

*Lamb, Hair, McDaniel* **MKTG**

# CHAPTER 15

*Integrated Marketing  
Communications*

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# Learning Outcomes



- LO<sup>1</sup>** Discuss the role of promotion in the marketing mix
- LO<sup>2</sup>** Discuss the elements of the promotional mix
- LO<sup>3</sup>** Describe the communication process
- LO<sup>4</sup>** Explain the goal and tasks of promotion

# Learning Outcomes



- LO<sup>5</sup>** Discuss the AIDA concept and its relationship to the promotional mix
- LO<sup>6</sup>** Describe the factors that affect the promotional mix
- LO<sup>7</sup>** Discuss the concept of integrated marketing communications

# The Role of Promotion

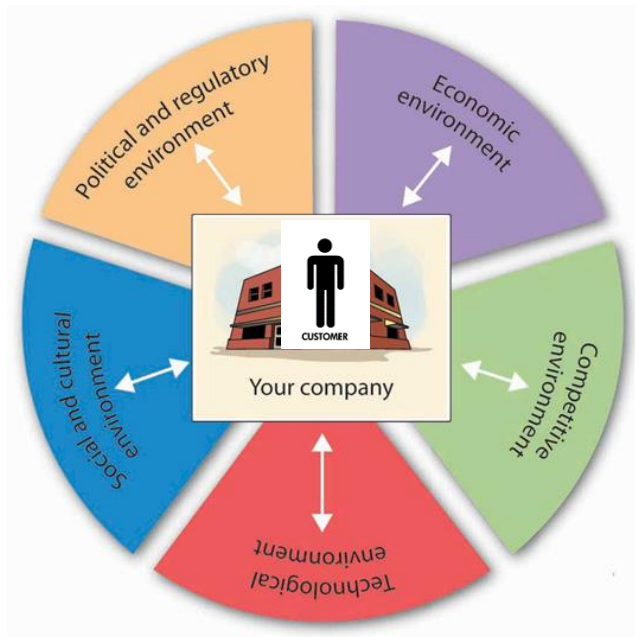
## Promotion

**Communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence an opinion or elicit a response.**

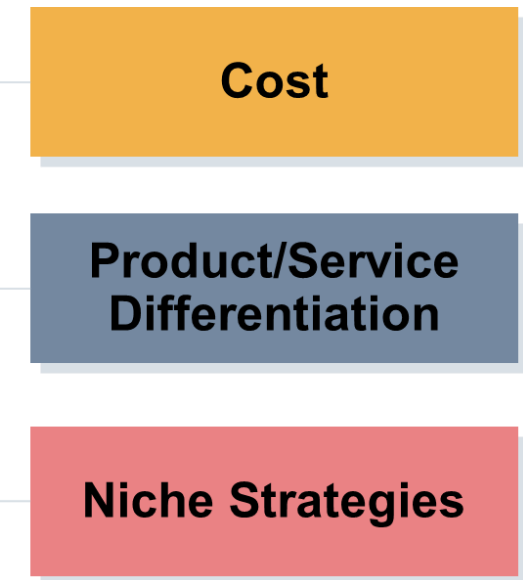


	Helpful	Harmful
Internal	<b>S</b> Strengths	<b>W</b> Weaknesses
External	<b>O</b> Opportunities	<b>T</b> Threats

- Product
- Price
- Promotion
- Placement



## Types of Competitive Advantage

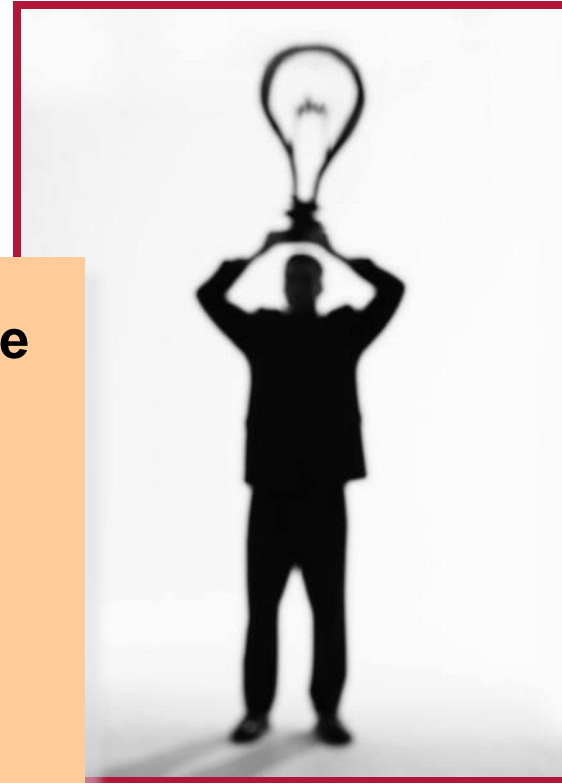


# The Role of Promotion

## Promotional Strategy

A plan for the optimal use of the elements of promotion:

- ◆ Advertising
- ◆ Public Relations
- ◆ Sales Promotion
- ◆ Personal Selling
- ◆ Social Media



***Competitive Advantage***

# Competitive Advantage

Types of  
Competitive  
Advantage

Cost

Product/Service  
Differentiation

Niche Strategies



One or more unique aspects of an organization that cause target consumers to patronize that firm rather than the competition

**High product quality**

**Rapid delivery**

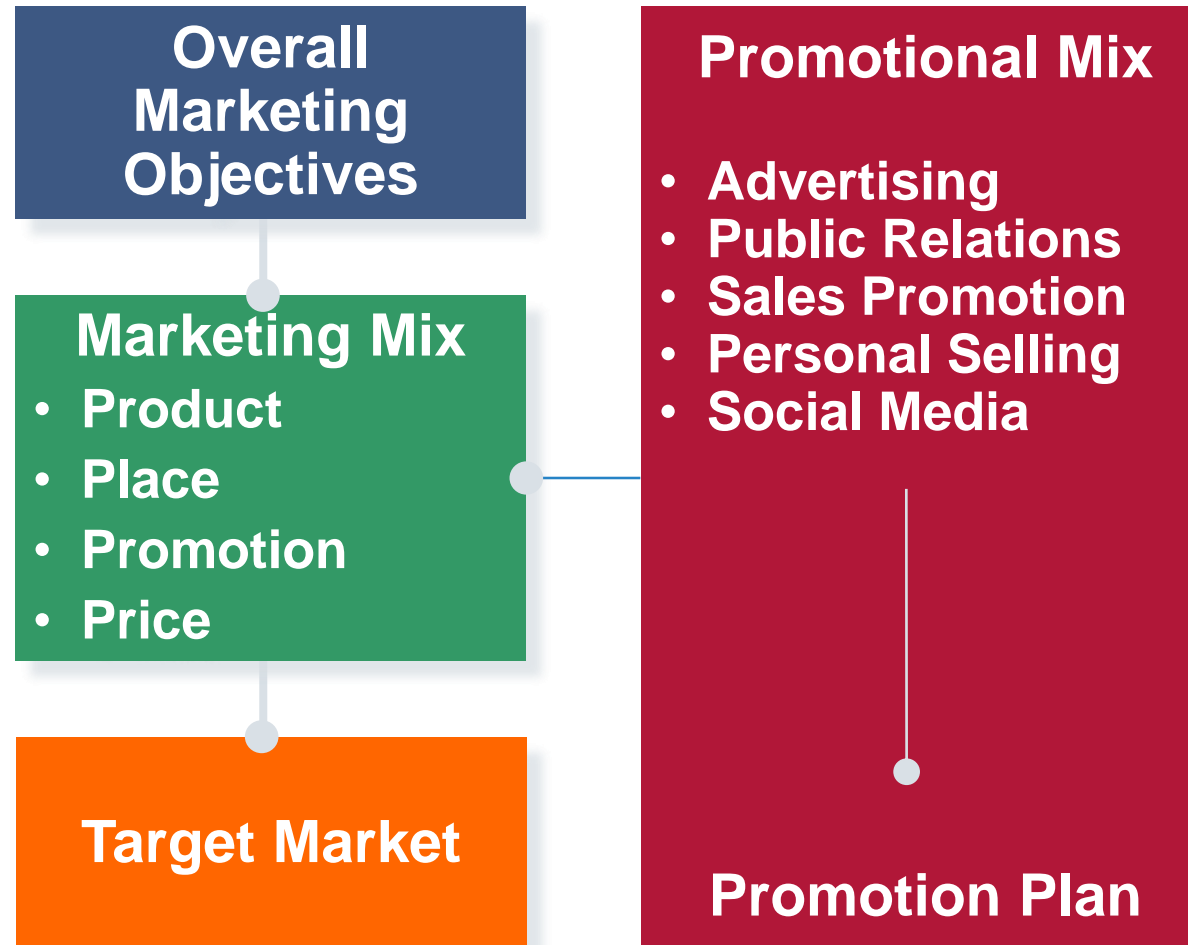
**Low prices**

**Excellent service**

**Unique features**

A firm's competitive advantage is the reason or reasons that cause customers to patronize that firm and not the competition.

