

# Integrated Marketing Communication Definitions

For this activity, you need to match the Integrated Marketing Communication (IMC) tool to its appropriate definition, in the below table - and then answer the question at the end.

Broad IMC Tools	Match to its best definition/overview
Advertising	An interactive platform designed to help engage customers with the brand and leverage positive word of mouth (WOM)
Sales Promotions	Effective for finalizing sales, is highly targeted, and allows for two-way communication
Digital marketing (website, online advertising)	Mainly effective as a reminder of other promotional tools, can help to motivate sales staff, and to help create a more persuasive in-store atmosphere
Social media	Helps build brand image, good for introducing products, broad market coverage, however one-way communication only
Corporate Communications (public relations, brochures, newsletters)	Can be highly individualized and precisely targeted, can be two-way, can transfer information, and helps create sales opportunities
Personal Selling (face-to-face, phone, web chat)	Incentive for immediate purchase, will lift sales in the short-term, but shouldn't be over-used
Direct Marketing (mail, email, mobile text)	Creating excitement around the brand through an organized activity of interest to the target market
In-store Merchandising and POS materials	Seen as more credible, carries good information - rather than a persuader, often general to all the firm's products
Events and sponsorships	An array of promotional messages and interactions mainly delivered through technology and devices

## Student Discussion Questions

- Which of these IMC tools (you can choose more than one) would be more suitable for...
  - a large brand with a large promotional budget
  - a small local business with limited funds
  - a business to business (B2B) marketer
  - a service firm (7Ps), such as a large supermarket
  - a charity (or other non-for-profit organization)