

## IMC Planning Process

### Module 2

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# Topics To be covered

- Role of IMC in Marketing Process
- Review of Marketing Plan
- IMC Planning Process

The logo of Galgotias University is a stylized 'G' composed of three curved, overlapping bands in shades of yellow, blue, and red. Below the logo, the text 'GALGOTIAS UNIVERSITY' is displayed in a large, light grey, serif font, with 'GALGOTIAS' on the top line and 'UNIVERSITY' on the bottom line.

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## Review of Marketing Plan

- Examine overall marketing plan and objectives,
- Understand role of advertising and promotions
- Analyze the competitors
- Assess environmental influences
  
- Assess the current position of company/ brand in the market
- ✓ Where it intends to go
- ✓ How it plans to get there

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**Corporate Plan**  
(Corporate objectives and strategies)



**Marketing Plan**  
(Marketing objectives and strategies)

**Steps involved in the marketing plan**

1. Situational analysis
2. Set marketing objectives
3. Devise marketing strategies
4. Frame implementation tactics
5. Monitor and evaluate performance



**IMC Plan**  
(IMC objectives and strategies)

**Steps involved in the IMC plan**

1. Situational analysis
2. Determine a problem or opportunity
3. Determine the communication objectives
4. Determine the budget
5. Develop IMC strategies
  - a. Select target audience
  - b. Arrive at the communications mix
  - c. Design message strategies
  - d. Determine media strategies
6. Implement the strategies and monitor activities
7. Evaluate the planning process

## IMC Planning Process

- Marketing communication is part of marketing plans.
- IMC management involves the process of planning, executing, evaluating and controlling the use of promotional mix elements.
- Marketers must consider which promotional tools to use and how to integrate them to achieve marketing and communication objectives.
- Companies must decide how to distribute communication budget across the promotional mix elements.

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## Step 1 Situation Analysis

### Promotional Program

#### ➤ Internal Analysis

- **Analyze success and failure of past programs**
- Assess the product, services offering (benefits, quality, price)
- Assess the strengths and weaknesses of (a firm/ the brand) from an image perspectives
- Assess unique selling proposition, packaging, design issues
- Analyze to continue with in-house or hire external ad agency
- Review firm's ability to develop and implement a promotional program

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## Situation Analysis

### Promotional Program

#### ➤ External Analysis

- ✓ Know characteristics of **customers and their buying patterns**, their decision process, factors influencing their purchase decisions
- ✓ Give attention to consumer's perception, attitude and lifestyles
- ✓ Assess the market, attractiveness of various segments, identify the targets.
- ✓ Determine how to position the product
- ✓ Know the direct or indirect competitors and their positioning
- ✓ Analyze the marketing environment and trends i.e, create nutritional awareness
- ✓ Understand the regulatory situation which might affect the promotional program.

## 2. Determine a Problem or Opportunity

- **Situation analysis gives ideas in this regard**
- Solve problem like lack of awareness
- Negative attitude
- Misconception about product
- Poor image
- Inadequate coverage of audience
- Justify the reduction of price
- Focus on superior features of the product
- **What you want to solve..... will become your Communication Objectives**
- **Example: The communication transformed McD image from the one offering bland junk food to one offering less oily, less spicy, crispy and tasty foods**



## 3. Determine Communication Objectives

### Marketing Objectives

- Sales volume
- Market share
- Profits
- Return on investment

### IMC Objectives

- Develop brand awareness
- Increase product/service category demand
- Change customer beliefs or attitudes
- Enhance purchase actions
- Encourage repeat purchases
- Build customer traffic
- Enhance firm image
- Reinforce purchase decisions

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## 4. Budget Determination

- What will the promotional program cost?
- How will the money be allocated?
- Amount should be spent as per the accomplishment of communication objectives.
- It depends as how much money is available with the company
- How much company is willing to spend?
- How much the company can afford?
- How much competitors are spending?