# The Role of Promotion in the Marketing Mix





# Promotional Objectives

- Build Awareness
- Create Interest
- Provide Information
- Retain Customers
- Stimulate Demand/Get Consumers to Buy
- Reinforce the Brand

# The Promotional Mix

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**Combination of promotion tools used to reach the target market and fulfill the organization's overall goals.**

- ◆ Advertising
- ◆ Public Relations
- ◆ Sales Promotion
- ◆ Personal Selling
- ◆ Social Media

# Integrated Marketing Communications

Integrated  
Marketing  
Communications

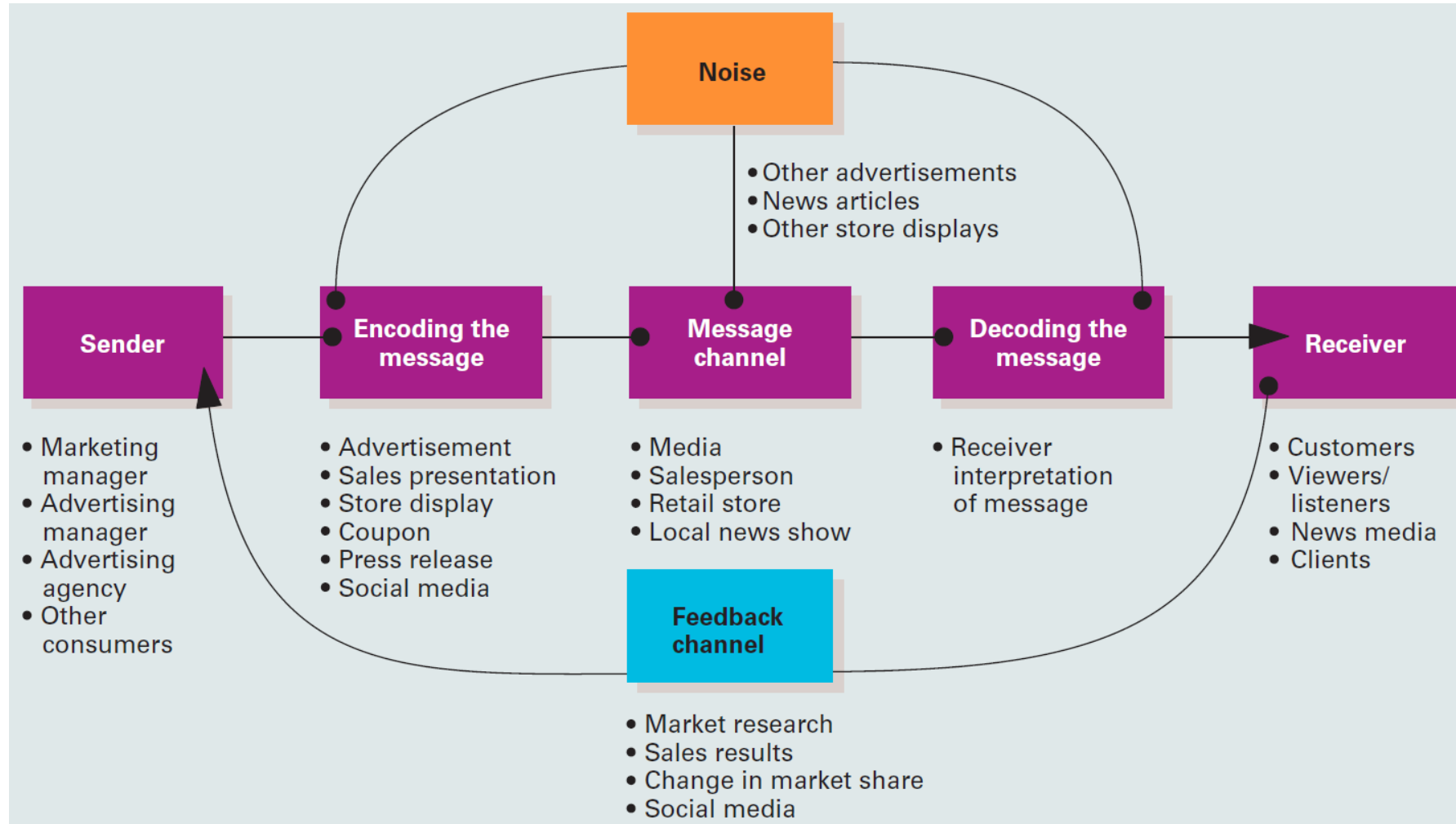


**The careful coordination of all promotional messages to assure the consistency of messages at every contact point where a company meets the consumer.**

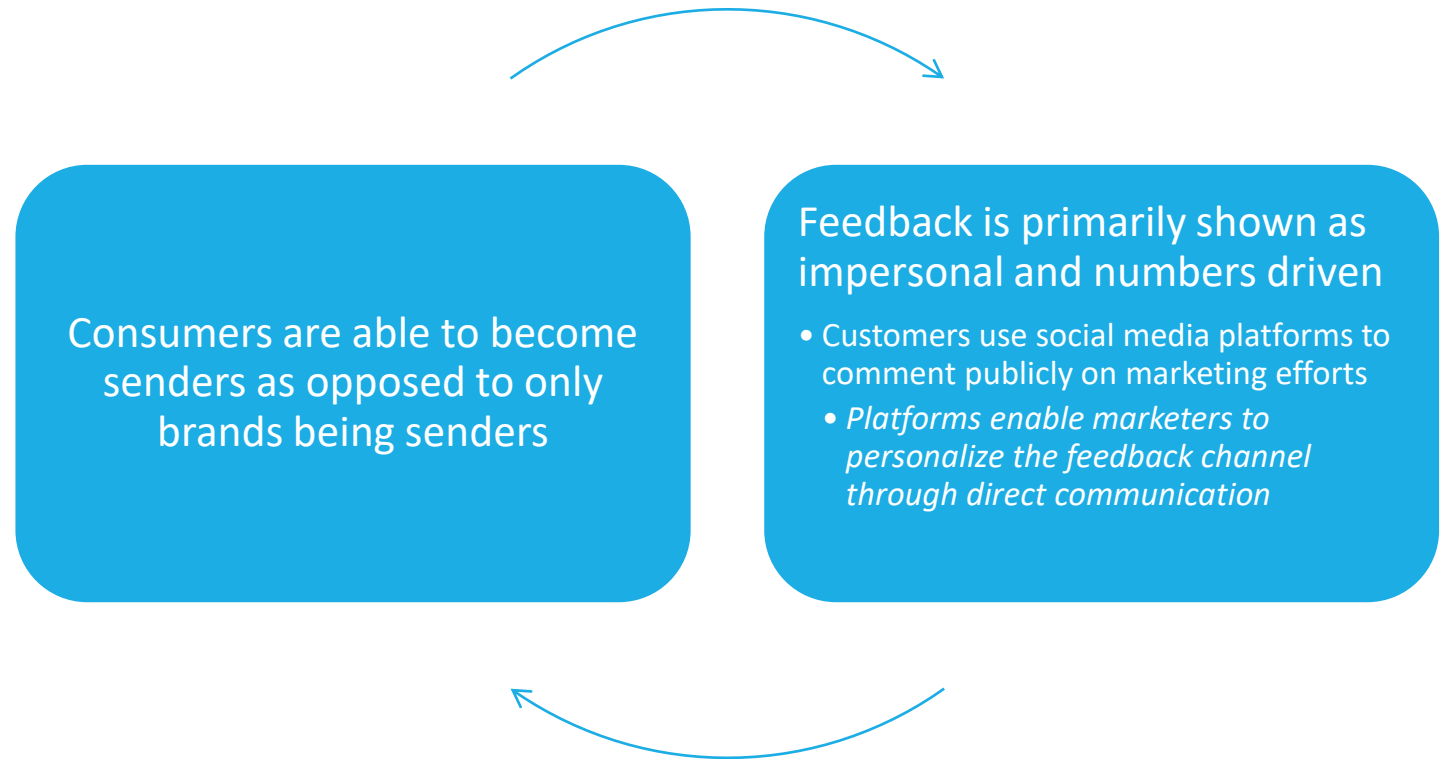
# Hands-Only CPR Awareness New York- Presbyterian



