



The Value of Integrated Marketing

Integrated marketing is not a new concept. In fact, it first caught on over twenty years ago as traditional advertising agencies struggled to redefine their business model and compete with niche marketing firms offering public relations and research. Integrated Marketing is beloved by those who practice it because it binds the agency closer to the client, offering the marketer an opportunity to facilitate measurable change and definable goals within an organization. The marketer gets to be a part of the communications team, not just a vendor.

The concept of integrated marketing is fairly straightforward: use consistent, synchronized messaging across a variety of media to achieve breakthrough in a given audience. Media fragmentation, audience proliferation, and the volume of and accessibility to information makes reaching your market difficult. Integrated marketing suggests that the more your consumers see your campaign across multiple channels, the more the message permeates their lives, the more likely they are to engage that message, i.e. buy your product or employ your service.

Full immersion marketing reinforces the marketing message across multiple channels making the marketing message more effective and forcing budget dollars to work hard and smart.

Traditionally, advertisers used one media – radio or print advertising – to expose their product or service to market. The rationale for this is was that one concentrated media buy lets you dominate that medium. In other words, the more print advertising you buy, the more you dominate the newspapers for that advertising flight. This is an old school marketing strategy known as reach and frequency, and it's losing credibility in the marketplace.

Today, many integrated marketers are using full media integration – the use of several mediums both traditional and non-traditional such as TV, radio, bus posters, T-shirts, kiosks, rich-email campaigns, and web and viral programs – to reach their audiences. The use of non-traditional media leverages the traditional media buys and, although it seems counterintuitive, is more effective than the old reach and frequency model.

The goal, of course, is to maximize the vehicles through which you communicate your message and compare and contrast that cost to the reach and frequency model.

This isn't to say that TV and Radio are dead – far from it. In many situations, they are the vehicles that will best broadcast your message. But integrated campaigns are more effective and often more efficient because much of the new media options adds GRPs (gross rating points) to your media schedule for a lower price. The intelligence of new media is in both measurement and cost. As new media vehicles have matured, the ability to measure has increased.

Not convinced? A 2001 study conducted by the Media Research Bureau showed that advertising campaigns using a variety of media, both traditional and non-traditional, were 23% more effective than campaigns that did not use a variety of media. Below are the results of that study.

Product X: Traditional

TV
Radio
Newspaper
Budget \$400,000
Length of campaign -- 3 months
Regional
GRPs to target - approximately 1600

Product Y: Fully Integrated Campaign

TV
Radio
Bus postings
Van graphics
T-shirts
Viral e-mail campaign
Wild postings, college campus and construction sites
Budget \$350,000
Length of campaign -- 3 months
Regional
GRPs to target - approximately 1800

Integrated marketing is an excellent tool used by marketing managers and CEOs who need a proven method to refocus the company's marketing efforts; expand the company's current market share; launch or re-launch a product or service; or reorganize a company's marketing efforts.

Integrated Marketing Planning also:

- Forces a thorough review of all factors impacting success;
- Encourages a long-range view, minimizing expedient and costly decision making;
- Stimulates thinking to make optimum use of company resources;
- Provides a market-driven foundation on which to build operating plans;
- Serves as an ideal vehicle to achieve internal consensus and buy-in;
- Fosters coordination and unification of all effort while maximizing efficiency and effectiveness;
- Enables team members to take action that is appropriate and in concert with organizational goals;
- Facilitates objective evaluation of past actions and results while fostering use of strengths;
- Helps prevent repetition of past mistakes, and indicates where improvement is necessary;
- Clearly delineates goals, facilitates measurement, course correction, and recognition of superior performance.