

**RESEARCH ON INTEGRATED MARKETING COMMUNICATIONS****Anil Kumar**

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Promotion is one of the four major elements of the marketing mix. Therefore, an integrated marketing communications (IMC) strategy consisting of a combination of promotional tools could be an essential element of the businesses' overall marketing strategy. Different promotional tools could foster an increased awareness of a company's products or services, inform people about features and benefits, and move them to make a purchase. In this light, this chapter examines these promotional tools, individually. It suggests that effective IMC plans promote the companies' products and services, by sending clear, consistent and complementary messages that are ultimately intended to turn prospects into customers. In conclusion, it posits that the marketing managers must consider the 6Ms (including the market, the mission, the message, the media, money and measurement) when they are preparing an IMC plan. Marketing is an integral part of every organization and the term marketing communications was initially seen to be a managerial task. Most marketing communication methodologies are focused on advertising, sales promotion, direct marketing and public relations. The new technological innovations provide an opportunity to enhance the visibility products and promotions. Further, they actively engage consumers through various media. Due to the continuous development and innovations in the digital media the original proposal of IMC frame work has become partially or fully obsolete.

KEYWORDS: marketing communications, product & services, promotional marketing.

INTRODUCTION

In the competitive markets that now exist, marketing is an essential part of a company's Business. The term marketing equals advertising, but that is a classical myth of recent history. Marketing is not a one-way communication for companies to sell as much as possible; instead it centers on the exchanges of value between producers and consumers to satisfy both their needs and wants. By adopting a market-driven strategy, companies can truly understand the needs of the market and the basis for the market of their customers which results in an increased customer value and profitability. The field of marketing is not static but has changed and evolved over the years. So marketers and companies need to think in new ways about the tactics and strategies to be deployed to create or sustain the competitive advantage. The birth of the marketing discipline can be sourced back to the beginning of the twentieth century and had become a keystone-philosophy in the mid-fifties. In the sixties, it was declared the savior of companies; in the seventies marketing got accused for being unresponsive to greater societal issues, while the eighties saw the marketing concept causing discontent due to over-segmenting markets and focusing too-much on customer needs. When firms moved towards the twenty first century marketing communications appeared to be the main bulwark of sustainable competitive advantage. And, with the recent revolution 1. With the Internet 2. As a new marketing channel, the way marketing is taught and practiced has once again changed to meet the new needs from the online customers. Marketing

communication or traditionally termed promotion is part of the 4P marketing mix with the others being product, price and place. All 4Ps have a part in the communication process but only marketing communications or promotions have the power to inform, remind, persuade and induce action in consumers. However, marketing communication in today's society plays other roles than the traditional one-way communication from the sender to the receiver such as informing, listening and answering. The marketing communication must therefore be interactive and be a two-way communication process. Thus, marketing communication that is a two-way communication simultaneously is preferred as the only real form of communication. Marketing however, doesn't shape societies as much as it is a reaction to fluctuations in said societies and as a function of this, marketing as a discipline has evolved with the society it resides in. Take a look at commercials from 50 years ago, compare them to adds made a decade ago, and then compare them to contemporary campaigns. The marketers are always trying to capture the vibe of the time, trying to predict and hop onto trends in society. Marketing is very much about being ahead of the curve, about doing stuff that's cool, before it's cool. This thesis is a take on the discipline of marketing and the role of the marketer from the perspective of media studies. As such the focus will be on the nature of the marketing communications channels, with the internet as the central element. This means that important aspects of the marketer's functions, such as legal and financial issues will be omitted, as the purpose is to propose a framework for marketing communications with focus on tight integration of marketing disciplines, brand values and the company ideals. All of this based on the assumption that new media has changed the way consumers think, act and interact with marketing materials. According to Kantar Media's 2018 annual state of marketing study, marketers are grappling to understand cross-channel behavior. 82% of marketers said they had integrated marketing strategies, but their efforts are not permeating through to consumers. Marketing, more than other business functions are related to customer. Planning process, implementation, pricing and distribution, along with ideas of promotion, product and service to create exchanges that fulfill the necessities that needed, desired, either individually or organizationally, a marketing communication refers to all messages that planned, created and distributed by organization to support the marketing goals along with their strategies as well. It shows why B2B marketers must understand how to use the communication process to reach end-consumers by decluttering the advertising process. Let us now understand the importance of integrated marketing communication for companies and the need for a combined strategy:

RESULTS & ANALYSIS

On the basis of collected data from participants, the following analysis has been made where the discussion on frequency, importance and exposure to communicative media of usage of social media, preference of social media, preferred internet platform, internet using expenditure, popularly followed brand and tools etc are conducted to find a suitable

guideline for marketers who are promoting their products already on digital platform and for also for them who want to do the same.