# Communication Process



# Impact of Social Media and Internet on Communication Model



# Promotional Tools



Advertising



Public  
Relations



Sales  
Promotion



Personal  
Selling



Social  
Media



# Advertising



**Any form of impersonal paid communication in which the sponsor or company is identified.**



# Advertising Media



- ◆ Television
- ◆ Radio
- ◆ Newspapers
- ◆ Magazines
- ◆ Pay-per-click online advertising
- ◆ Direct mail
- ◆ Billboards
- ◆ Transit advertisements (bus stops, taxis, trains)

## Other Options:

- ◆ Websites
- ◆ Email
- ◆ Blogs
- ◆ Videos
- ◆ Interactive games

# Advantages of Advertising

- Reach large number of people
- Low cost per contact
- Can be micro-targeted to small groups

m om  
m usic  
m oney  
m iracle

Everything great starts with "M"



# Microtargeted Ads



*New!*

**udi's**  
Gluten Free

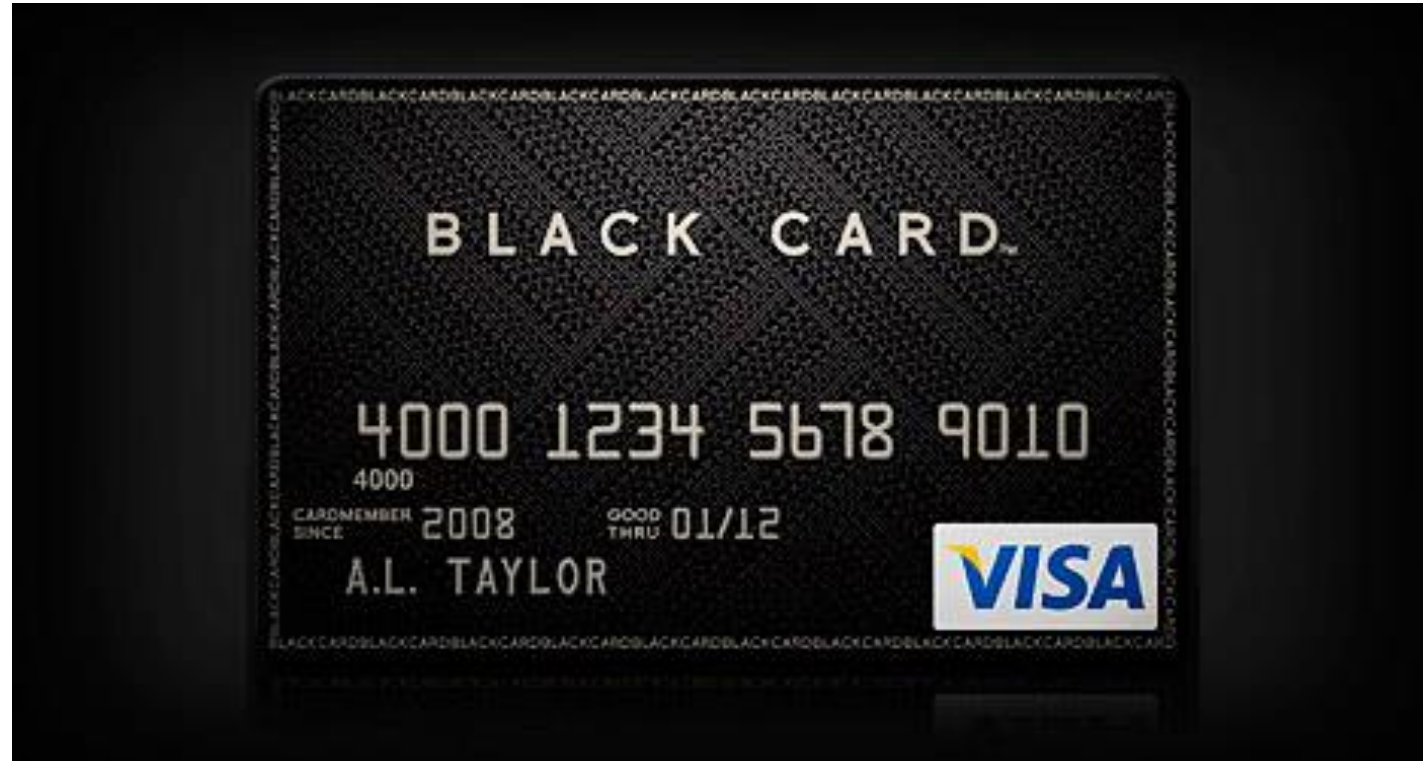
**SOFTER TEXTURE,  
INCREDIBLE TASTE  
& BIG SLICES**

**udi's**  
Gluten Free  
*Delicious*  
Multigrain  
SANDWICH BREAD  
*New!*  
OUR BEST BREAD EVER!

**udi's**  
Gluten Free  
*Delicious*  
Soft White  
SANDWICH BREAD  
*New!*  
OUR BEST BREAD EVER!

**SHOP NOW**

The advertisement features a warm, golden-brown background with a loaf of bread and several slices. In the foreground, two bags of Udi's Gluten Free bread are displayed: one Multigrain and one Soft White. Both bags have a yellow top and a brown bottom, with a 'New!' sticker on the front. The text 'SOFTER TEXTURE, INCREDIBLE TASTE & BIG SLICES' is prominently displayed in the center. A yellow banner in the top left corner says 'New!'. A 'SHOP NOW' button is in the bottom right corner.



Visa Black

# Public Relations



**The marketing function that evaluates public attitudes, identifies areas within the organization that the public may be interested in, and executes a program of action to earn public understanding and acceptance.**

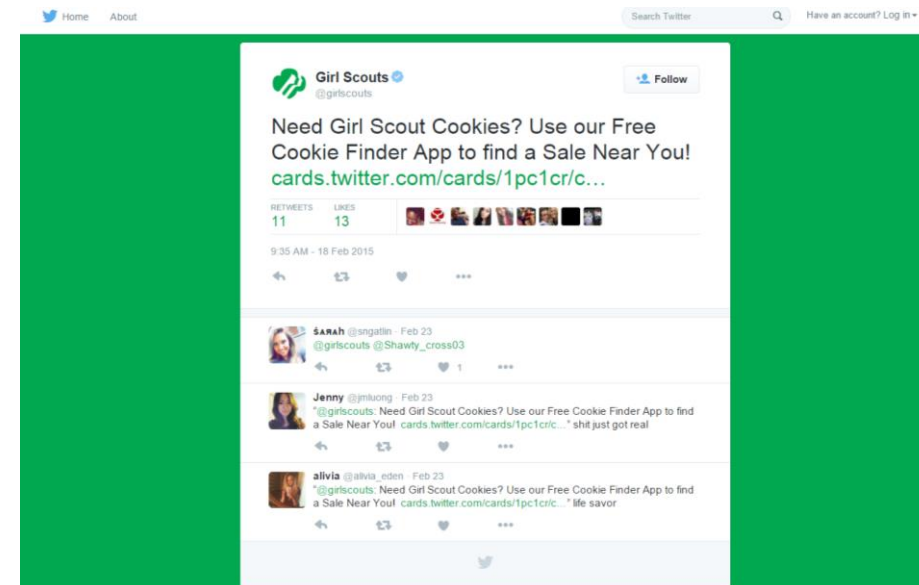
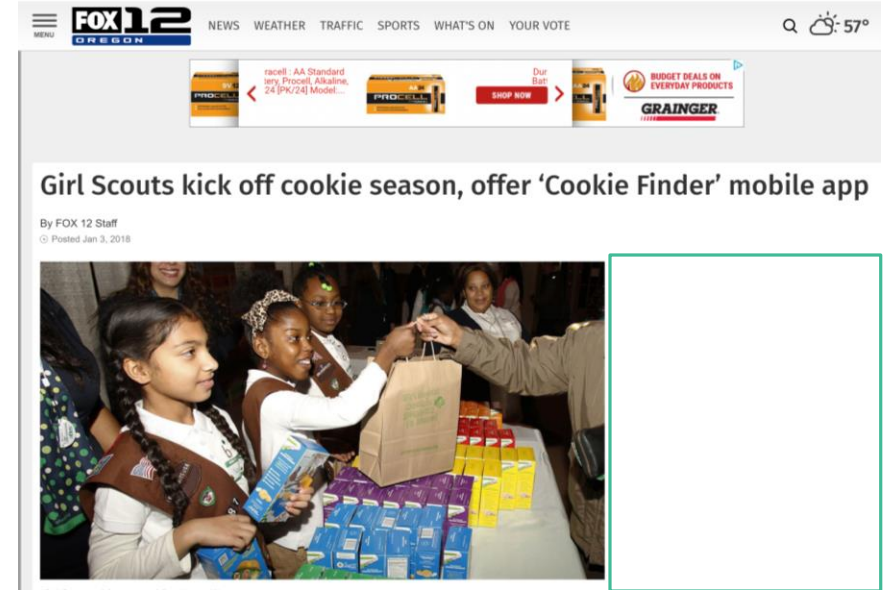
# The Function of Public Relations

