

INTEGRATED MARKETING COMMUNICATION AND ITS ROLE IN INCREASING THE EFFICIENCY OF THE APPROACHES IN COMMUNICATION

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Abstract:

For the organization at the beginning of the millennium, communication is an essential part of business marketing. In a relatively short - just a few decades - the specific marketing communication has seen a dramatic evolution. Against the backdrop of social and economic changes in circumstances that were significant changes in the way of thinking, feeling and acting of individuals, organizations intensify their efforts in marketing communication plan, also contributed with other specialists, to improve methods and specific techniques. The purpose of this paper is to highlight the role of integrated marketing communication in terms of communication efficiency approaches taken by the company.

Key words: *Integrated marketing communication, communication plan, sources of contact, synergy, target audience.*

JEL classification: *M30, M31*

Introduction

To fulfill its mission, specific marketing communication works with a number of variables, called capital generic communication: on the one hand, they are manufactured products and brands marketed by them, and secondly about certain aspects of performance objectives and personality organization.

Always being related to the environment, the organization seeks to establish quality relationships with its components. Whether employees are concerned, whether they are customers, suppliers, distributors or other audiences, marketing communications made a real bridge between them and the organization.

American Professor Terence A. Shimp, defines the concept of communication in marketing as "all elements included in the marketing mix of a mark, serving to facilitate transactions by sharing ideas and consumer brand clients. The author stresses that not only promotional variable allows the transmission of messages to consumers, but also other components of the marketing mix.

The American expert, John J. Burnett, the role of communication in marketing is "to support the marketing plan by sending the promise of marketing and also assist the target audience to understand and trust one who announces specific advantages".

Organizations most advanced in terms of understanding and application of marketing principles are concerned with integration of operations using various communication methods and techniques in a practical approach.

These concerns have led to a new concept, that of integrated communication. Composition of communication programs including coherent decisions on the use of communication methods and techniques are, at present, a major trend in the evolution of marketing.

According to Terence A. Shimp integrated communication is achieved by designing and implementing various programs persuasive communication with current

and potential customers, so as to exert a direct influence target audience behavior. Also, integrated communication requires that all contact opportunities arising from trade or organization, on current or potential customer has with your product or service to represent the possible channels of transmission of future messages. In addition, Terence A. Shimp shows that if specific integrated marketing communication is used for communication that is considered relevant for customers and they may be receptive.

Integrated marketing is viewed from different perspectives of managerial practices. Therefore, integrated marketing communication is a process that includes planning, creation, integration and implementation of various forms of communication, such as: advertising, sales promotion, events, etc.. – used by companies, through which a product (s) is addressed to the target audience. The purpose of integrated marketing communication is to influence or change, directly, actual or potential consumer behavior. This takes into account all sources which are in contact with a consumer brand, as potential channels of transmission of the message and include all relevant media on which the consumer can become receptive. Integrated communication process must start from the consumer - needs, desires and expectations of its -, consumer being also the starting point in determining the types of messages and channels that will satisfy the need for information, conviction and its action.

I. Main features of integrated marketing communications that are considering an approach in order to increase efficiency of communication

To increase the efficiency of communication approaches, organizations must have regard to the following:

- Any communication plan should start with the consumer or potential buyer
- Use all relevant forms of contact
- Use of synergy ("speaks with one voice")
- Building relationships between product and customer
- Changing behavior

1. A communication plan should start with the consumer or potential buyer

First, in developing any communication approach should start from the consumer - needs, desires and his expectations - to determine the most appropriate message and media channel by which he is informed, confident and determined the action favorable for the company.

Integrated marketing communication process should start from the outside, from the consumer (outside-in) to determine those means of communication that best meet the information needs, but also reasons why the customer buys a product / service, and contained inside the company (inside-out) to identify sources of contact and communication vehicles, to establish interactive relationships with customers.

