

14.8: Putting It Together- Integrated Marketing Communications and Promotions

The emergence of digital technology, social media and mobile devices has led to significant changes in how consumers shop for and engage with brands—the emergence of an omni-channel, i.e. the varied interactions in the shopping process that consumers have pre-, during and post-purchase. The resulting proliferation of channels and fragmentation of target audiences means that advertising & promotional activity must be integrated together. The benefit is that this creates a multiplier effect, potentially maximizing impact on the target audience. But, it necessitates that the marketers selects the channels that are the best fit for their budget, strategy and the competitive situation. Further, they must ensure that all messaging is consistent, complementary and customized for the appropriate channel.

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