



# Introduction To Integrated Marketing Communication



# hey salty

Integrated Communications

**Our mission is to create  
communications that build  
trust and generate value.**

# What is Integrated Marketing Communication?

Integrated marketing communication (IMC) is a multidisciplinary field that combines traditional and new media practices. As its name suggests, IMC is a *holistic* marketing approach that **considers marketing strategy within the larger context of an organization's aims and business development and maintenance needs**. In other words, rather than having marketing, advertising, public relations, social media and consumer/audience analytics be separate teams or efforts within an organization, **IMC encourages the integration of these disciplines to create a more powerful and concerted approach**.

# Why is IMC important?

# IMC Creates Credibility

No matter what industry you're in, you have to **gain the trust of people in order to become successful**. Because of its large focus on earning third-party support, integrated marketing communication specifically public relations is perfect to use to gain credibility. In fact, public relations is 90% more effective than advertising at establishing, building and protecting brand credibility, according to Nielsen research.

# IMC Increases ROI

By creating the right message to attract your target audience, you will attract more people and gain more profit/awareness.


# IMC Boosts Visibility

Media doesn't have an expiration date. The visibility media on search engines doesn't decline as time goes on; in fact, **articles continue to gain exposure over time as they're connected to other sources**, such as other articles, online reviews or posts.


# IMC Creates Lasting Relationships

Influencers, brands and organizations are seeking ways to **engage with people in an authentic way**, and public relations can help with this!




The background is a solid teal color. In the top right corner, there is a faint, light blue map of the African continent. In the bottom left corner, there is a white arc that forms part of a circle.

# What is a “Target Audience?”



Your target audience refers to the specific group of people most likely to want your product or service, and therefore, the group of people who should see your campaigns. Target audience may be dictated by age, gender, income, location, interests or a myriad of other factors.



# Tips on how to determine your Target Audience

1. Research and Identify Trends
2. Analyze Competitors
3. Create Personas
4. Define Who Your Target Audience **IS NOT**
5. Continuously Revise
6. Use Google Analytics



# NOW WHAT?



# PESO

The PESO model takes the four media types — *paid, earned, shared and owned* — and merges them together for an integrated — and measurable — **communications program**.

