

Introduction to Integrated Marketing Communications (IMC)

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Integrated Marketing Communications

- The strategic analysis, choice, implementation and control of all elements of marketing communications which efficiently, economically, and effectively influence transactions between an organization and its existing and potential customers, consumers and clients.

What is IMC

- *IMC* is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs with consumers, customers, prospects employees and other relevant external and internal audiences (Belch et al., 2007)
- The goal of IMC is to generate short-term financial returns and build long-term brand value.

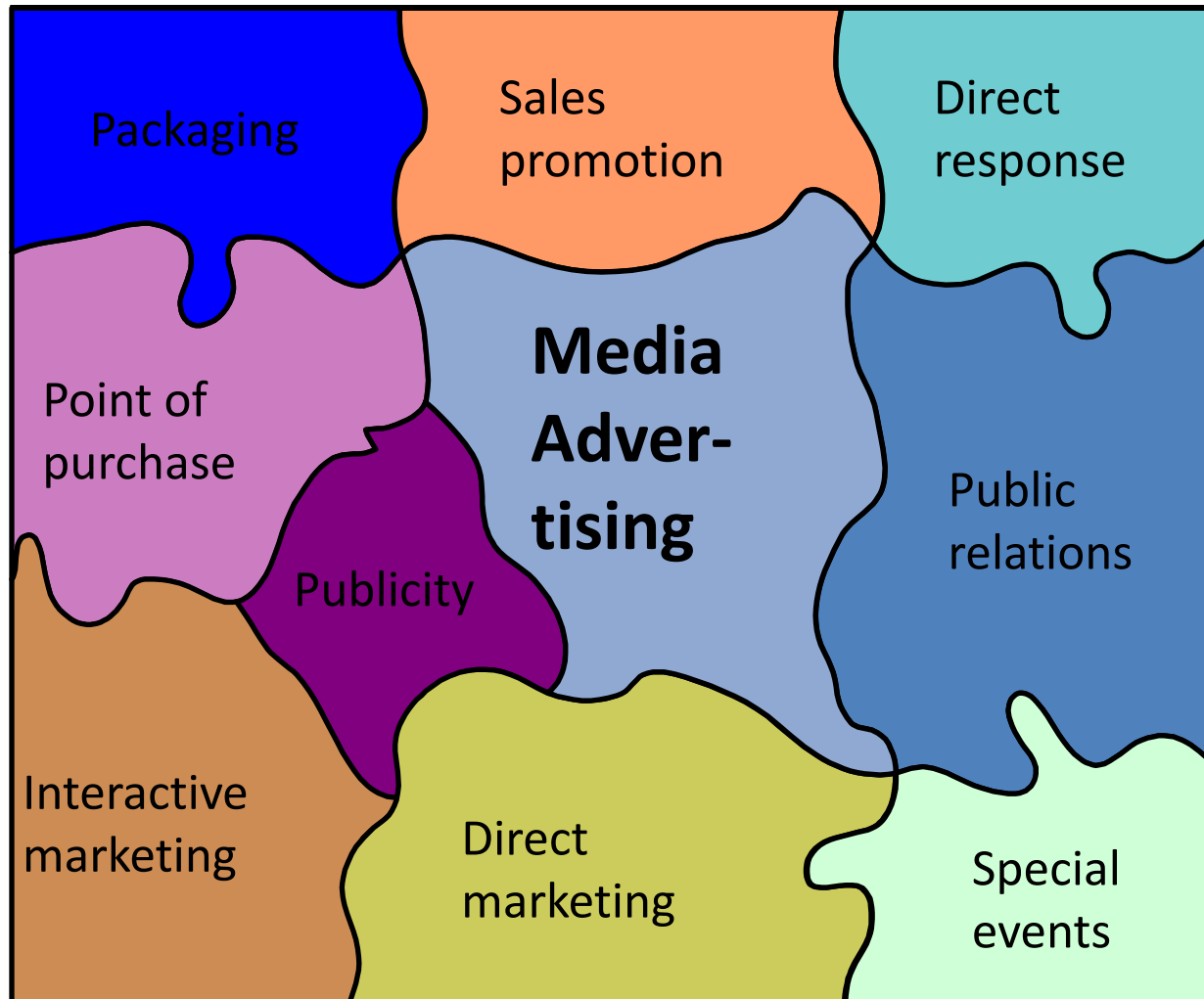
What is IMC

- **IMC** is the coordination and integration of all marketing communication tools, avenues and sources within a company into a seamless program which maximizes the impact on consumers and other end-users at a minimal cost.

IMC

- IMC differs from traditionally programmed communications in the following ways:
 1. IMC programs are comprehensive.
 2. IMC programs are unified.
 3. IMC programs are targeted.
 4. IMC programs have coordinated execution of all the communications components of the organization.
 5. IMC programs emphasize productivity in reaching the designated targets when selecting communication channels and allocating resources to marketing media.

Contemporary IMC Approach



Drivers for Emergence of IMC

- Three factors which have fundamentally changed the conditions for IMC are:
 1. Deregulations of markets;
 2. Globalization of the economy; and
 3. Individualization of the consumption.
- The emergence of new information technology can be considered as the dominating underlying factor.

Purpose and Role of IMC

The purpose of IMC is to create **brand experiences** and build **customer relationships**.

The primary goal of IMC is to affect the **perception of value** and **behaviour** through directed communication.

The role of IMC is to **make customers' connect and associate** with brands / products.