

# Effectiveness of Integrated Management Communication

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**ABSTRACT:** *Integrated marketing communication (IMC) is being practiced worldwide at very large scale. The purpose of this review paper is to enhance the understanding of what is IMC, its impact and the difference between IMC and traditional marketing communication. Integrated marketing communication is consumer oriented approach rather than organizational oriented that focuses on organizational needs. IMC is performed in a manner of synergy rather than in isolation. IMC is associated with some positive results like brand awareness, customer satisfaction, brand loyalty, positive brand image, unique brand association, greater profitability, increased sales and cost savings. IMC has major impact on organizational performance and brand equity. There are some barriers to successful implementation of IMC program.*

**KEYWORDS:** *Communication, Integrated marketing communication (IMC), Marketing Awareness.*

## INTRODUCTION

Communication is the way that people or entities share their feelings and interpretations. Contact that can be represented as the paste that binds a distribution channel together. The role of contact within the marketing channel is a significant theoretical and executive problem. Marketing channel communication may act as the mechanism of communicating influential knowledge [1]. While the literature on marketing acknowledges that communication plays an active role in the channel working, there is no integrated channel communication theory. Conceptually, contact has been associated both with behavioral problems (e.g. control and climate) and with institutional concerns (e.g. exchange interactions pattern) on the channel. The need to connect is used to build the network, to disseminate ideas and to advertise goods or services. Effective contact through a well-known, clear and reliable source [2].

Marketing communications reflect the aggregation of any factor in a marketing mix that facilitates interactions with brand stakeholders through the creation of common meanings. Corporations use various tools to market their businesses, products or services. You may use resources such as brochures, TV, website etc. The brand correspondence aims at delivering information and improving revenue towards the target consumer. Integrated Marketing Communication (IMC) is a term that emerged in the late 20th century regarding application of consistent brand messaging across myriad marketing channels [3]. IMC was developed mainly to address the need for businesses to offer clients more than just standard advertising. The concept of Integrated Marketing Communications (IMC) makes definite sense – so much so that trainee in the field may get amaze what all the confusion is about.

IMC advises that marketing practitioners concentrate first on consumers, their interests, shopping habits, exposure to press and other factors; and then, by a combination of messaging strategies that are more desirable and trustworthy for customers, they are introduced to their product needs [4]. The latest milestone is the notion of differentiation between ads, direct marketing, promotion of revenue and public relations rather than the harmonious customer-centered strategy method IMC wants because of a whole culture of agencies, internal divisions and consultants. Integration has become an important marketing term, as technical innovations have changed the relationship between industry players. In the marketing philosophy developed during the training year, the dynamics of real-time, multimodal, multi-directional contact have been overtaken [5].

## LITERATURE REVIEW

### 1. *Integrated Marketing Communications:*

In this way, IMC integrates and analyses the strategic position of various communication disciplines in order to gain transparency, continuity and a greater impact. In order to accomplish that goal, it is important to prepare and conduct all marketing communications in the same manner [6]. The entirety of the IMC process continues with the client and aims to establish and evaluate the strategies and approaches to improve the important communication programmes, with the process of designing and executing the individual communication systems and their capacity for effect in the future. IMC is often known as a strategic business mechanism that enables the alignment and assessment over time of prominent brand communication initiatives applicable to the external and internal audience to prepare, create, enforce and review. In order to ensure the cumulative effect is greater than the sum of each operation, a single IMC programme prepares and conducts a range of marketing activities regularly. This approach is used to work together to optimize engagement effects on target audiences through various forms of communication, such as advertisement, public relations, brand promotion, direct marketing and sales. In addition to isolation, IMC is characterized as a management philosophy that allows uniform use of various facets of marketing communication such as sales promotion, public relations, advertisement and direct marketing [7].

### 2. *Importance of IMC:*

The outcomes and consequences of each technique have their own significance to be analyzed. In certain companies, IMC is expected to be a major competitive benefit, because revenue and benefit can be improved by using IMC to save time, resources, and tension. The agency executives are also aware of this fact [8]. IMC has a good effect on marketing, innovation and communications quality. An optimized advertising mix will make a real contribution to a competitive tool for companies. IMC offers a new dynamic model which makes marketing communication simpler for businesses to become customers. It makes products and services easier to reach and more efficiently connects and eliminates risks to customers relevant to the commodity [9].

