

## 14.7: Other Media Elements

### Learning Objectives

- Evaluate use cases for other miscellaneous media elements

In *Types of Sales Promotions in Retail*, *Direct Marketing Tactics in Retail* and *Social Media and the IMC Mix* you may have read about a number of promotional tools and how marketers *might* use them as part of Integrated Marketing Communication (IMC). However, you should not infer that these are the best or the only tools that should be considered in any campaign you develop. Instead, the examples we've shared are illustrative of how traditional and new media can be leveraged outside and inside the store to help communicate firm, brand and product messages with consumers.

Again, you will want to select the best channels for your campaign, given your budget, your strategy and the competitive environment.

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