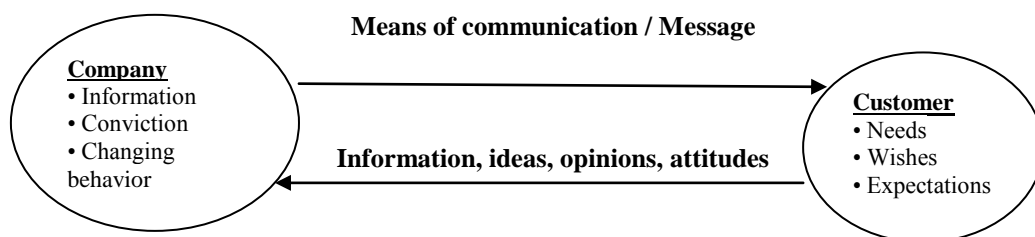


Figure 1: A model of communication plan

2. The use of all relevant forms of contact

Integrated marketing communication is using all media sources and contacts, available to companies as potential channels of transmission of a message to an audience. Contact term is used here to describe how to send a message and presentation of product / service in a positive image. The key element in integrated marketing communication is the reflection of the interests of the communicator to use any source of communication to relate with its target audience. Marketing communicators who apply this principle, using a single mode (channel), such as television advertising. Therefore, their objective is to capture the actual and potential customers, using every opportunity and using all existing information about the product / service, what may prove to be helpful to the consumers' interests.

Integrated marketing communication includes not only one way communication such as advertising media, but involves using the most effective means of contact through which a communicator may transmit messages to its target audience. E-mail advertising, promotions and events, advertising package, slogans on shirts, in-store displays and banners on the internet are just some of the sources of contact that a company has available for an interactive communication with customers its actual and potential.

Integrated marketing communication objective is to capture the attention of target audience efficiently and effectively, using for this purpose any source of contact. TV advertising, for example, may be the best medium to communicate with target audience, a traditional method of contact that can best serve the financial needs and brand communication products or services. Director General of the advertising agency Young & Rubicam assert that: "At the end of the day, we (agency) do not send advertising mail, PR or corporate identity programs. We transmit results. "

Many brand managers believe that traditional advertising medium has become too expensive and often ineffective. So to build the image of a product, European managers used a very limited extent or almost all, as a means of contact, advertising. For example, fashion designer Hugo Boss, he creates the image entirely through sponsorship of events such as tennis, golf or ski competitions.

3. Using synergy ("speaks with one voice")

Adding a product / service with communication tools - advertising, sales promotion, sponsorship of events, etc. - must be included in the message sent to this company having to contact various sources available.

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Positioning is that key idea by which a product occupies a place in the minds of consumers. Practitioners of integrated marketing communication believe that positioning is important "in continuing to spread the same message every time the audience comes into contact with the product.

4. Building relationships between product and customer

Building relationships between products (brand) and consumers is key to modern marketing and integrated marketing communication is thus to support the building of these relationships.

The success of the relationship between a product (brand) and a consumer is to determine repeat purchase behavior and loyalty toward the product. Importance of building relationships was estimated by industry consultants and software specialists, who are first to introduce into practice the concept of customer relationship management. Companies in these areas have demonstrated the experience that is "more profitable to build and maintain the relationship than to continue to seek new customers." In this sense, customer value was compared with a "bunch". When a company loses customers tend to seek new ones to replace old ones. Therefore, industry consultants and software showed that it is more profitable to keep existing customers in the "bunch" than trying to search, always new ones.

Relationship created between a product (brand) and consumers, increase product recognition (mark) creates a positive attitude towards it and maintains the relationship for a long time.

5. Changing behavior

Integrated marketing communication is ultimately to change the behavior of target audiences. It also aims to influence positively the image and reputation of a product (companies) and consumer attitude towards it.

Integrated marketing communication success requires targeted efforts within the meaning of encouraging consumer response to a broadcast message. In other words, the objective is to determine the target audience to action.

Before selling a product / service, customers must know its usefulness and benefits so that the product / service have a favorable effect on target audience behavior. A successful communication program is to encourage consumers to appreciate the advantages to a product, and familiarize with it.

Integrated marketing communication aimed not only changing the level of perception or attitude of consumers, but is facing and to change their behavior. By integrating existing media marketing objectives can be met with much more efficiency and effectiveness for the organization. The changes that took place in communication, and new trends have led to the need for integrated marketing communication.

Conclusions

Integrated marketing communication role is to influence consumer behavior potential and / or owners with existing communications facilities, and developing messages that meet target audience expectations.

The main purpose of integrated marketing communication is to increase communication efficiency steps taken by the company. In practice, however, issues of communication campaigns and actions are not always easily understood. Sometimes the main purpose of advertising is to sell a product or service companies, such as promotion or direct response advertising. However, sales teams, besides the objective - to sell - can track and create a reputation (positive image) to strengthen the image of a company or product (s).

Currently, integrated marketing communication is the only competitive advantage for any organization. The strongest argument can be made in this regard is the low level of product differentiation (Marks), which leads to the need to make this

distinction by considering all aspects of integrated marketing communication specific to aim to increase effectiveness of any approach to communication.

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