### 3. *Objectives of IMC:*

Behind of plan there are often clear targets, and these are the final outcomes of the strategy. IMC's engagement approach is often targeted at meeting particular targets. There are two conflicting objectives of IMC as (1) to achieve considerable sales and (2) to build a strong brand image. IMC's goal is to affect target audience behavior. IMC's final aim is to build customer-focused sensibilities, to assist in the assignment of capital, to gain competition advantages and to develop management practices that can deliver value to its clients in both directions and activities [10]. Despite the main targets, there are similar goals such as market recognition, favorable consumer position and business and profits growth.

### 4. *Components of IMC:*

When implementing a strategy, various elements help this strategy. There are still different elements. The foundations of the approach are these elements. Each pillar is crucial and all pillars are critical to effective strategic execution. The approach of IMC also consists of three major features: the customer, the networks and the performance assessment. These components are discussed below:

- 1- Consumers: In this element it is interrogated how consumers get information as well as how the delivery of that exchange of information affects the message's form and contents.
- 2- Communication channels: This element interrogates several channels and how much effective each channels is in IMC strategy.
- 3- Results: It considers how the level of intricacy in IMC strategies leads marketers to measure result by designing new ways.

There are numerous aspects of IMC, according to Linton, which are media, continuity of messaging, concept consistency, strengthening and coordination of revenue. Media are used for playing a certain role and for

sensitizing the commodity on the future. Only core aspects are stressed and more information is included in direct mailing, blogs, telemarketing, brochures etc. in the promotional strategy of the product. Messages should be clear, i.e. they should convey the same message across multiple channels. Consistency in design refers to color coherence, images and other graphic elements and to the proper relation between them. Consistency of architecture decreases costs and increases public impact. Strengthening concerns the assessment of the findings. It evaluates how effective the approach is and whether it provides the desired message. The lengthy and nuanced phase of Business-to-Business Marketing is where diverse decision-makers and influencers reside. At any point, the IMC provides the details; purchasing team sets the specifications, creates a specification and short list of possible vendors, assesses proposals and assesses the most relevant suppliers. The contact software is aligned with an orchestrated campaign with the purchase process in any step to guarantee success.

#### *5. Developmental Process of IMC:*

When we are going to develop the strategy, we have to follow different steps or stages. Mostly these steps are followed in sequence. The stages in the developmental process of IMC. These stages are:

1. Tactical co-ordination (content)
2. Redefining the scope of marketing communications (channels)
3. Application of information technology (stakeholders)
4. Strategic and financial integration (results)

In order to develop a harmony that produces a single viewpoint that looks the same, the first step is the cross-functional and emotional contact inside and outside of business. In the latter process, companies gather detailed consumer knowledge and then choose the most favorable medium from the viewpoint of marketing relations and feedback. The third stage notes that open data sources and internationally segmented databases are structured to recognize and classify consumers. In the fourth level, businesses continuously track the efficiency of marketing messages from ROI. According to Akers, the creation of an IMC strategy requires multiple measures. These measures include review, identity, priorities and expenditure. The first move is to evaluate the opportunities for the post. The population features of the target demographic are about to be known. Second phase is the formation of a distinctive identity for brands or businesses. This move correlates to the brand's branding and separates the brand from the competition's characteristics. Thirdly, basic priorities are defined in relation to brand identity and brand intent. Phase four is the allocation of IMC capital. This move guarantees the diligent distribution of the budget to raise profits. An effective IMC process is concerned with the identifications of target audience, determination of the communication objectives, designing of the message content, selecting the means for communication, defining the media mix, budget & priorities and measuring the effectiveness of effort.

### **CONCLUSION**

This is the research paper in which we attempted to analyse the effect of IMC on business from a number of different perspectives. IMC is performed internationally on a very large scale. If IMC executes it with proper procedure, it has a good effect with effective promotional incorporation. As market value, brand recognition, profitability and a shift in customer mindset, it has a positive influence. But all the factors which are influencing the IMC should be managed properly. IMC strategy should be made considering different aspects which might leave negative impact. Expanding the concept of IMC tells us about its impact, factors influencing it and what are barriers. To get the effective impact barriers should be removed by managing the influencing factors.

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