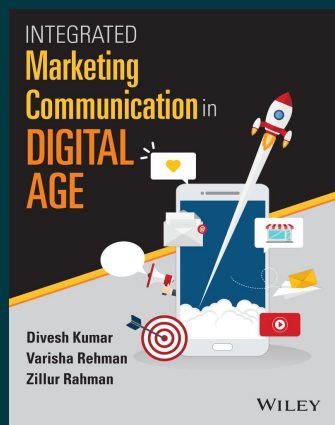




Integrated Marketing Communication in Digital Age

By Divesh Kumar, Varisha Rehman, Zillur Rahman

Paperback

9789357466097

₹1,099.00

Pages: 596

Description

This book serves as an essential guide for students, business professionals, and marketers aiming to understand the nuances of contemporary marketing communication strategies. The book diligently provides information and roadmap that is imperative to dynamically maneuvers and elevate the marketing strategy in the fast-paced digital world not only for startups but also for established companies.

About the Author

Divesh Kumar, Varisha Rehman, Zillur Rahman

Divesh Kumar is an Associate Professor of Marketing at the Department of Management Studies, Malaviya National Institute of Technology Jaipur, India. Dr. Kumar holds a postgraduate degree in Business Administration with a specialization in marketing from Madan Mohan Malviya University of Technology, Gorakhpur India and a Ph.D. in marketing from the Indian Institute of Technology Roorkee

Table of Contents

Section 1 Introduction to Integrated Marketing Communication

Chapter 1 Communication Theories and Process

1.1 Fundamental Communication Model

1.2 Cognitive Processing of Communication

1.3 Affective Processing of Communication

1.4 Basic Model of Communication

1.5 Advertising and Promotion Under Conjunction

1.6 Role and Significance of Advertising in Modern Age Geo-economics

Case 1.1 Air New Zealand: "Personality Allowed"

Case 1.2 Budweiser "Stand by You"

Case 1.3 Different Approaches, but Same Message

Chapter 2 IMC in Digital Age

2.1 The Changing Promotional Mix

2.2 The Growth of Advertising and Promotion

2.3 Integrated Marketing Communication

2.4 Regulatory Bodies for Advertisement

Case 2.1 Tesla-Offering Discounts

Case 2.2 Cadburys-Redefining Purpose

Case 2.3 McDonald's #RaiseYourArches

Section 2 Consumer Behavior and IMC

Chapter 3 IMC and Consumer Behavior

3.1 An Overview of Consumer Behavior

3.2 Consumer Decision-Making Process

3.3 Consumer Learning

3.4 Environmental Influence on Consumer Behavior

3.5 Alternative Approaches to Consumer Behavior

Case 3.1 Peanut Butter Craze

Case 3.2 IKEA's Easy Return Policy

Case 3.3 Zomato: Kachra Campaign

Chapter 4 Technology and Consumer Behavior

4.1 Technologies and Consumer Behavior

4.2 Technology as an Integration of Media

4.3 Consumer Behavior on Digital Platforms

4.4 Consumer Online Brand-Related Activities

4.5 Emerging Trends of Consumer Behavior via Mobile Devices and Digital Media

Case 4.1 Zomato uses AI and Deepfakes

Case 4.2 Droom-India's New Motorplace

Case 4.3 Reddit Changed API Policy

Section 3 Need and Cost of IMC

Chapter 5 Establishing Objectives and Budgeting of IMC Program

5.1 IMC Objectives

5.2 Role of Objectives in IMC

5.3 Determining IMC Objectives

5.4 DAGMAR: An Approach to Setting Objectives

5.5 Problems in Setting Objectives

5.6 Establish the Budget

5.7 Budgeting Approaches

5.8 Allocation of Budget

Case 5.1 Sprite "Heat Happens"

Case 5.2 Submariners "Go Beneath the Surface"

Case 5.3 Ujjivan Small Finance Bank Shagun Ka Lifafa Campaign

Chapter 6 Source, Messages, and Channel Factors

6.1 Promotional Planning Through the Persuasion Matrix

6.2 Source Factors

6.3 Message Factors

6.4 Channel Factors

Case 6.1 Dove “Real Beauty”: Eliminating Stereotypes in Virtual Games

Case 6.2 Cadbury 5 Star India’s “5 Stars Everywhere”

Case 6.3 Ravi Shastri in Britannia Golmaal, a wit-for-wit Perfect Celebrity-Brand Fit?