- 
- ◆ Maintain a positive image
  - ◆ Educate the public about the company's objectives
  - ◆ Introduce new products
  - ◆ Support the sales effort
  - ◆ Generate favorable publicity

# Publicity

Public information about a company, product, service or issue appearing in the mass media as a **news item**

- Social media sites like Twitter can provide instant Publicity.
- Organizations do not pay for publicity
- Companies are not identified as the source of information





# Social Media Publicity



kyliejenner

774k likes

kyliejenner using @fittea  
shoots is my favorite ☺

view all 36,992 comments

matze132 Lb

adrianarubioc @melisa\_a  
fit como yo pueeee, pore

melisa\_arvizu @adrianar  
el ues en nutri ?

baybear\_unknown Wond  
she got paid to post this

marisolventura\_ 1st

marisolventura\_ 1st

marisolventura\_ 1st

misioqokono Lbb

be.scn @julienbrsn\_

\_.rkx If you stop reading  
died my name if Theresa  
dont post this on 20 nicti

♡ Add a comment...





DeBeers



It's a solitaire, a 14 carat blue diamond ring, a very rare diamond.

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xposurephotos.com

One more time...





Alex Rodriguez

Engaged or  
not?







### *Gifts For The Couple*

Select the gifts that fit their love story.  
Each is an eGift card to spend on anything at Dominos.com.



**2 a.m. Bachelor Party Feast** **\$60**

Or 2 p.m. There's no wrong time to eat a bunch of pizza.

[GIVE THIS GIFT >](#)



**Cater the Bachelorette Party** **\$60**

Dance like somebody ordered pizza.

[GIVE THIS GIFT >](#)



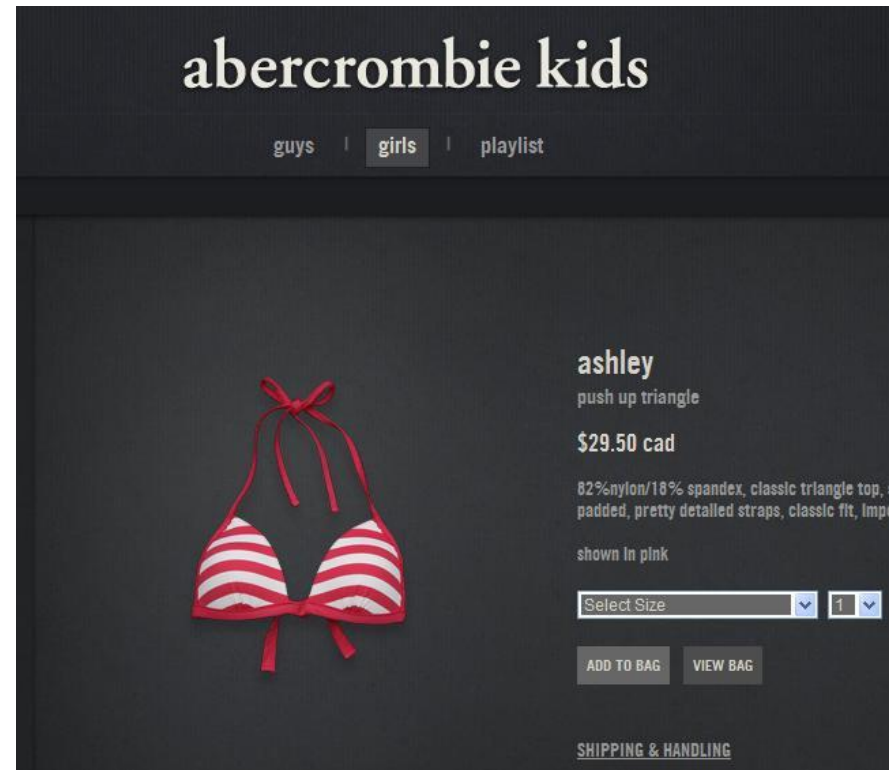
**The Wedding Night** **\$25**

Just in case they don't eat any of the delicious wedding food. Or even if they do and just get hungry later.

[GIVE THIS GIFT >](#)



# Abercrombie Triangle Bikini



# Sales Promotion

**Sales  
Promotion**



**Marketing activities—other than personal selling, advertising, and public relations—that stimulate consumer buying and dealer effectiveness.**



# Sales promotion

Short run tool used to stimulate immediate increase in demand

- Free samples
- Contests
- Premiums
- Free samples
- Trade shows
- Groupon (uses sales promotions effectively)



facebook

Search



## 30% Off Levi's SF Stores

I'm Attending

Maybe

No

Share · Public Event

Time Thursday at 10:00am – Tomorrow at 7:00pm

Location Levi's Union Square and Castro Stores  
300 Post Street and 525 Castro Street  
San Francisco, CA

Created By Levi's

More Info This Thursday (7/15) – Sunday (7/18) only, Levi's is offering 30% off all regular priced items at our San Francisco stores. To qualify, all you need to do is RSVP "Yes" to this event and either PRINT this page or display this page on your Mobile Phone.

Union Square Store (Map: ...)  
[See More](#)

### Wall



**Sharon Beals** Thank you! Here I come, well tomorrow, that is.

8 hours ago · [Comment](#) · [Like](#) · [Report](#)



**Frederick Felman** What a great deal!

8 hours ago · [Comment](#) · [Like](#) · [Report](#)



**Jose Agostini** que bien me gustaria

9 hours ago · [Comment](#) · [Like](#) · [Report](#)

1337 Attending

[See All](#)



Ty Root



Lew Damon



Berlin Tomas



Nathan Morales



Tymon Garrison



Zac Terrones



Patrick McClellan



Alfred Lopez

130 Maybe Attending

[View](#)



356 Awaiting Reply

[View](#)



176 Not Attending

[View](#)