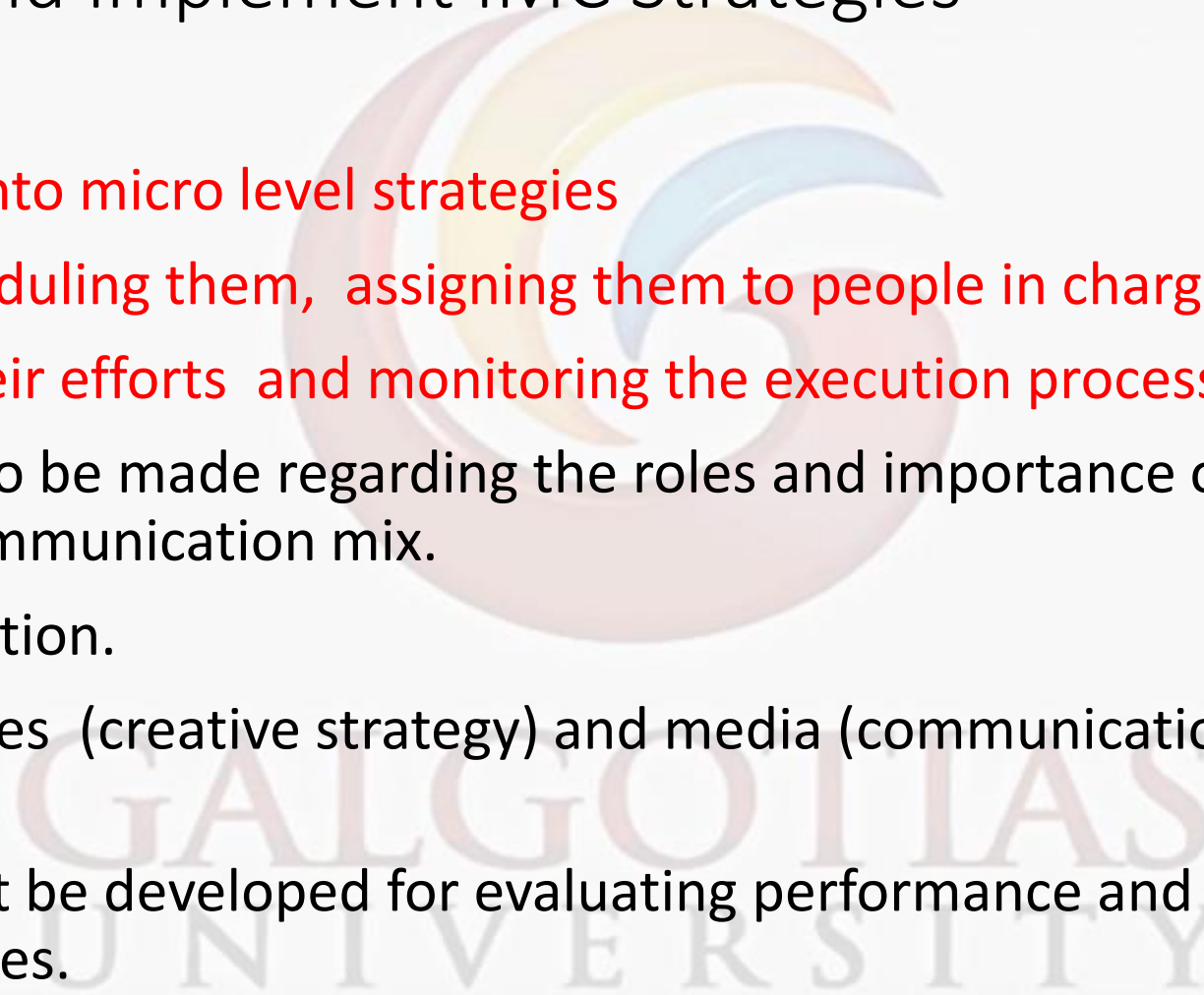
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## 5. Develop IMC Strategies

- Requires a number of key decisions
- Selection of Target audience, who is it the company wants to communicate to?
- Arriving at the communication mix
- The communication mix is decided on the basis of, objectives of the program, target audience, promotional budget, types of products.
- Decide on Message strategies to address the problem opportunities identified, should consistent
- Media Strategies, Deciding the communication channels
- It is selected after careful evaluation of their costs, pros and cons, target audience reach and appeal and message strategies etc.

## 6. Integrate and Implement IMC Strategies

- Break the plan into micro level strategies
- Timing and scheduling them, assigning them to people in charge
- Coordinating their efforts and monitoring the execution process.
- Decisions have to be made regarding the roles and importance of each element of marketing communication mix.
- Focus on integration.
- Develop messages (creative strategy) and media (communication channel) strategy.
- Procedures must be developed for evaluating performance and making any necessary changes.



## 7. Monitoring, Evaluating and Control of IMC Communication Program

- It is important to determine the effectiveness of IMC program results/ effectiveness.
- Need to know how promotional programs are doing
- Identify the issues in messages or media
- Take measures to control and adjust promotional strategies.
- Continual feedbacks can be used as input into the planning process.

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## Reference

- Textbook : Author- Kenneth, E.Clow. and Donald E.Baack., Title - Advertising, Promotion, and Marketing Communication Edition - New Delhi, Pearson, 2014
- Reference Book: Author-Kruti Shah, Title-Advertising and Integrated Marketing Communications, Edition- New Delhi, McGraw Hill Education,2014



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