

THE FULLY INTEGRATED CAMPAIGN

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IDENTIFY
NEED

The first question you must ask is what are you trying to solve, what is the problem the customer is facing? And can you help?

DEFINE
SOLUTION

Next, how can you help? What products or services can you deliver that will help your customer overcome their challenges?

BE
DIFFERENT

You need to stand out from the crowd. What makes your solution different from the competition? And why does the customer care?

YOUR MESSAGE(S)

A Finance Director has different priorities to an IT Director. Segment your audience through CRM and define relevant targeted messages for each different job function.

CRM



SOCIAL

Control Social Community for your business and products. This will provide a platform for communication and an engaged, relevant audience.

Use your social channels. Using Twitter with responses, updates and blogs that will increase engagement and give you more time to focus on work.

Use your company Twitter account to do your employees' LinkedIn accounts, suddenly your reach has multiplied. Also, when you communicate such as articles, offers to post your users and look to increase engagement.

Send messages throughout the campaign and be sure to respond to any queries, comments or feedback. By different times of the day to capture your audience.

E-MARKETING

Lead time is piling up. Accounting. The business is growing. Customer retention is low. Here are a few email marketing tips for free.

Make sure your email marketing is a consistent and effective way of communicating with your customers. Here are a few email marketing tips for free.

CRM

ONLINE

Experiment with PPC activity through whichever channels work best for your demographics. I have had success using Google Adwords, LinkedIn Ads, Facebook Ads and Twitter.

Utilise Search Engine Marketing by taking your customer's search or marketing channels to find your site by searching a specific keyword. This can be promoted through Ad Marketing and even advertising.

Write thought leadership pieces on the challenge you are trying to solve and publish them as blogs. Use the blogosphere to provide the content on relevant sites for your audience. For example, the blogosphere will probably end up as an important source of content strategy that your brand owns and publishes.

PRINT

Direct mail is making a return and it's a proven proposition that works in the B2B and B2C. Personalise your Direct Mail and make it impactful.

Direct mail is usually the most expensive part of an integrated strategy. Don't overlook the effort and utility by using cheap printers and materials. Quality and ingenuity is recommended for the audience for the right reasons. But just as importantly, great creative design and great letterpress art as the selling one.

Integrate your CRM with your other marketing efforts. Use CRM teams to the max piece and provide clear goals to deliver for higher marketing engagement.

LANDING PAGES

Landing pages are key to the success of the campaign. Ensure they are targeted and relevant to the audience. A campaign should have multiple landing pages based on the person viewing them. Ensure you have a clear call to action and link it back to your social channels.

ANALYTICS

FORENSICS

FOLLOW UP

CONVERSION

Google Analytics will help you understand how your audience is engaging with your landing pages and online advertising, even in real-time. Providing you with the knowledge to continually improve your campaign performance.

Lead Forensic tools can provide you with actual contact information of the visitors on your landing pages and your website. By integrating these tools with your CRM, you can gain competitive advantage and pass your sales team real-time leads.

Whether this is via email, telemarketing or social media, the follow-up part of the campaign is absolutely vital to its success. You need a structured campaign follow-up programme that executed by people that understand the product and solution set.

Follow these steps and you will start seeing some conversions. Remember to log all conversions through your CRM system so you can accurately track your ROI.

Integrated Marketing Communications Campaign

Robyn Blakeman



Integrated Marketing Communications Campaign:

Integrated Marketing Communication Robyn Blakeman, 2007 Robyn Blakeman's Integrated Marketing Communication offers a classroom tested approach that lays out creative processes and strategies for effective IMC. Blakeman covers key areas from marketing plans branding and positioning and creative briefs to copywriting design and media format considerations. She also looks at visual and verbal tactics and business theory and practices in relation to the creative message. IMC trends require students to become well rounded professionals understanding not only advertising but also marketing public relations sales promotion and direct marketing. *Advertising Campaign Design* Robyn Blakeman, 2011-08-15 The author's step by step approach to campaign design dissects the creative process necessary to design a successful integrated marketing communications campaign one topic at a time creating an invaluable research tool that students and professors alike will refer to time and time again. *Integrated Advertising, Promotion, and Marketing Communications* Kenneth E. Clow, Donald Baack, 2007 This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project with free Advertising Plan Pro software in every copy. The volume addresses integrated marketing communications corporate image and brand management consumer buyer behavior business to business buyer behavior promotions opportunity analysis advertising management advertising design both theoretical and executional frameworks IMC promotional tools and integration tools For marketing professionals and ad agency account executives. **Integrated Marketing Communications with Online Study Tools 12 Months** Bill Chitty, William Chitty, Edwina Luck, Nigel Barker, Anne-Marie Sassenberg, Terence A. Shimp, J. Craig Andrews, 2017-11-16 Organisations continually use integrated marketing communications to achieve a competitive advantage and meet their marketing objectives. This 5th edition of Integrated Marketing Communications emphasises digital and interactive marketing the most dynamic and crucial components to a successful IMC campaign today. Incorporating the most up to date theories and practice this text clearly explains and demonstrates how to best select and coordinate all of a brand's marketing communications elements to effectively engage the target market. Chapters adopt an integrative approach to examine marketing communications from both a consumer's and marketer's perspective. With a new chapter on digital and social marketing addressing the development of interactive media in IMC and new IMC profiles featuring Australian marketers along with a wide range of local and global examples including Spotify Pandora Snapchat Palace Cinemas Woolworths KFC Old Spice Telstra Colgate and QANTAS this text has never been so relevant for students studying IMC today. Unique to the text is a series of new student and instructor IMC videos showing students how key objectives in IMC theory are applied by real businesses. Integrated Marketing Communications, 2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world. Expert Insights Our books provide deep

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Marketing Campaign Development Mike Gospe,2008 This book is a practical pragmatic how to book designed for hi tech marketing operations regional and corporate marketing leaders at every level This unique book takes you step by step through the disciplined yet practical process of architecting truly integrated marketing communications plans that work In it you fill find a prescription for building a successful repeatable campaign development process including the necessary templates and helpful practical techniques This book is your guide that will show you how you can optimize your marketing efforts and achieve an even greater return on your marketing investment While many of us will recognize a good well thought out marketing campaign when we see one the single basic truth about world class marketing campaign development is that it is easy to say but hard to do It is hard to do because we all like to take short cuts I hear the lament all too often I m over worked don t have the time to think strategically or Planning is overrated I just need to get these projects done As a result we take short cuts like ready fire aim Lack of planning is the slippery slope that leads to wasteful marketing Then one day we get the call from the corner office to come and explain why our marketing efforts did not produce the desired results Luckily architecting world class campaigns is achievable for any marketing team Successful marketing requires following a disciplined systematic approach to working cross functionally and cross regionally in order to prioritize marketing objectives design a customer engaging go to market strategy and execute the plan

Cases in Advertising and Marketing Management Edd Applegate,Art Johnsen,2007 Cases in Advertising and Marketing Management offers readers whether new managers or students opportunities to practice their abilities on realistic business situations The authors a professor of advertising and an agency executive draw on their experiences in forty scena

Strategic Integrated Marketing Communication Larry Percy,2008 Integrated Marketing Communications is planning in a systematic way to determine the most effective and consistent message for appropriate target audiences This comprehensive new textbook deals with all aspects of Integrated Marketing Communication from a strategic perspective

Strategic Integrated Marketing Communications Larry Percy,2023-03-03 This book provides a disciplined systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications IMC programme Throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication Step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of IMC in building brands and strengthening companies The book then considers what goes into

developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media A detailed practical overview of the strategic planning process is provided illustrated by numerous examples and cases along with desktop tools and worksheets for developing and implementing an IMC plan The 4th edition of this classic textbook has been fully updated throughout and includes Updated and expanded coverage of digital media including issues relating to privacy and media strategy New sections on setting campaign budgets brand architecture target audience action objectives social marketing communication and such practices as gamification and experiential marketing Extended content on international advertising and shared cultural values The introduction of a channels based typology of marketing communication Updated international examples and case studies throughout A comprehensive and accessible guide to the steps of planning and developing an effective IMC campaign this book should be core reading for students studying Integrated Marketing Communications Strategic Communications Principles of Advertising Media Planning and Brand Management

