

DESIGNING AND MANAGING INTEGRATED MARKETING COMMUNICATIONS FOR ORGANIZATION

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ABSTRACT

The father of integrated marketing communications is Don Schultz (Bannawit, 2007, p. 207). According to the integrated marketing communications, a medium chosen to communicate has to be suitable for a target audience and able to reach them as well as building the real awareness in accordance with a company budget.

Integrated marketing communication (IMC) means the process of developing marketing communication plan that continuously uses several types of communication with a target market. The purpose focuses on creating behaviour of a target audience to match with a market demand by analyzing brand communication methods in order to let the target audience know the product, which leads to knowledge, familiarity, and conviction towards the brand. The heart of IMC is not only building perception, awareness, and acceptance, but also encouraging consumer behavior. Thus, integrated marketing communication is the communication process for a constantly long-term persuasion by using various types of tools such as advertising, public relations, direct marketing, sales promotion, customer relationship management, event marketing, call center, and e-mail to create expected behaviors.

Keywords: Integrated marketing communications

Introduction

The Role of IMC

1. **Personal Connection: Personal Selling and Direct Sales** - If IMC planners want to communicate with the target audience through a person, they will use the IMC tool called personal selling and direct sales. This is the main tool that assists in the two-way interaction and adds more information which could not contain in the advertisement and public relations completely; also, personal connection can persuade and convince the target audience to buy their products.
2. **Intensifying Consideration: Sales Promotion** - After building awareness, credibility, and using personal connection, IMC planners will use a sales promotion to convince customers and give them a reason in

order to let them recognize the brand. To explain, a sales promotion has its own distinctive characteristics in offering extra values that other brands do not have.

3. **Experiential Contacts: Event, Sponsorship, and Customer Services** - The IMC tools that create a brand experience are event marketing, sponsorship marketing, and customer service.
4. **Direct Marketing: One-to-One Connection** - When IMC planners want to communicate face to face or directly with the end-users, they will use direct marketing communication to be a main tool for communicating with the target audience.

However, to accomplish in applying integrated marketing communications strategy to effective brand building, the organization has to integrate all the tools used in harmony.

Integrated Marketing Communications Tools (Kotler & Keller, 2012, p. 500)

Advertising	To use expensive media to present products and services to a massive audience.
Sales Promotion	To stimulate and persuade customers to make a purchase decision in the short term.
Event & Experience	To organize events, exhibitions, and showrooms so that customers can experience or test company products directly. To create conviction before deciding to buy products
Public Relations and Publicity	To create a product image or to present company events in order to let the target customer and others aware of.
Direct & Interactive Marketing	To communicate directly with clients while saving budget. This is doing response and customer service individually between a company and clients, e.g. membership card, letter, telephone, fax, e-mail, and internet.
Word-of-Mouth Marketing	To operate word-of-mouth marketing while expecting word-of-mouth behavior from customers, for this action can influence listeners to believe and ultimately make a purchase decision.
Personal Selling	To use a person in communicating and solving problems between a company and clients.

Examples of Integrated Marketing Communications (Kotler & Keller, 2012, p. 501)

Advertising	Sales Promotion	Event & Experiences	Public Relations & Publicity	Direct & Interactive Marketing	Word of Mouth Marketing	Personal Selling
Print & broadcast ads	Contests, games	Sports	Press kits	Catalogs	Person-to person	Sales presentations
Packaging outer	Sweepstakes, lotteries	Entertainment	Speeches	Mailings	Chat rooms	
Packaging inserts	Premiums& gifts	Festivals	Seminars	Telemarketing	Blogs	Sales meetings
Cinema	Sampling	Arts	Annual reports	Electronic shopping		
Brochures & booklets	Fairs& trade shows	Factory tours	Charitable donations	TV shopping	Fax	Incentive programs
Poster& leaflets	Demonstrations	Company museums	Publications	E-mail	Voice mail	
Directories	Coupons	Street activities	Community relations	Company blogs	Web sites	
Billboards	Rebates		Lobbying			
Display signs	Low-interest financing		Identity media			
Point-of-purchase	Trade-in allowancing		Company magazine			
DVDs	Continuity programs					

Advertising agency selection criteria are 1) Evaluating an advertising agency profile, 2) Evaluating an advertising agency policy, 3) Evaluating works and success of an advertising agency, and 4) Evaluating works presented by an advertising agency.

