others Researchers students and practitioners in the fields of marketing advertising communication and media management will find this important and stimulating resource invaluable

**Integrated Marketing Communication** Robyn Blakeman,2023-06-22 Now in its fourth edition this comprehensive text offers a classroom tested step by step approach to the creative processes and strategies for effective integrated marketing communication IMC Robyn Blakeman covers key areas from marketing plans branding positioning and creative briefs to copywriting design and considerations for each major media format Throughout the book 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 The fourth edition features Twelve new case studiesIncreased discussion of digital and social media opportunitiesContent boxes comparing new

and traditional media

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*Corporate Social Responsibility Reporting in China* Kwang-Yong Shin, 2014-01-23

The CSR report has become a very important tool which can help corporations to set up strategies and build their core competencies

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The book analyzes the current situation and development trend of CSR in China as well as its international developing trend

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*Principles of Integrated Marketing Communications* Lawrence Ang, 2021-02-23

Explains the principles and practice of implementing an effective marketing strategy using a variety of channels and techniques such as brand equity advertising and personal selling

**Exploring Integrated Marketing Communications** cybellim Ltd, 2024-10-26

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