# Sales Promotion



# Udi's Sales Promotion

# Personal Selling



# Personal Selling

**Traditional  
Selling**

**Relationship  
Selling**





# Social Media

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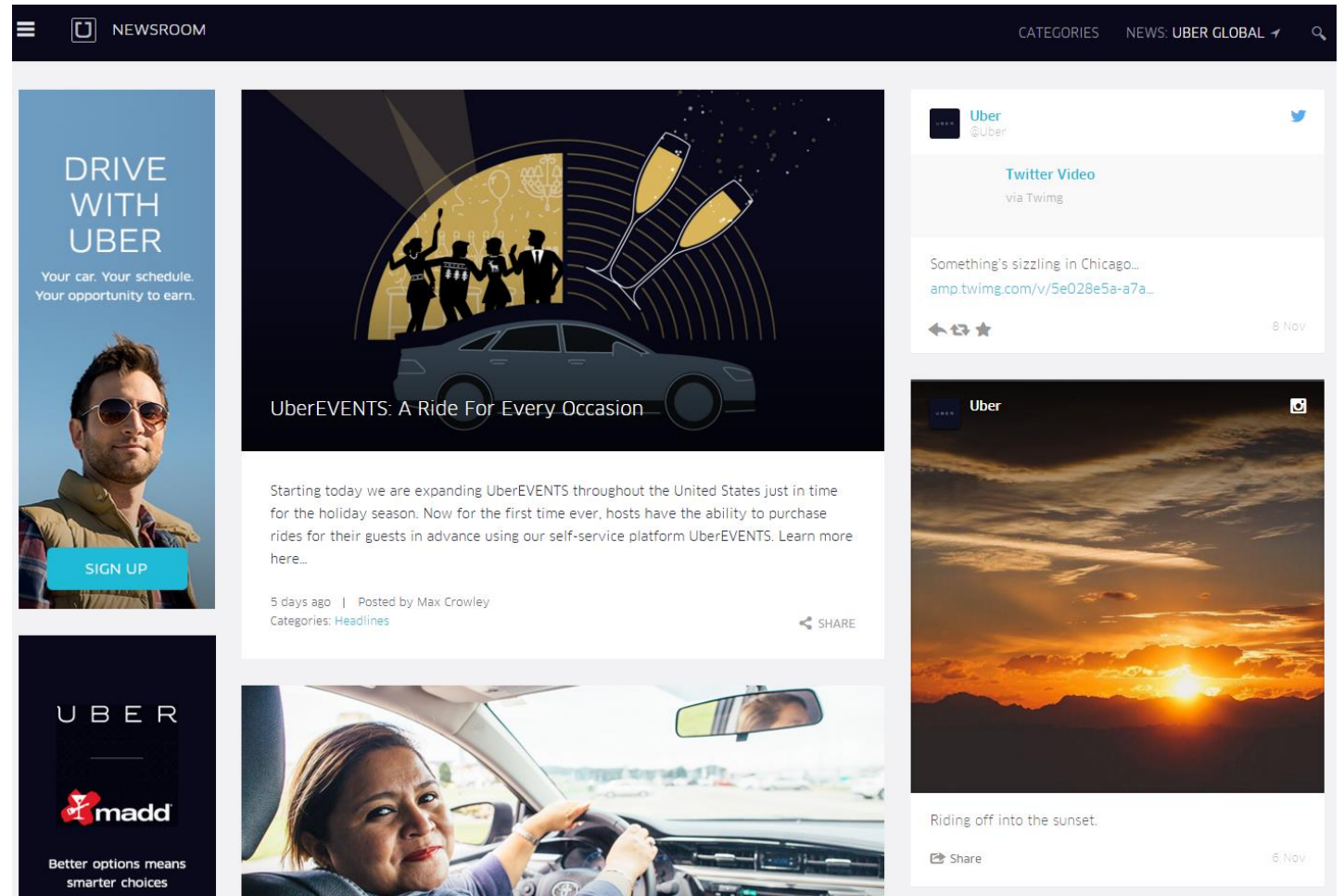


websites and applications that enable users to create and share content or to participate in social networking.

# Content marketing & social Media

Promotion tools used to facilitate conversations and other interactions among people online

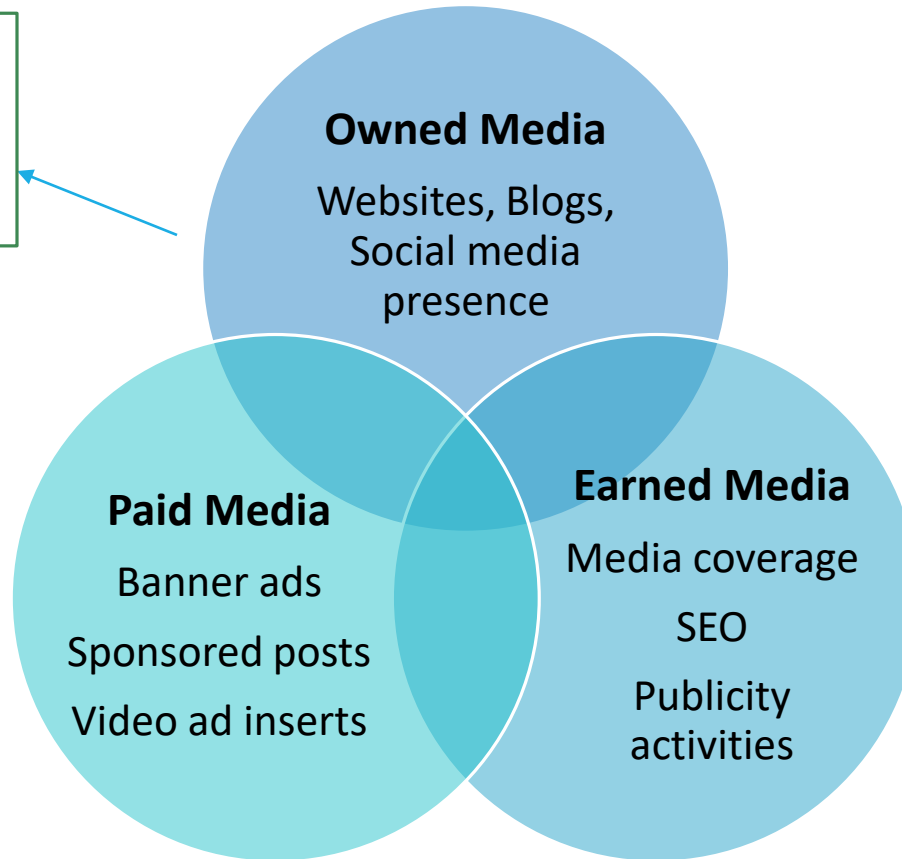
- Customers are able to speak directly to other consumers
- The company
- Web communities
- Includes: Blogs, microblogs (Twitter), podcasting, Tumblr, Pinterest and Snapchat.



# Digital Media Types

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A new category of promotional tactic based on brands becoming publishers of their own content in order to maximize the brand's value to customers.



Promotional tactic based on a public relations or publicity model that gets customers talking about products or services



# AIDA Concept

Outlines the process for achieving promotional goals in terms of stages of consumer involvement with the message

Proposes that consumers respond to marketing messages in a cognitive, affective, and conative sequence

The ultimate goal of any promotion is to get someone to buy a good or service, or in the case of non profit, to take some action

AIDA - Stands for attention, interest, desire, and action



# AIDA for Advertising



## AWARENESS

Something is used to attract the reader's or viewer's attention. In a print ad, it might be a photograph or illustration, bold type, white space around the art and words of the ad, or the ad's size. In a commercial, it might be images, sounds and voiceovers on the screen.

## INTEREST

Some information, such as details, price or availability, is provided to create interest in the product being advertised.

## DESIRE

Something is used to make you desire the product. A celebrity may appear in the ad/commercial. The images and language of the ad/commercial may suggest that you will benefit from the product.