Respondents were asked to understand the motive of consumer of their willingness to know

about the product and the information related with it. Most of them (114) answered that they would love to know about the product before they purchase it, they wants to know.

Only 6 of 120 answers they don't have any preference to know before buying to know about the product

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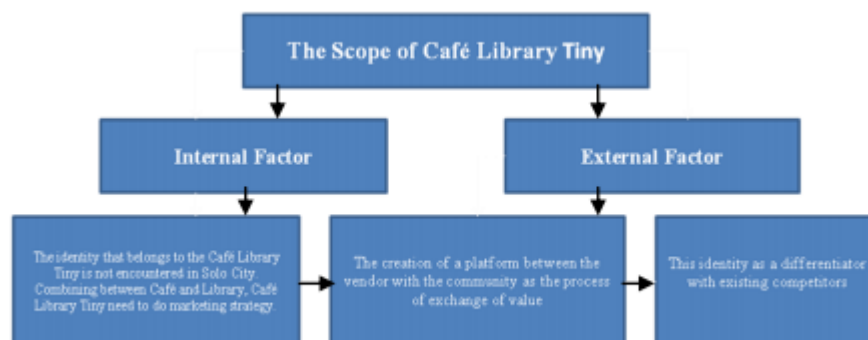
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Result of this research was obtained through an in-depth interview of the informants. Interview that related with the informants were with the General Manager, Creative Manager and Marketing Manager of Tiny Library Café, and two communities that joint and co operated with Tiny Library Café. Those are divided into categories in accordance with the integrated marketing communication strategy, i.e.

a. Positioning, Segmentation, Targeting In this category, café library tiny combined the concept of a café with a library that exposed to the public. The concept was rarely found in Solo city. The café offered a place to enjoy chocolates along with reading a book for customers who fond of reading. As commented by General Manager and Marketing Manager of the café, "I personally observed the business trend, in Solo; there are so many cafes, just like I have stated in the initial discussion that we have managed a café before. This concept has a chance, just like others. In addition, we've 12 considered that the trend is endless; there

will be new caf  s due to the high enthusiasm “If we observe the competition on culinary sector in Solo, there is something special here, we have our own characteristic. So, in the competition perspective, we are, perhaps, more superior. When others (caf  s) offer a place or something, here, we have it. Along with the books and library. The caf   also offers a space to public, especially to communities who wants to cooperate, by providing a place for communities to make a transaction in consignment system or exhibition“Added the creative Manager of Caf   library tiny. “Cooperation with the communities also results in exchanges of the community’s products. For instance, photography community. They displayed their works in the caf   for sale. So, from the mutually beneficial cooperation, it may result in profit for each other’s”. Having observed on the result of the interviews above, it showed that management on identity that determined by the caf   library tiny was different from others, it made the caf   library tiny owned an identity in the public’s mind. But, the determination of the caf   library tiny as a platform in the perception of the vendors was considered as unsuitable on the age and identity that promoted. Madhavaram et al explained that an effective market community enables the brand awareness building along with its positive brand image. It may result in knowledge about the brand and in the future, it shall trigger the different response that constituted the brand equity. Edniston explained that the importance of IMC strategy to determine a brand strategy development of an organization and strengthened the meeting of 13 company’s identity and customer based on equity of a brand, which were brand awareness and brand image. By understanding the value and characteristic of the customer relationship, it is something practical for marketer to categorize customers based on their brand value and brand value of the customer. The whole plan in determining the market segmentation that selected, end up in potentials owned in the young people as trendsetter that give effects in the market movement condition. an overview of the results discussion about the internal and external factors on the Caf   Library Tiny is described in the following table.



b. Publicity Belch explained that Public relation is a management function that evaluating the attitudes of the society, identifying the policy and procedure of the individual or organization to enhance the understanding and community’s acceptance. The objective of the PR is to enhance the brand cognizant and brand knowledge. Caf   library tiny used the local media in Solo, as Manager Marketing said:

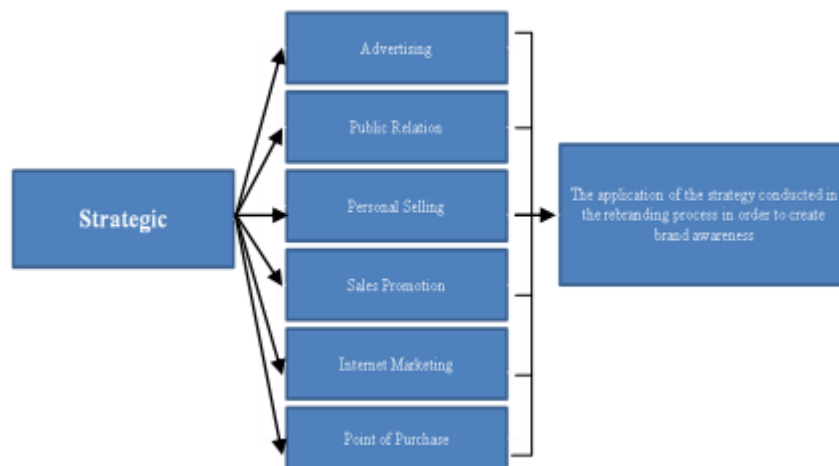
“First, we have used the printed media; we have cooperated with Sloops’. Sloops’ have published café library tiny in one of its page. It was in the mid of May. And there were also Jawa Pos and Radar Solo. According to PRSA, Public relation is strategic communication processes that build a mutually beneficial relationship between organization and its communities. All planned communications, either external or internal, between an organization with all of its communities in order to reach specific goals that based on understanding each other,

c. Sales Promotion This activity refers to all marketing activity that attempted to directly stimulates buyer’s action or direct selling. Promotion to the customer that conducted is by giving an interesting offer, as Marketing Manager of Café Library tiny added:

“We have a program called “paket” there is a special discount for customers who carry their student’s identity card, or school students along with members of communities which have a cooperation with us, there is also promotional strategy, special day promo, the third is, there is new menu launching. If there is new menu that offered to customer, we put discount in it, along with opportunity to try it first.”

d. Personal Selling this strategy is emphasized on the personals, where the seller informs, educate and persuade a potential buyer to buy a product or service. The special quality of this method compared to other marketing methods is in its form of two way communication. Personal selling implemented by café library tiny is aimed to the communities. It has explained by Marketing Manager and Creative Marketing of Tiny Library Café is related to internal factor that they have. “We provided a commodious space, from the inside room to outside, the indoor space is commodious too”

g. Point of Purchase This promotional activity is the final stage that may result in the decision to purchase a product. Something that owned in the product is strengthened after the advertisement activity implemented. In the interview with the Creative marketing and Marketing Manager it explained as follows: “We recommended the waiters to give the correct information’s, for instance, on menus, the special about the menu, today’s priorities, etc.” Favorite menu is marked with star, and when customers ask about the menu, we give the explanations. ” 23 The answer above showed that activities conducted by café library tiny is based on the function of Point of Purchase itself, it is giving information, reminding and affecting the customer decision. Other than that, there is other form done in the café library tiny, it is by using a blackboard as a media. Displayed in the entrance door, the black board informing the menus, programs and discounts. Amechi & Long, stated that Point of Purchase is very effective because message of this advertisement is found in the place where customers agree to purchase or where the product mostly available.. The results of discussion about the strategy on the Café Library Tiny is described in the following table



CONCLUSION

Strategy implemented by the Tiny Library Café in creating brand awareness in public mind run well. It means that the selection of the marketing tools that were used, were completing each other, from the advertising until final stage, which is the point of purchase. The marketing activity that conducted was creating awareness on the existence of the Tiny Library Café, proved with large numbers of communities that joined and cooperated. In the internet marketing, it is the most visible, due to the brand awareness building from activities sponsored by Tiny Library Café have gained attention for potentially joint community. The cooperation of the communities in the Tiny Library Café has met the promoted segmentation in the process of mapping the determined customer target. But it should be emphasized on the managed brand. It back to brief design to be delivered to the public, along with the strength of the information that delivered from the media that is used. Above the Line and Below the Line the value gained from activities that held and sponsored. The brand image would appear from the customer and it may result in bias in the existing brand image of the Tiny Library Café. The selection of partners from the similar background and activity which had a theme compatible with the identity of Tiny Library Café should be considered. Its purpose was to maintain the positioning that obtained and avoiding bias in the brand image. The building of the Tiny Library Café brand awareness was determined from the proper marketing communications. In order to make the brand easily known and recognized, surely, the marketing activity should be implementated. The café may conduct the marketing integration with the criteria as follows: coverage, cost, direct effect and indirect effect. But, prior to the implement of the marketing programs, the bargaining value of the product should be determined first. The sustainability of the aspects may be elaborated later, on the brand loyalty, quality impression, or brand association, those needs to be made as sources of the next research to determine the impacts of the application of the integrated marketing communication tools.

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