Guidelines for advertising are 1) An advertising should be related to viewers and consumers, and convince them to observe, 2) An advertising should be outstanding, have identity, show selling point, and be memorable at first sight, 3) An advertising should convey credibility on products and be assured of making a consumer decide to purchase, 4) An advertising should be brief, concise, and clear, 5) An advertising should be impressive, immediately remembered, and encourage viewers to see it again, 6) An advertising should clearly announce a product name and a brand, 7) An advertising should be distinctive, memorable and different from competitors, 8) An advertising should build imitation behaviors, buying and using, after watching the advertisement,

9) An advertising should be eye-catching under the social acceptance, and 10) An advertising should refer to a target audience of a company.

Advertising script rules are as follows: 1) Try to be concise and clear for reading in a short period of time, 2) Try to use powerful words, but not too exaggerating because consumers may expect too much. If a product cannot satisfy a consumer like in the ads, long-term effects, such as no repurchasing and spreading negative word of mouth will occur. 3). Consider whatever a target audience wants to hear, and 4) Prove wording for showing credibility after buying. The first buying is not as important as managing products for the repurchasing.

Sales promotion is contests, games, lucky draws, samplings, coupons, discounts, freebies, premiums, product demonstration, loss leaders, prizes, commissions, vacation sweepstakes, gold sweepstakes, car sweepstakes, souvenirs, device freebies, sales exhibitions, selling on credit,

allowances, and lower interest rates.

Public relations and publicity is samplings, speeches, mail merge, internal magazines, client newsletters, shareholder newsletters, annual reports, posters, canvas labels, employee handbooks, seminar papers, meeting papers, training documents, announcement in a company party, involving in charity events, sporting events, public projects such as blood donation, afforestation, and flood, chanting books, audio visual aids, and factory tours (Scott, 2007).

To direct and interactive marketing, Lester Wunderman, (Bannawit, 2007, p. 292) who creates direct marketing, believes that the Internet is a reliable direct marketing. Nowadays, there are a lot of internet activities, for instance, catalog, postcard, online shopping, website, link advertising, Facebook, Twitter, fanpage, e-mail, viral marketing, and mail forwarding.

Personal selling are sales presentations, sales meetings, rewards, product samples, and seminars.

Hierarchy of Effects Model



Credit: Tangjakrawaranon & Weerawut (2008, p. 200)

Awareness: Building awareness is a mission in case that the target audience is not aware of the product yet.

Knowledge: After becoming aware of the product, we have to give customers knowledge. Let them see advantages and disadvantages and experience which one is suitable for them by samplings.

Liking: A good strategy is to consider how to make customers like and accept your product by marketing activities.

Preference: Due to many similar products from competitors, you have to highlight outstanding features of your product. Find differentiations.

Conviction: Make customers feel trust, safety, and stability by guarantee marks such as Food and Drug Administration (FDA) and Good Manufacturing Practice (GMP).

Purchase: The goal of advertising is a purchase, if customers decide to buy your product, the company succeeds in advertising.

Developing Effective Communications and Steps in Developing Effective Communications : 1) Identify target audience 2) Determine objectives 3) Design message 4) Select channels 5) Establish budget 6) Decide on media mix 7) Measure results 8) Manage integrated marketing communications

Identifying the Target Audience: A company needs to know which target audiences they want to offer their product in order to optimize the right medium towards the target market. Identifying where the target audience is, where they do activities, and what kind of books or television programs do they like,

these strategies will work with media the company uses to affect audience perception.

Determining the Communications Objectives: Before advertising, you must define the objectives, for example wanting to promote a new product into the marketplace, wanting to communicate a sales promotion, and wanting to rebrand.

Designing Message: In presenting effective messages a communicator needs to make it grab attention, draw interest, stimulate desire, and encourage action according to the AIDA Model (Attention-Interest-Desire-Action) below.

