

## 14.1: Introduction to the Integrated Marketing Communications Mix

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### What you'll learn to do: Evaluate the key elements of the integrated marketing communications mix

As we begin the next section, it's important to keep in mind that the limits of marketing and advertising budgets combined with the complexity of managing campaigns and content will constrain channel selection. Further, we'll also want to be mindful that while consumers may be present in all communication channels, specific ones will be better fits, given firm strategy and consumer behavior along the Customer Journey. That said, we should be energized to know that there is a multiplier effect by leveraging several channels, which amplifies marketing messages. Integrated Marketing Communication optimizes messaging by harnessing the benefits of each channel to build a clearer and broader impact than individual or singular campaigns.

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