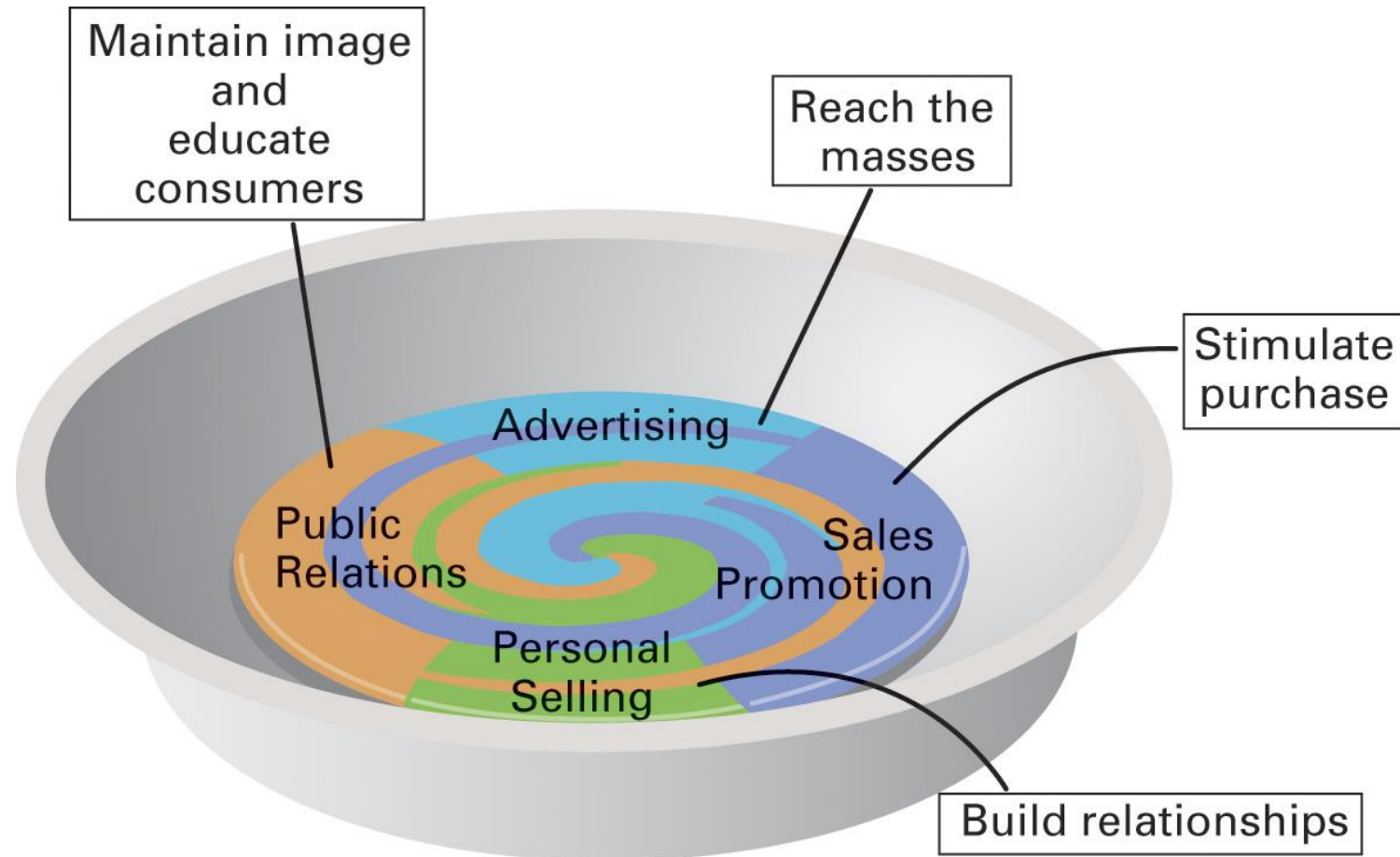
## ACTION

Something is done to urge to act now. There may be a time limit on a sale price or a limited supply of the product.

## Promotional Mix and AIDA

	Attention	Interest	Desire	Action
Advertising	●	●	○	●
Public Relations	●	●	○	●
Sales Promotion	○	○	●	●
Personal Selling	○	●	●	●
Social Media	●	●	○	○
● Very effective    ○ Somewhat effective    ● Not effective				

# Elements of the Promotional Mix



# Characteristics of the Elements in the Promotional Mix

	Advertising	Public Relations	Sales Promotion	Personal Selling	Social Media
<b>Mode of Communication</b>	Indirect and impersonal	Usually indirect and impersonal	Usually indirect and impersonal	Direct and face-to-face	Indirect but instant
<b>Communicator Control over Situation</b>	Low	Moderate to low	Moderate to low	High	Moderate
<b>Amount of Feedback</b>	Little	Little	Little to moderate	Much	Much
<b>Speed of Feedback</b>	Delayed	Delayed	Varies	Immediate	Intermediate
<b>Direction of Message</b>	One-way	One-way	Mostly one-way	Two-way	Two-way, multiple ways
<b>Control over Message Content</b>	Yes	No	Yes	Yes	Varies, generally no
<b>Identification of Sponsor</b>	Yes	No	Yes	Yes	Yes
<b>Speed in Reaching Large Audience</b>	Fast	Usually fast	Fast	Slow	Fast
<b>Message Flexibility</b>	Same message to all audiences	Usually no direct control over message audiences	Same message to varied targets	Tailored to prospective buyer	Some of the most targeted opportunities

# Marketing Communication

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**Describe the  
communication  
process**



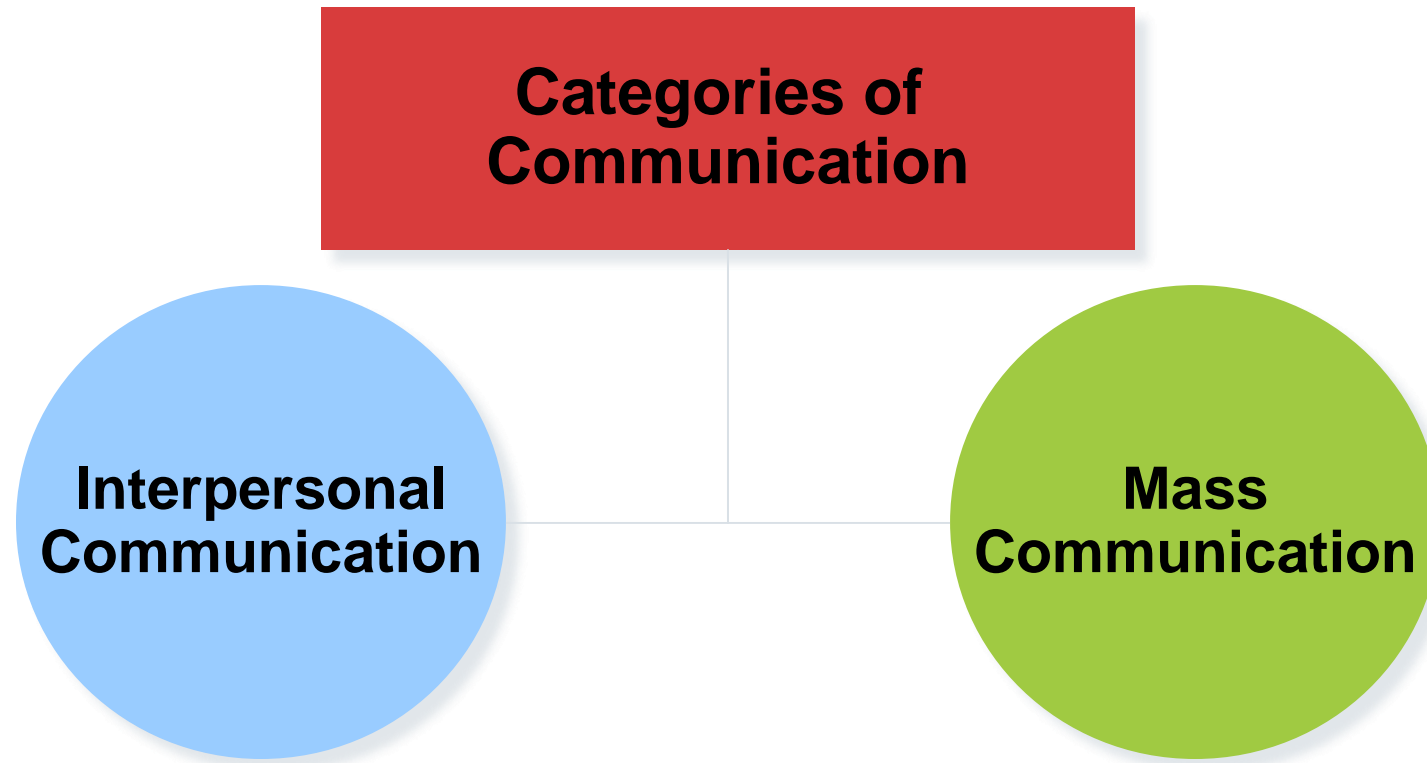
# Communication

# Communication

**The process by which we exchange or share meanings through a common set of symbols.**



# Marketing Communication



# Communication

Process by which meanings are exchanged or shared through a common set of symbols

