

Integrated Marketing Communication in Digital Age

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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

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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: Handing 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

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