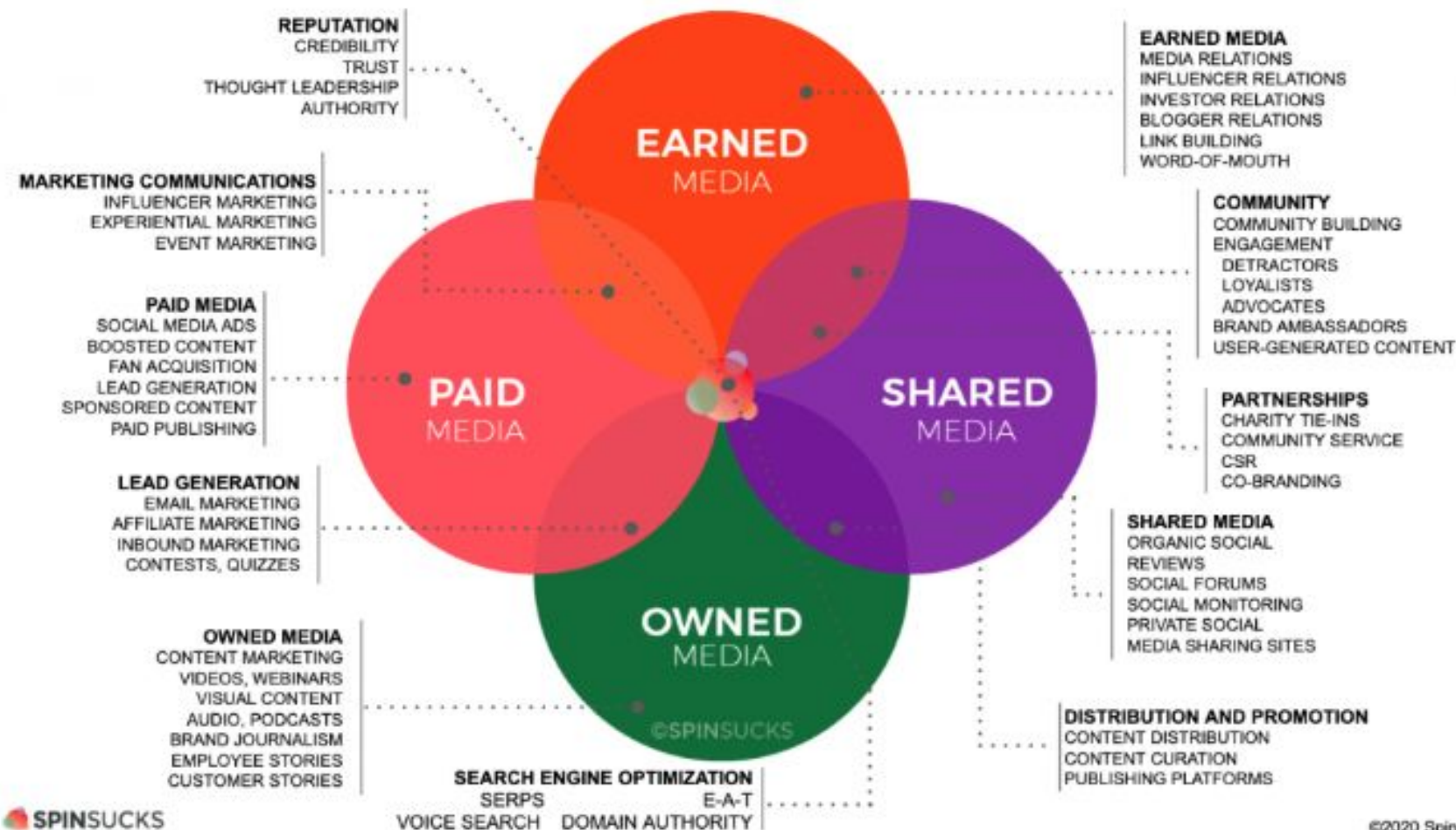


PAID

EARNED

SHARED

OWNED



# Paid

**Paid Media.** Paid media, in this case, doesn't refer to big, fancy commercials and highly creative print ads. On the contrary, paid media for a communications program is social media advertising, sponsored content and email marketing.

Think Meta ads, boosted posts, paid partnerships for content amplification.



# Earned

**Earned Media.** Earned media is what you might now as publicity. It's getting your name in print. Having a newspaper or trade publication write about you. Appearing on the noon news to talk about your product or even appearing as a guest on a podcast. It's what the PR industry is typically known for because it's one of the few tangible things we do. The ancillary benefit of earned media in today's digital world is search engine optimization.

Think traditional media relations, press releases and media advisories.

Fresno  
Bee

The Bakersfield  
Californian



The Modesto Bee



THE  
MONEY  
WISE  
GUYS



# Shared

**Shared Media.** Shared media is what you know as social media. It's evolving as well and continues to build beyond just marketing or customer service teams using it. Organizations have begun to use it as their main source of communications internally and externally.

This is curated content, Facebook Live, and Instagram Stories. It's putting the social back in social media by creating engagement and community.



# Owned

**Owned Media.** Owned media is what you know as content. It is something you own, and it lives on your website or blog. You control the messaging and tell the story in a way you want it told. This is not hosting your content on Medium or Facebook Notes. It's owning your content and the platform it lives on. You can use those platforms as outlets, but the reason it's called "owned" is because you own it and are not renting it to anyone.



WORDPRESS



SQUARESPACE



*vimeo*



iMovie

# Free Content Creation Tools

Right now, your budget may be tight – or nonexistent. But you know you need great content for your blog and social media marketing!

These free tools can help!



# Time to report!



# Why is data analytics necessary and what's the process?

**Data** can hold valuable insights into users, customer bases, and markets. When paired with [analytics software](#), data can help businesses discover new product opportunities, marketing segments, industry verticals, and much more.

**1. Define what you need to track**

**3. Clean through unnecessary data**

**5. Interpret results and apply them**

**2. Begin collecting data from sources**

**4. Begin analyzing the data**

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