## **Interpersonal communication**

- Direct, face-to-face communication between two or more people
- Example - Salesperson speaking directly with a customer

## **Mass communication**

- Communication of a concept or message to large audiences through a mass medium

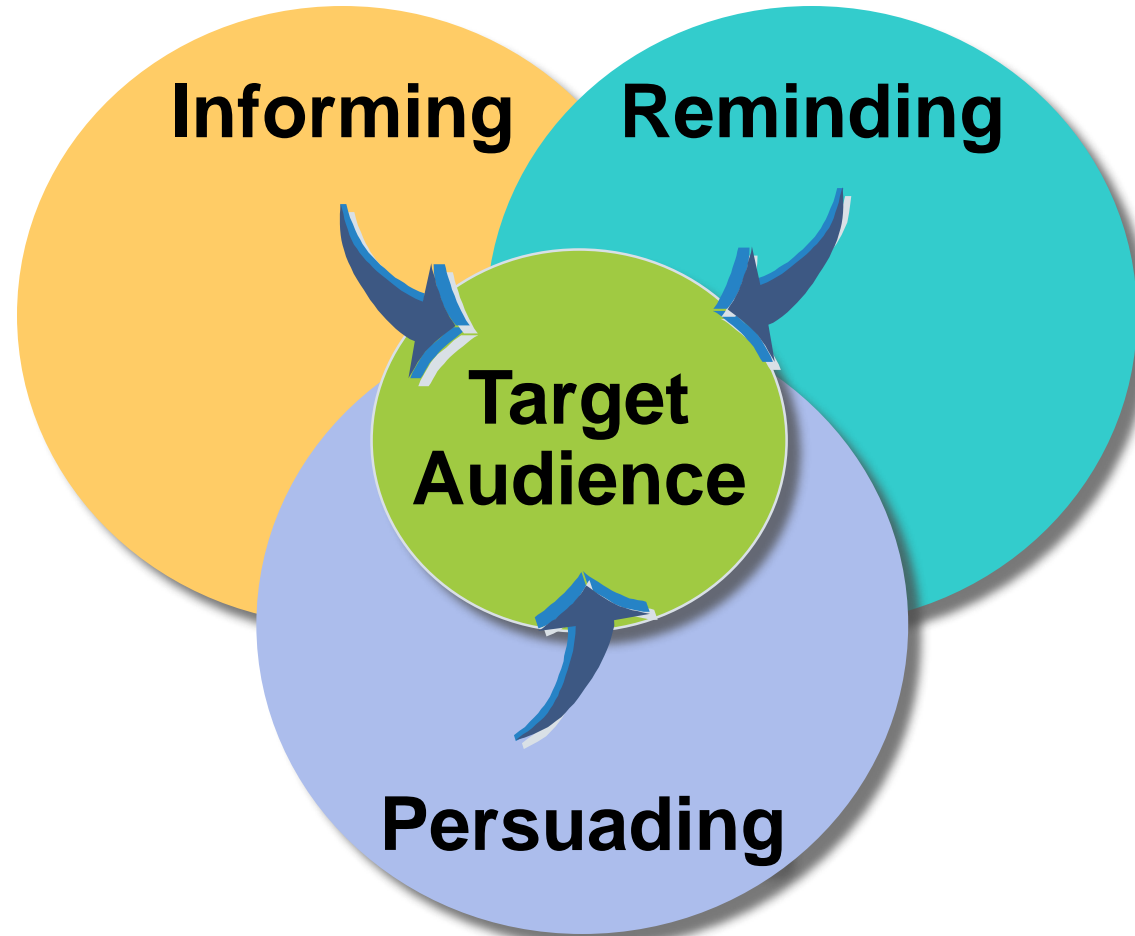


GoPro - Mass  
Communications

GoPro – Interpersonal  
Communication



# Goals and Tasks of Promotion



# Tasks of Promotion

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01

**Informative promotion** - Converts an existing need into a want or stimulates interest in a new product

02

**Persuasive promotion** - Stimulates a purchase or an action

03

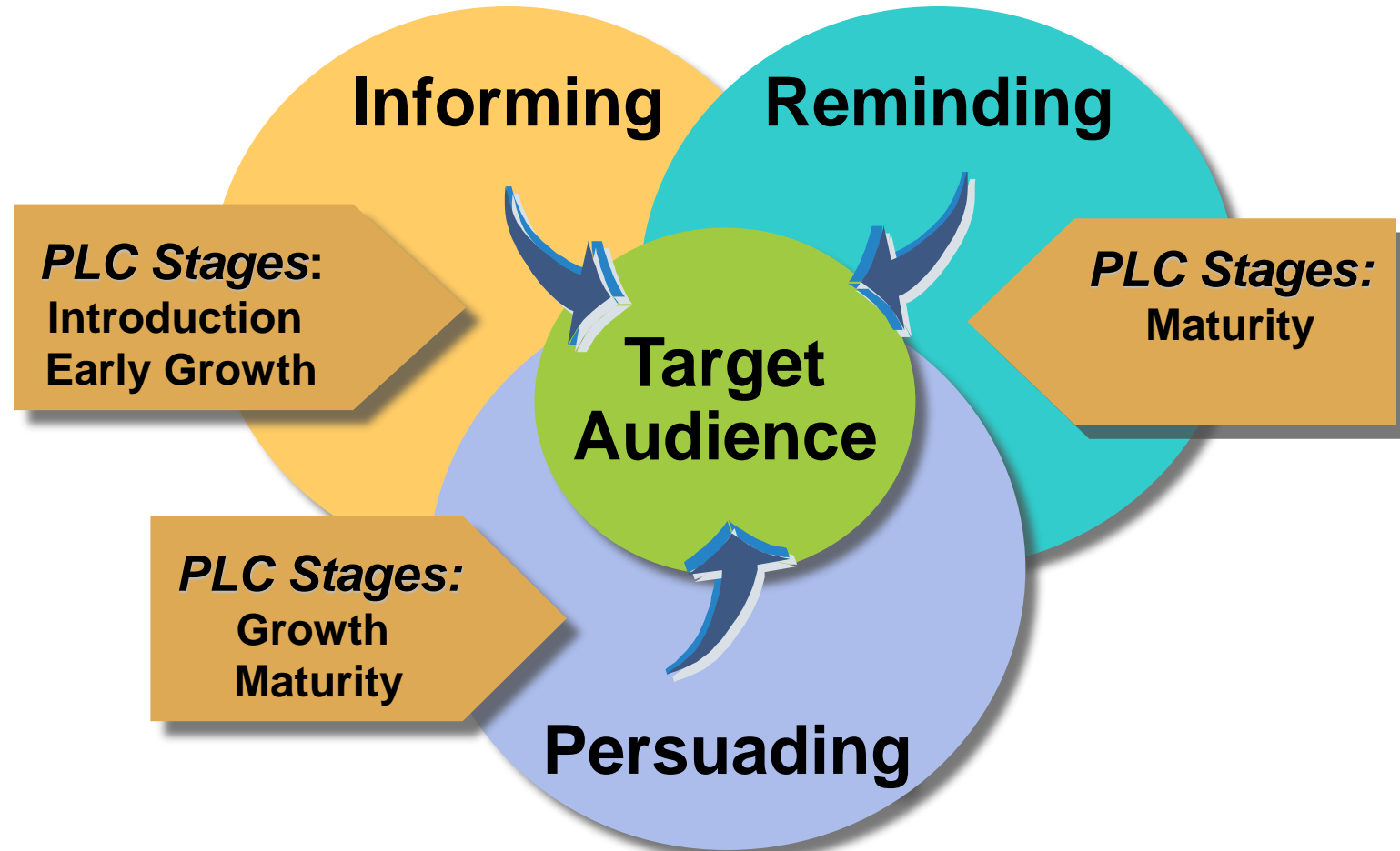
**Reminder promotion** - Keeps the product and brand in the public's mind

04

**Connect promotion** - Forms relationships with customers through social media



# Goals and Tasks of Promotion



# Goals and Tasks of Promotion

## Informative Promotion

- **Increase awareness**
- **Explain how product works**
- **Suggest new uses**
- **Build company image**



# Apple Watch

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# Goals and Tasks of Promotion

