

## Role of Online Marketing on Integrated Marketing Communication

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### Abstract

Integrated Marketing Communication is a marketing concept that ensures all forms of communication and messages are carefully linked together. At its most basic level, Integrated Marketing Communication or IMC means integrating all the promotional tools, so that they work together in harmony. Integrated Marketing Communication is the concept that makes all the marketing tools to work together as a unified force rather than work in isolation. It makes the use of entire marketing efforts in the form of advertising, public relation, personal selling, sales promotion, internet marketing, direct marketing in order to generate maximum impact on the target audience at the minimum cost. In the advantages of traditional marketing communication channels the emphasis is stressed on the customers' possibilities of having a real face-to-face interaction with a company's representatives and discussing the foremost details that influence their buying decision. Many companies see the integrated marketing communication as a way to coordinate and manage their communication programs in order to send a consistent message to consumers about the company and / or its products. This article highlights the concept and channels of integrated marketing communications in all business sectors.

**KEYWORDS:** Internet, integrated marketing communication;

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### 1.Introduction

According to William Stanton, "IMC is an element in organization's marketing mix that is used to inform, persuade and remind the market regarding the organization and / or its products."

Integrated marketing communication (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact." The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand's core image and messaging are reinforced as each marketing communication channel works together in unity, rather than in isolation. The conceptual definition of IMC used in this research was: IMC is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines (for example, general advertising, direct response, sales promotion, and public relations) and combines these disciplines to provide clarity, consistency, and maximum communications impact.

## **2.Objectives**

1.In order to highlighted the important concept of integrated marketing communication in the actual context.

2.To study the evolution of integrated marketing communications.

2.To analyse the general impact of internet technology on the marketing communication process and the behaviour of audience.

3.To revealed the benefits of integrated marketing communication.

4.To show the difference between E-marketing and traditional marketing communication channels.

## **3.The Important Concept Of Integrated Marketing Communication In The Actual Context**

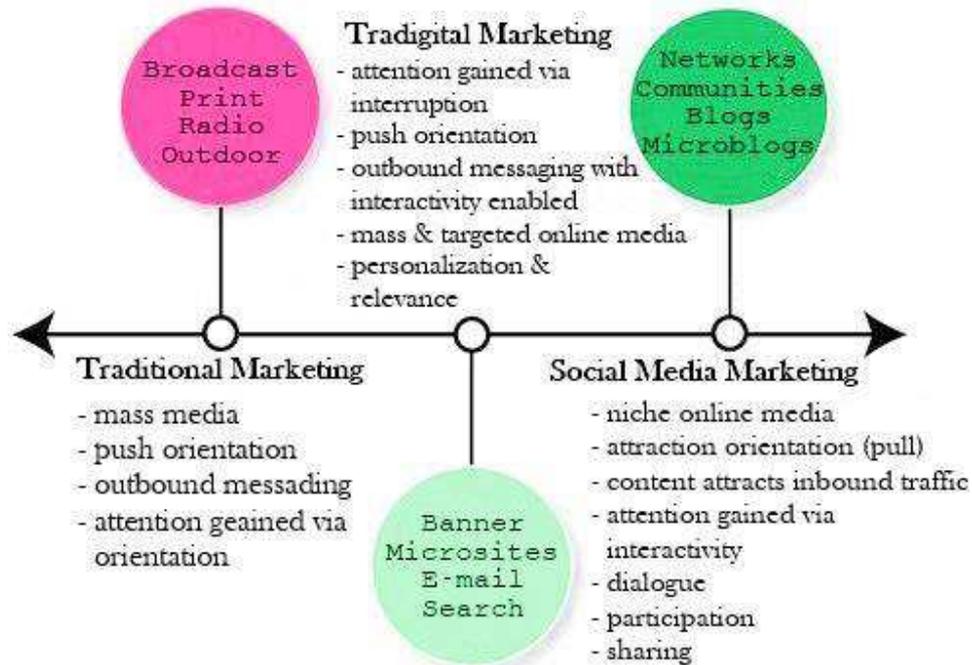
Integrated marketing communication (IMC) has undoubtedly contributed to the development of the most important communication tools in the last decade of the 20th century, despite the fact that most theories and contributions in terms of integrated marketing communication approach are very recent. Many organizations consider integrated marketing communication as a key competitive advantage associated with marketing. In a global market characterized by high dynamism and fierce competition, the challenge for most companies is to identify the most effective ways through which to communicate with consumers so that they understand the benefits resulting from the purchase and consumption of goods and / or services. Consequently, integrated marketing communication has become a fundamental aspect, a business vision and an essential factor in the success of marketing activities. Its importance has increased considerably in recent decades, given the fact that marketing and communication have become two inseparable activities, all companies using various forms of marketing communication in order to present the products to their target audience.

According to Nowak and Phelps, the success of an integrated marketing communication campaign is to change positively the image of a mark and buying behavior. Factors such as, increasing global competition, technological progress and consumer information extremely fast, are forcing companies to undertake communication efforts with a strong impact on the target audience.

