

Introduction to Integrated Marketing Communication, Evolution, Tools, Features, Growth

Integrated Marketing Communication (IMC) is a strategic approach that seeks to unify and coordinate all marketing communication tools, avenues, and sources within a company into a seamless program. This program aims to maximize the impact on consumers and other end-users at a minimal cost. IMC integrates various promotional elements such as advertising, public relations, direct marketing, social media, and sales promotion, ensuring consistency of messages across all channels. The primary goal is to ensure that all messaging and communications are consistent and support the brand's core message and values. By presenting a unified message across multiple platforms, businesses can create more impactful, coherent brand experiences for their customers, leading to increased brand awareness, loyalty, and ultimately, sales.

Evolution of IMC:

1. Fragmented Marketing (Pre-1980s):

Before the concept of IMC became prevalent, marketing efforts were often fragmented. Advertising, sales promotions, direct marketing, and public relations operated in silos, each with its own goals and budgets. There was little to no coordination among these disciplines, leading to inconsistent messaging and inefficient use of marketing resources.

2. Emergence of IMC (1980s):

The concept of IMC began to take shape in the late 1980s as marketers sought to create more cohesive and unified marketing strategies. This shift was driven by the recognition that coordinated and consistent messages across different platforms could enhance the overall effectiveness of marketing campaigns. The idea was to present the consumer with a seamless experience, integrating all forms of communication to support the brand's message.

3. Adoption and Refinement (1990s):

During the 1990s, IMC gained widespread acceptance as businesses began to adopt a more customer-centric approach to marketing. Advances in database technology allowed for more targeted marketing efforts, and the rise of digital media provided new channels for communication. Marketers started to refine

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Trust the Brand - Corporate Reputation Management in Private Banking Verena A. Knipp, 2009-10 Reputation is the sum of individual perceptions experiences and beliefs in the mind of a company s stakeholder Therefore synchronous stakeholder communication and interaction has to respect the needs of all parties involved Reputation management is the total of concepts processes and structures that are directed towards the effective management of reputation within a company It covers all activities to establish preserve improve and defend reputation systematically Private banking is a highly sensitive and trust requiring business A strong bank brand and a healthy reputation are its key success factors Private banks concentrate on prosperous clientele therefore they know that the loss of the good name is one of the major business risks Although the significant role of reputation in private banking is commonly clear a systematic management of corporate reputation is rarely This book investigates the current status of reputation management in private banking and identifies reputation drivers Consequently a survey on German private banks is being conducted Based upon the findings a structure for corporate reputation management under aspects of good corporate governance will be derived Regarding corporate reputation management as a consulting product opportunities for the consulting industry are presented in conclusion

Development of a consulting approach based on 'value innovations' for management consulting business of small and medium-sized companies in Germany Carsten Siegemund, 2008-04-28 Inhaltsangabe Abstract Using the new theory Blue Ocean Strategy of strategic behaviour the author is designing a consulting approach for management consulting business of small and medium sized enterprises SME in Germany The Blue Ocean Strategy challenges companies to break out of their current market by finding new unknown market space The purpose of the dissertation is to describe the current competitor s markets as the status quo the participants perceive in their usual strategic approach to identify then the key success factors and methods of the new theory Creating of Blue Oceans as the alternative and mold the main issues of this approach into a consulting product The objectives are 1 Identification of issues which could be described as key success factors for this new theory 2 The strengths and weaknesses of the Blue Ocean Strategy approach 3 Identifying SMEs as a target customer group and the value of the Blue Ocean approach for these target customers 4 A consulting approach for management consulting of SMEs The developed consulting concept could be offered to customers within their range of consulting services or be used as an internal measurement in consulting companies to find new areas for business development In order to meet the aims of this dissertation the following structure is chosen Chapter 1 The chapter 1 introduces the aims and objectives of this dissertation its motivation limitations and structure Chapter 2 In chapter 2 the general business strategies for competing on defined market and the sorts of innovations are explained Chapter 3 In chapter 3 the terms of red oceans and blue oceans are defined and later explained how they relate to the used business strategies on the markets Chapter 4 In chapter 4 the theory of Blue Oceans Strategy will be presented on an abstract level to familiarize

the reader with the key factors and main issues of this approach Chapter 5 In chapter 5 the common definition of small and medium sized enterprises will be presented in a first step to follow up with the illustration of the current situation for the SMEs in Germany referring to the results of interviews with market participants or observers and studies of literature Chapter 6 In chapter 6 the consulting concept based on value innovation will be designed To understand in which way the approach differs from other consulting services there will be a short introduction into **Cause-Related Marketing** M. Mercedes Galan-Ladero, Clementina Galera-Casquet, Helena M. Alves, 2021-03-27 This textbook uses a case study approach to present a variety of cause related marketing campaigns that have been developed by companies and NGOs These innovative case studies help students understand how such campaigns affect for profit and non profit organizations customers and society in general This book also offers numerous useful examples to understand the theory of cause related marketing and how it can be applied in different countries and cultural contexts Lecturers will find the teaching notes provided with each case useful for the classroom **Professional Investor**, 2008 Strategic Management: From Theory to Implementation David E. Hussey, 2007-06-01 A major textbook on strategic management which not only deals fully with the theoretical aspects of corporate planning but also provides practical guidance on implementation Now completely revised and updated this book is particularly suitable for the student or manager who needs to relate strategic thinking to current practice The format has been enlarged and the interior of the book re designed The fourth edition treats both analytical and behavioural aspects of planning in depth Strategic analysis is covered in particular detail with examples reporting proven and often original applications of these theories Six major case studies have been added to illustrate the application of strategic management theory in practice and a chapter discusses the impact of new approaches to strategy With comprehensive reference lists and a guide to research resources this volume will prove invaluable to researchers and advanced students as well as to the practising manager A lecturer s resource is available on the BH website which contains a Powerpoint presentation additional case studies and notes and exercises for seminar use Details are available by emailing bhmarketing@repp.co.uk a highly commendable piece of work a true compendium for the practitioner and student of planning Journal of Strategic Change review of the third edition **Strategic Management** David E. Hussey, 1998 A major textbook on strategic management which not only deals fully with the theoretical aspects of corporate planning but also provides practical guidance on implementation Now completely revised and updated this book is particularly suitable for the student or manager who needs to relate strategic thinking to current practice The format has been enlarged and the interior of the book re designed The fourth edition treats both analytical and behavioural aspects of planning in depth Strategic analysis is covered in particular detail with examples reporting proven and often original applications of these theories Six major case studies have been added to illustrate the application of strategic management theory in practice and a chapter discusses the impact of new approaches to strategy With comprehensive reference lists and a guide to research resources this volume will

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School Professor Julian Birkinshaw it covers the essential models that all business students and managers need to know Themed around the course modules on an MBA the 60 models fall into the following categories Strategy Business Economics Finance Decision Science Accounting Operations Marketing Organisational Behaviour The term model is used loosely in some cases it might be a framework The 4 Ps of Marketing Porter s Five Forces in some cases it might be an important concept open innovation or customer orientation and in some cases it might be a technical model the Capital Asset Pricing Model Built on research with academics from the top international business schools this book is an essential reference guide for every manager and MBA The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed

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