

## **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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**Verena A. Knipp**



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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

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