### **3.The evolution of Marketing Communications**

Marketers are always forced to create something new in order to communicate with the target audience and attract potential clients. Nowadays with the permanently in-eager to be individually and personally approached, and in the case of necessity to be able to contact the company. Between the traditional marketing and social media marketing as distinct marketing communication periods there is an intermediate phase - tradigital marketing. The main difference of these three marketing types is the level of social/customer engagement. In case of tradigital marketing the idea of applied communication tools concentrates on providing interactivity between the company and its clients by combining digital and traditional marketing methodology, like mass approach.

### The evolution of Marketing Communications



. Tradigital marketing lacks the social factor in its deployment. For instance, when the company designs a website it provides some interactive component in its communication with customers, although it may fail in creating the feedback and discussion mechanisms on it. Thus, the communication tools have to be improved, and this is what Internet and social media marketing provide potential customers with – two-way interactive communication between company and its target audience.

#### 4. Impact Of Internet Technology On The Marketing Communication

In practice, the impact of integrated marketing communication activity on consumer behavior is often sequentially, particularly in situations where the buying process involves several stages. However, timing of exposure is an issue that sequential communication is still an unexplored aspect in the context of resource efficiency. Integrated marketing communication enables organizations to communicate with their target audiences through multiple channels, such as media advertising, sales promotion, direct marketing, public relations, online marketing etc. Consumer purchasing behavior can be influenced by communication messages sent through these channels of communication.

As consumers turn to as many as possible sources of information, the value of integrated marketing communication has increased considerably. Highly targeted, integrated marketing communication campaigns are based on the strengths of existing means of communication to favorably influence the behavior of target audience. Designing an effective message and selecting the most suitable instrument of communication are important steps in terms of creating and maintaining consumer preferences for a product / brand or company.

Integrated marketing communication purpose is to influence or change, directly, actual or potential consumer behavior. This takes into account all sources by which a consumer comes into contact with a product or brand as potential channels of transmission of the message and include all relevant means of communication consumer can become receptive to.

Integrated marketing communication process begins from the consumers, representing the starting point in determining the types of messages and channels that will satisfy their need for information, conviction and action. Associating a product / service with communication tools - advertising, sales promotion, direct marketing, public relations, online marketing etc. – must be included in the message sent to the company, so that the company to have various contact sources. Energy use in integrated marketing communication means actually "speaking with one voice". Coordination of messages and means of communication is essential to build a solid picture of the product / brand and for inducing the consumer to action.

The rapid development of the internet in the last ten years has changed the classical communication procedures, because of three specific and co-existent characteristics that differentiate it from any other communication channel. Interactivity: The internet offers multiple possibilities of interactive communication, acting not only as an interface, but also as a communication agent (allowing a direct interaction between individuals and software applications). . Transparency: The information published online can be accessed and viewed by any internet user, unless this information is specifically protected. Memory: The web is a channel not only for transmitting information, but also for storing information – in other words, the information published on the web remains in the memory of the network until it is erased.

### **5. Benefits of IMC**

- 1) IMC helps to create Top of Mind (TOM) awareness with the aid of various marketing tools.
- 2) IMC not only creates awareness, but, evokes the purchase action. IMC persuades the customers to buy the product or service through creative messages, free gifts, trial offers etc.
- 3) IMC helps to develop brand loyalty that results in repeat purchase and favourable recommendations to others by existing customers.
- 4) By using various techniques of promotion, IMC may help expanding the market from local to regional, regional to national, national to international.
- 5) Different marketing tools may be aggressively used to block the competitor's marketing efforts.
- 6) All the above benefits of IMC lead to develop the brand image as well as the corporate image in the mind of customers.

### **6. E-marketing vs. Traditional marketing communication channels**

To start with this theory, first of all, it is reasonable to define traditional marketing communication channels in a meaning that they are going to be used when comparing them with online marketing communications. So marketing media, being the delivery tool of the company's message, traditionally have consisted of the following components:

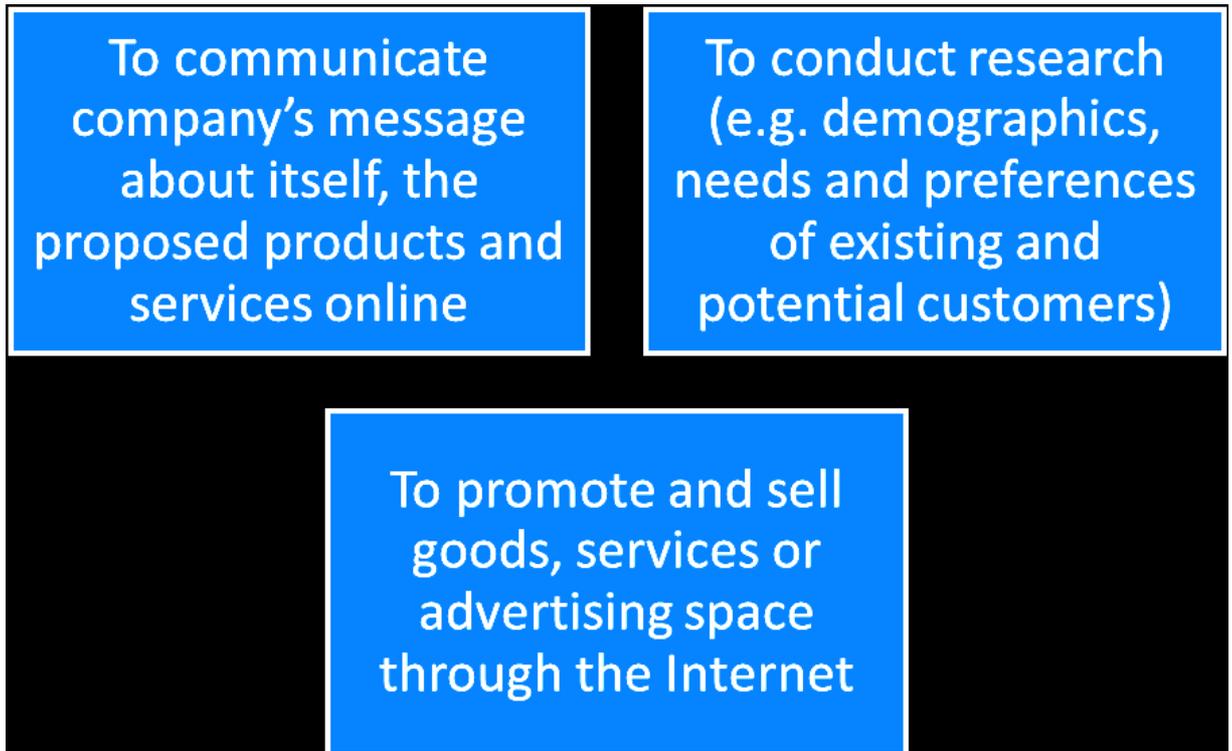
publications – newspapers, magazines, journals, leaflets; radio and television; billboards; and telephones. Over the time the ways of marketing communications as well as personal communications have modified. Digital marketing have matured. Traditional marketing communications have been partly replaced by the new media channels because of the changing customers' values and preferences in communication. People have become eager to be individually and personally approached, and in the case of necessity to be able to contact the company.

Between the traditional marketing and social media marketing as distinct marketing communication periods there is an intermediate phase - tradigital marketing. The main difference of these three marketing types is the level of social/customer engagement. In case of tradigital marketing the idea of applied communication tools concentrates on providing interactivity between the company and its clients by combining digital and traditional marketing methodology, like mass approach. Tradigital marketing lacks the social factor in its deployment. For instance, when the company designs a website it provides some interactive component in its communication with customers, although it may fail in creating the feedback and discussion mechanisms on it. Thus, the communication tools have to be improved, and this is what Internet and social media marketing provide potential customers with two-way interactive communication between company and its target audience.

### **7. Digital media and Internet marketing communication channels**

The majority of marketers agree on the idea that digital marketing being a way of commodity, brand or company promotion via different forms of electronic media can be applied through Internet, mobile devices, digital television, and radio channels. It is becoming one of the major costs of marketing campaigns all over the world because of its everyday growing popularity. Digital marketing goes beyond the usage of Internet marketing tools and practices, and includes other digital media channels for communicating with customers, for instance, mobile phones, sms/mms, and display ads .

In the book digital media channels are defined as online communication tools that are applied to obtain brand awareness and to impact purchases by the digital media users, who visit websites and get engaged with the marketed brands or commodities. It is important not to mix up digital and Internet marketing communications that include only those communication tools used via Internet.



First of all, Internet marketing channels application is aimed at spreading the message of an entity concerning the marketed product, service, or brand. The communication of the message in this case always takes place online and, thus, the company has an overall view on the number of users who got the message and implemented some asked procedures, like visiting a website or registering in social media application.

However, before planning an online marketing campaign and during its maintenance managers need to be aware of the customers' preferences, their needs, demands, some of their background factors that might influence the buying decision.

#### **Conclusion**

This article has discussed a role and tactical perspectives on the changed natures of marketing communications in the Internet era. The Internet is the medium that allows people to communicate not only easier, but also allows the sender to communicate with an enormous number of people at the same time. To send a message we can use the e-mail and World Wide Web. Thus, by e-mail, the sender is able to send messages to all people from the mailing list just a few clicks and the message is received almost instantaneously. Social Media enjoys a marketing strategy that involves distributing valuable, relevant and compelling content and that promotes a certain type of behavior that can influence the activity of an organization. The effectiveness of communication tools used in social media is to develop a content strategy that contributes to positioning products, services and / or trademarks by disseminating provocative and informative content which is also useful for users..

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