Response Hierarchy Models

Stages	AIDA Mode	Hierarchy of Effects Model	Innovation Adoption Model	Communications Model
Cognitive stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response
Affective stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
Behavior stage	Action	Purchase	Trial ↓ Adoption	Behavior

Credit: Kotler & Keller (2012, p. 503)

The message content must clear problems and meet needs of customers. Three ways to appeal customers are as follows: 1) **Rational appeals** is to urge customers to look at advantages e.g. showing beneficial features of the product, revealing energy saving mode, or demonstrating it to gain credibility, 2) **Emotional appeals** can be both positive and negative aspects, but the purpose is to motivate customers to possess the product. A positive

aspect is like showing how proud of possessing the product and a negative aspect, in case of healthy products, can show effects of ignoring one’s own self-care before presenting benefits of the product, and 3) **Moral appeals** bring goodness to society and show ethics in business for persuading them to receive a good image of the company.

Selecting the Communications Channels: There are two types of communication, personal and

non-personal; therefore, a company can use both of them or analyze which one is more suitable. For instance, if you use only personal channel, lower demand may occur because buyers generally have seen or been aware of advertisement from non-personal communication channels before liking the product owing to the influence of personal communication channels and other reviews encouraging their purchase decisions.

Establishing the Total Marketing Communications Budget: Each product spends different amounts of advertising budget, for instance, skin care products or cosmetics need budget which is more than 30%

of sales and industrial products spend 5-10% of sales. Methods for setting advertising budget are based on affordable or fund available, percentage of sales, competitive parity, and objective or task. However, a company has also to consider those methods with company capabilities and revolving funds.

Deciding on the Marketing Communications Mix: In selecting channels a company should consider the harmony with 4Ps which are product, price, place, and promotion in order to avoid ineffective use of media. Tools of the marketing communications mix have particular characteristics as follows:

Integrated Marketing Communications	Characteristics
Advertising	<ul style="list-style-type: none"> - Public presentation - Pervasiveness is spreading message widely or massively. - Amplified expressiveness presents a company story through print, sound, and color. - Impersonality means a receiver cannot respond to a sender.
Sales Promotion	<ul style="list-style-type: none"> - Communication appeals to consumers. - Incentive gives privilege to consumers. - Invitation persuades audience to buy products immediately.
Event & Experiences	<ul style="list-style-type: none"> - Relevance provides product testing and real event experiences. - Engaging exhibition experiences refer to the opportunity to start trading. - Implicitness happens after testing a product which a consumer perceives directly if the product can satisfy his/her needs.
Public Relation and Publicity	<ul style="list-style-type: none"> - High credibility - Ability to catch buyers off guard - Dramatization
Direct & Interactive Marketing	<ul style="list-style-type: none"> - Non-public - Customized - Up-to-date - Interactive
Word-of-Mouth Marketing	<ul style="list-style-type: none"> - Be influential. Most of relationships are friends, parents, siblings, and relatives. - Be personal. - Be timely. This channel affects a purchase decision fast, for consumers formerly believe in it.
Personal Selling	<ul style="list-style-type: none"> - Personal confrontation lets a salesman observes customer reactions immediately. - Cultivation means selling for the future connection. It builds more expectations. - Responses from customers forecast sales.

Measuring Communication Results: Measuring is essential for selecting any types of channels, accordingly the channels resulting less tend to be risky. Depending on types of communication, researcher mostly uses questionnaire research about awareness with the target audience. (Kristhanin, & Phanarat, 2007, p.122)

Managing the Integrated Marketing Communications: IMC helps publicize a company message towards the target audience, so a channel used must be unceasing, consistent, and lead to sales and customer purchasing decision.

All in all, in designing and managing integrated marketing communications an organization should produce a production technology that leads to the highest effectiveness of awareness, achieves the objectives of operating the proper communications tools and be worth the budget. Planning effective marketing communications, a marketer must combine elements of the marketing communications mix together; however, the attempt to develop elements of the marketing communications mix in order to attain an optimal mix and match a specific target market is often confronted with problems of coordination. Due to the difference of officers' departments like planning and operating, their perspectives, attitudes, and objectives also appear different. For example, sales department plans and controls sales presentations, but advertising department is responsible for coordinating with advertising agencies in order to communicate products while managing sales promotions and direct marketing activities for other departments. As a result, the overall promotional effort fails and cannot attain marketing plan objectives since the tools used are irrelevant, contrary, and own distinct or independent paths to success.

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