Section 4 Changing IMC Tools with Technology

Chapter 7 Advertising: Broadcasting and Narrowcasting

7.1 Advertisements in the Digital Era

7.2 Developing Advertising Message

7.3 Media Planning

Case 7.1 Traya, A Campaign of #HopeForHair

Case 7.2 Vicks - Touch of Care’ 217

Case 7.3 CRED—A Disrupter in Advertising

Chapter 8 Interactive Marketing

8.1 Internet: A Communication Media

8.2 Paid Media, Owned Media, and Earned Media

8.3 Presence of Brand on Internet

8.4 Online Advertising Payment Models

8.5 Measuring the Impact of Interactive Marketing

Case 8.1 Depop: Using Social Media to Earn Customers

Case 8.2 Netflix - Using Email Marketing

Case 8.3 Amazon Associates - Amazon’s Affiliate Marketing Program

Chapter 9 Sales Promotion

9.1 Sales Promotion

9.2 Consumer Sales Promotion

9.3 Sales Promotion in Digital Era

9.4 Trade Promotion

Case 9.1 Melted Soapery: Enhancing and Maintaining Brand through the Ambassador Program

Case 9.2 NeuPass: Developing Omnichannel and Multi-Brand Loyalty Program

Case 9.3 JioCinema: Using Sales Promotion for Onboarding Viewers

Chapter 10 Personal Selling

10.1 Overview of Personal Selling

10.2 Business to Consumer Selling

10.3 Managing Business-to-Business Personal Selling

10.4 New Trends in Personal Selling

Case 10.1 Aditya Birla Capital - Using Chat Boat for Personal Selling

Case 10.2 Big Basket: Product Recommendation Based on Past Purchase

Case 10.3 IKEA: Using IKEA Personal Shopper Assistant

Chapter 11 Public Relations and Sponsorship

11.1 Public Relationship

11.2 Public Relations in Digital World

11.3 Press Relations

11.4 Objectives of Sponsorship

Case 11.1 REFORMTheLockerRoom: PR Strategy of Puma

Case 11.2 New Balance: Sponsoring Sports Events

Case 11.3 Cracker Barrel: Handling Online Trolls

Chapter 12 Direct Marketing and Database Marketing

12.1 Direct Marketing

12.2 Database Marketing

12.3 The Media and Direct Marketing

12.4 Creating a Strong Direct Marketing Message

12.5 Measuring the Impact of a Direct Marketing Campaign

Case 12.1 Policybazaar: Customer Profiles for Motor Insurance

Case 12.2 WhatsApp: A New Way of Direct Marketing

Case 12.3 Swiggy - Smart Push Notifications

Section 5 Developing IMC Program

Chapter 13 Creative Strategy and Targeting

13.1 Importance of Creativity in IMC

13.2 Planning Creativity Strategy

13.3 Creative Process

13.4 Creative Strategy Development

13.5 New Creative Trends in Digital Era

Case 13.1 Starbucks #WhatsYourName

Case 13.2 Zomato: Jab Dil Kare

Case 13.3 Flavor Head: Infusing the Tea Category with Cocktail-Inspired Flavors

Chapter 14 Implementation and Evaluation of Creative Strategy

14.1 Communication Campaign

14.2 Creative Tactics

14.3 Evaluation and Approval of Creative Work

Case 14.1 Jaquar Bath + Light

Case 14.2 Facebook Creatives: Tips and Tricks

Case 14.3 Louvre–Promoting First Museum of Arab World

Chapter 15 Media Planning and Strategy

15.1 Media Planning Overview 458

15.2 Developing the Media Plan

15.3 New Media in Digital Era

Case 15.1 Wellness Forever: Segmentation Strategy for Paid Media

Case 15.2 YouTube: Managing Frequency of Ads to Target Audience

Case 15.3 Marketing to Connected Customers

Chapter 16 Evaluation of Media

16.1 Television

16.2 Radio

16.3 Magazine

16.4 Newspaper

16.5 The Internet and IMC

Case 16.1 Radio City Signs a Broadcast Deal with Metro Rail Corporation

Case 16.2 Fanta: The World's First Testable Print Ad

Case 15.3 WeWork Drove Awareness with Hyperlocal Advertising

Section 6 IMC Program Evaluation

Chapter 17 Evaluating Effectiveness of IMC Program

17.1 Debate on Relevance of Measuring Effectiveness

17.2 Conducting Research to Measuring IMC Program Effectiveness

17.3 Testing Process

17.4 Measuring Effectiveness of Other Program Elements

17.5 Ethical Evaluation of IMC Campaign

Case 17.1 Geo-Targeted Ad Copy Testing - Coca Cola

Case 17.2 AIG Creative Testing

Case 17.3 SunButter Launches Successful New Brand Re?Positioning

Chapter 18 Using Analytics for IMC Program Evaluation

18.1 Marketing Analytics

18.3 Data Collecting Companies

18.4 Application of Analytics

18.5 Comparison of Traditional and Contemporary Analytics Models

18.6 Ethics in Data Capturing and Sharing

Case 18.1 Airbnb - Using Data to Capture Customer Satisfaction

Case 18.2 Facebook Fined for Non-Compliance with Data Privacy

Case 18.3 Unilever: Analytics for IMC Campaign

To purchase this product, please visit:

<https://www.wileyindia.com/integrated-marketing-communication-in-digital-age.html>



Scan to buy