Marketing in the Round Gini Dietrich, Geoff Livingston, 2012-04-24 Drive more value from all your marketing and communications channels together Demolish your silos and sync all your messaging strategies and tactics really Optimize every medium and platform from iPad and Facebook to TV and direct This book is a must read for every senior marketing communications and PR decision maker It s not about social media Or new or old media It s about results and there s only one way to get results You must finally bite the bullet tear down your silos and integrate all your marketing and communications That s how you choose the best platforms and messages for each customer That s how you make research and metrics work That s how you overcome today s insane levels of complexity and clutter You re thinking Oh that s all I need to do Just integrate my whole organization Are you nuts No We re not It can be done This book s authors have done it They ve shown others how to do it And now they re going to show you Step by step Strategy Tactics Research Metrics Culture Social Mobile Direct Broadcast Print All of it With you the marketing communications decision maker right at the center right where you belong Even now organizational silos prevent most companies from conversing coherently with customers delivering the right targeted messages and building real synergies across all their marketing and communications programs Now Gini Dietrich and Geoff Livingston show how to finally break down those silos bridging traditional and newer disciplines to drive more value from all of them You ll learn how to create a flexible marketing hub with integrated spokes including sales PR advertising customer service HR social media and the executive team Then you ll learn how to use your hub to speak cohesively with each customer through the tools and platforms that deliver the best results at the lowest cost Dietrich and Livingston guide you through hands on strategic planning illustrating key points with real case studies and offering practical exercises for applying their principles You ll learn how to perform baseline analyses of media from iPad apps to radio optimize resource allocation change culture to overcome siloed behavior use measurement to clear away obstacles and gain more value from every marketing investment you make Pull it all together finally How to successfully

integrate your tactics tools messages and teams Better goals better results beyond SMART to SMARTER Specific measurable attainable relevant time bound evaluate and reevaluate Better listening stakeholders customers and research that works How to make sure you hear what really matters Four powerful ways to market in the round When to go direct come from above use the groundswell or execute flanking maneuvers

Integrated Marketing Communications M. Joseph Sirgy,1998

This advanced strategic marketing communications management text introduces advertising by objectives and takes a strong behavioural approach Its focus is on strategic decision operating *Strategic Integrated Marketing Communications* Larry Percy,2023-03-03 This book provides a disciplined systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications IMC programme Throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication Step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of IMC in building brands and strengthening companies The book then considers what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media A detailed practical overview of the strategic planning process is provided illustrated by numerous examples and cases along with desktop tools and worksheets for developing and implementing an IMC plan The 4th edition of this classic textbook has been fully updated throughout and includes Updated and expanded coverage of digital media including issues relating to privacy and media strategy New sections on setting campaign budgets brand architecture target audience action objectives social marketing communication and such practices as gamification and experiential marketing Extended content on international advertising and shared cultural values The introduction of a channels based typology of marketing communication Updated international examples and case studies throughout A comprehensive and accessible guide to the steps of planning and developing an effective IMC campaign this book should be core reading for students studying Integrated Marketing Communications

Strategic Communications Principles of Advertising Media Planning and Brand Management **Advertising And Marketing Communication:Strategies For Effective Brand Promotion** Dr. Tapesh Kiran, Advertising and marketing communication focuses on how brands promote their products and services to customers effectively It involves using strategies like advertising digital media public relations and sales promotion to create brand awareness and influence consumer behavior Effective marketing communication helps build a strong brand image attract customers and increase sales in a competitive market Focuses on promoting products and services effectively Uses strategies like advertising digital media and public relations Aims to create brand awareness and a strong brand image Influences consumer behavior and buying decisions Helps businesses increase sales in a competitive market

Integrated Marketing Communications Symposium McGraw-Hill/Contemporary,1995 **Brand Storytelling** Keith A. Quesenberry,Michael K. Coolsen,2023-02-14

This innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand

stories in a digital first integrated marketing communications plan From the earliest works on storytelling to the latest research this text explains why and how storytelling works the forms storytelling takes and how to develop an integrated advertising PR and strategic marketing communications campaign that leverages the power of story within the reality of today s digital first media landscape Keith A Quesenberry and Michael K Coolsen present a balance of research and theory with practical application and case studies within a classroom friendly framework for undergraduate or graduate courses or for the marketing communications professional looking for a guide to integrate storytelling into their brand communications Emphasizing digital and social media perspectives in the strategic planning and campaign process Brand Storytelling also surveys TV radio outdoor print opportunities as well as earned shared owned and paid media Features Chapters introduce discipline foundations through key figures main content sections explaining concepts with examples templates and stats a main case study questions for consideration and list of key concepts for review Coverage of new technologies in Web3 such as NFTs cryptocurrency media streaming CTV and the metaverse ChatGPT and DALL E 2 Key terms are bolded and defined throughout and featured in a glossary along with an index of key concepts figures companies and cases for easy reference Plan campaign research addresses evaluation and optimization of IMC execution including descriptive predictive and prescriptive analytics Instructor resources include chapter outlines learning objectives test banks slides forms template worksheets example assignments and syllabi

The Bare Bones Introduction to Integrated Marketing Communication
Robyn Blakeman, 2008-12-16 Integrated marketing communication IMC focuses on communicators employing the correct message being able to place it in the most appropriate media and using the most advantageous communications approach Advertising in today s economy crosses communication boundaries as well as societal and cultural norms making accurate targeting media selection and consistency of message more critical than ever before Marketing and advertising are no longer separate entities they are the results of all parts working as a cohesive whole Integrated marketing communicates using one tone of voice or message that is successfully delivered through multiple media and disciplines The Bare Bones Introduction to Integrated Marketing Communication is an in depth yet concise discussion of the business and structure of integrated marketing communication This brief inexpensive text focuses exclusively on introductory issues concerning IMC as both a communication device and as a profession Robyn Blakeman s step by step approach offers an extensive and exclusive look into how agencies work the areas of specialization that make up IMC how advertising affects our lives and the diverse arsenal of media options that give IMC its visual verbal voice Both integrated marketing and varied media vehicles are dissected one topic at a time creating an invaluable reference tool that students professors and small business people alike will refer to time and again for information on the field of advertising integrated marketing communication

Integrated Marketing Communications
Tony Yeshin, 2012-05-23 Integrated Marketing Communications is a new text which will answer the key questions of what marketing communications is how it works and why it is such a vital contemporary marketing

function It is a comprehensive and authoritative overview of this complex and rapidly evolving area The author s long experience in the industry and as a senior academic ensures that the book is able to show how the communications process really works and how it can best be managed in a strategically and tactically cost effective manner Throughout the book the framework of analysis planning implementation and control is used to help the student organize their approach to the complex decision making in the present communications environment This is both an essential text and an indispensable reference resource and has been rigorously developed for undergraduates and postgraduates in Marketing and Business and for the new CIM Certificate and Diploma exams in Business Communication Promotional Practice and Marketing Communications

Integrated Marketing Communications Eric Stewart Harvey, Eric Stewart Henry, 2016-08-03 A guidebook to the entire process from beginning to end Developing an Integrated Marketing Plan introduces the fundamentals of integrated marketing communications It shows students how to put together a creative and effective integrated marketing communications plan that can be used by both marketers and their clients Students learn how an integrated marketing plan functions in the overall marketing communication environment They learn how to conduct primary and secondary research and conduct a SWOT analysis The book also discusses the role of the target market profile and how to define objectives and develop strategies Other topics include establishing a budget and dealing with media objectives strategy and tactics The final chapters of the text cover evaluations of the plan and the importance of creating an integrated marketing communications campaign plan book Based on the author s extensive experience as a professional marketer Developing an Integrated Marketing Plan is well suited to courses in marketing and advertising communication

Integrated Marketing Communication Robyn Blakeman, 2018-02-01 Now in its third edition this comprehensive text offers a classroom tested step by step approach to the creative processes and strategies for effective integrated marketing communication IMC Blakeman covers key areas from marketing plans branding positioning and creative briefs to copywriting design and considerations for each major media format Throughout she explores visual and verbal tactics along with the use of business theory and practices and how these affect the development of the creative message This user friendly introduction walks students through the varied strands of IMC including advertising PR direct marketing and sales promotion in a concise and logical fashion

Journal of Integrated Marketing Communications ,2006

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