## Persuasive Promotion

- **Encourage brand switching**
- **Change customers' perceptions of product attributes**
- **Influence immediate buying decision**
- **Persuade customers to call**



# Goals and Tasks of Promotion

## Reminder Promotion

- Remind customers that product may be needed
- Remind customers where to buy product
- Maintain customer awareness





**Remind consumers to buy with a new competitive advantage**



## Revitalizing a brand in Maturity stage of PLC

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# Factors Affecting the Choice of Promotional Mix

**Nature of the product**

**Stage in PLC**

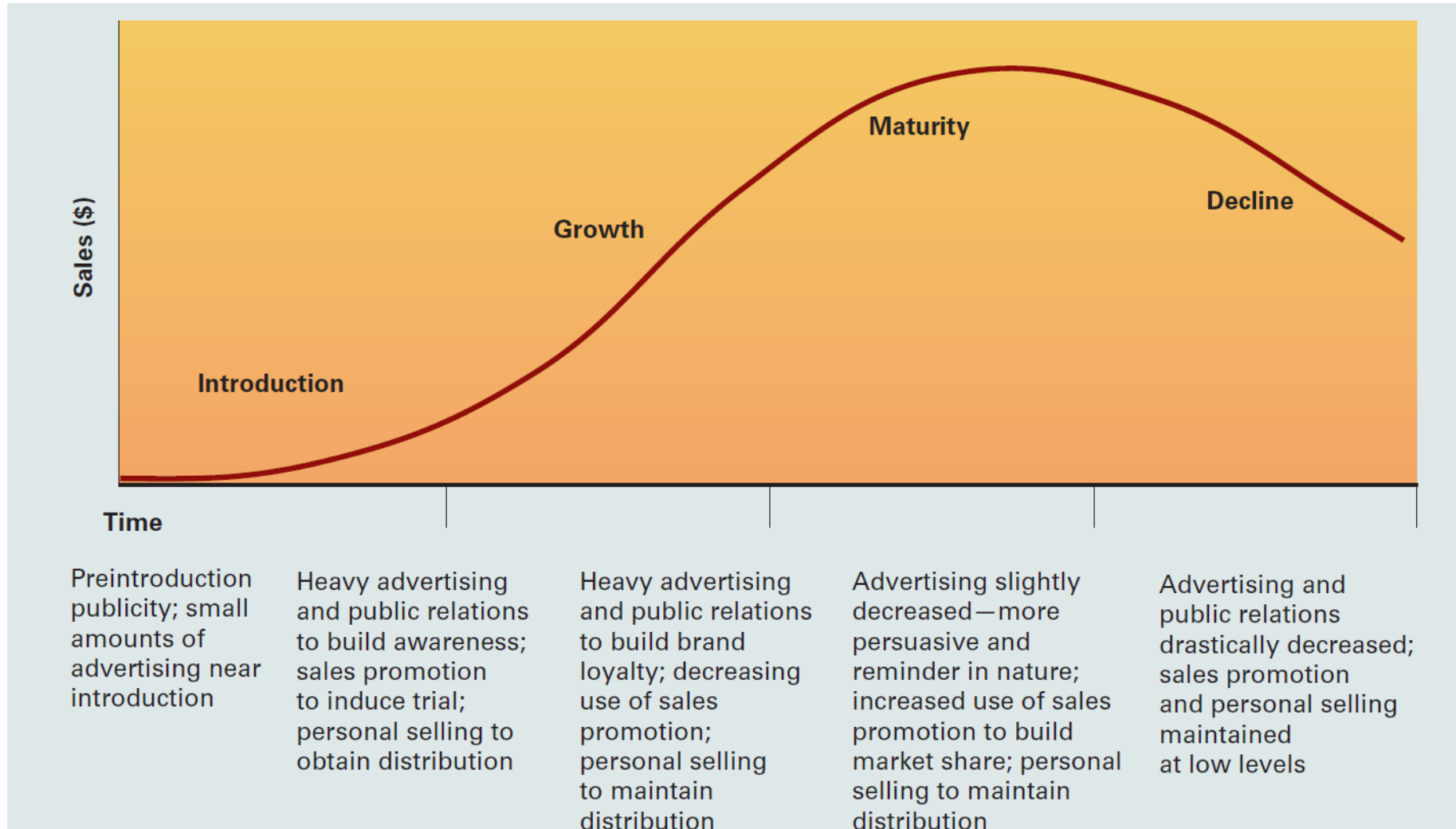
**Target market factors**

**Type of buying decision**

**Promotion funds**



# Product Life Cycle and the Promotional Mix



# Target Market Characteristics

**Advertising**

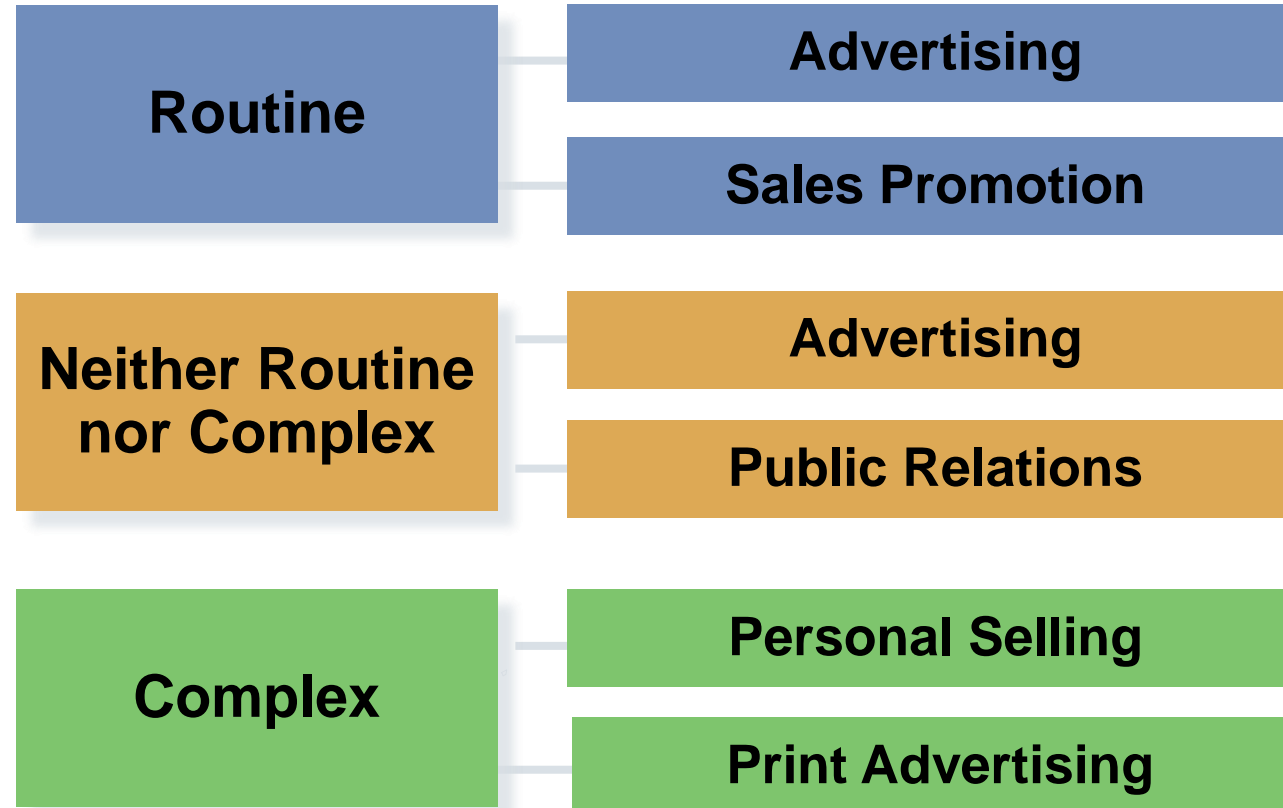
**Sales Promotion**

**Less Personal Selling**

*For...*

- ◆ **Widely scattered market**
- ◆ **Informed buyers**
- ◆ **Brand-loyal repeat purchasers**

# Type of Buying Decision







# Available Funds

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- Number of people in target market
- Quality of communication needed
- Relative costs of promotional elements

# Sherman Williams Paint: New Target Strategy

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done

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