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Campaigns

# **Integrated Marketing Co mmunication s Campaign**

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## **Integrated Marketing Campaigns - An introduction**

Advertising, Public  
Relations and Media  
Design (APRD)  
strives to produce

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Communication Campaigns  
leaders in the area of  
strategic  
communication who  
have mastered a  
design-thinking  
process grounded in  
analytical and creative  
thought.

## **Advertising, Public Relations and Media Design ...**

Marketing  
communications (MC,

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marcom(s),  
marcomm(s)) uses  
different marketing  
channels and tools in  
combination:

Marketing  
communication  
channels focus on  
any way a business  
communicates a  
message to its  
desired market, or the  
market in general. A  
marketing

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communication tool  
can be anything from:  
advertising, personal  
selling, direct  
marketing,  
sponsorship,  
communication, and  
promotion to ...

## **4 Integrated Marketing Communications Examples**

Integrated campaigns



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call for a blend of consistent and complementary communications. For digital marketers today, there's a plethora of platforms to choose from to develop your multi-disciplined approach and it's not something that you can ignore, with 72% of customers wanting to

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connect with brands  
through integrated  
campaigns.

## **7 ways to create a successful integrated marketing campaign**

Hands down one of  
the best examples of  
a well executed  
integrated marketing  
communications  
(IMC) campaign. Here

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Old Spice managed to go viral within a day of the first release of the TV ad. They also complemented the ad with an otherworldly social media marketing campaign and some witty copywriting and visuals to boot.

## **Integrated Marketing Campaigns:**

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## **Traditional And Digital ...**

7 ways to create a successful integrated marketing campaign  
Marketing experts share their strategies for developing a successful marketing campaign in today's multichannel, mobile, social-media ...

**An Integrated**

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Strategy | Strategic  
Campaign**

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complements this  
blog post specifically  
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integrated marketing

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communications  
campaign proposal  
Word doc template to  
help you get every  
stakeholder on  
board.; A campaign  
execution and launch  
timeline Excel  
spreadsheet template  
to help you plan when  
your ...

**What is Integrated  
Marketing? | Smart**

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# Get Free Integrated Marketing **Insights** Communications Campaign

A successful campaign not only captures people's imagination but has the right strategy to make it stick. In this blog, we explore 7 of the most effective campaigns, from the 1960s to today.

Although from different decades, each one provides

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useful lessons on how  
to achieve integrated  
marketing success.

## **What is Integrated Marketing (Plus Some Great Examples)**

integrated marketing  
communications  
(IMC): An approach to  
achieving the  
objectives of a  
marketing campaign,



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through a well coordinated use of different promotional methods that are intended to reinforce each other. As defined by the American Association of Advertising Agencies, integrated marketing communications " ... recognizes the value of ...

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**Marketing  
communications -**

**Wikipedia**

MBAX 6300

Marketing

Communications

Marketing

Communications

focuses on the  
strategic and decision-  
making aspects of  
marketing

communication from a

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Campaign**  
managerial  
perspective. The  
course is designed to  
increase students'  
understanding of  
specific decision  
elements within an  
integrated marketing  
communications  
framework.

**What is integrated  
marketing  
communications**

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# Get Free Integrated Marketing (IMC ...

Learn Integrated  
Marketing

Communications:  
Advertising, Public  
Relations, Digital  
Marketing and more  
from IE Business  
School. Just how  
familiar are you with a  
marketing  
communication  
campaign? Learn  
more about this key

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pillar in the marketing  
mix ...

**Amazon.com's  
Integrated Marketing  
Communications  
2018**

An introduction to the  
subject of Integrated  
Marketing  
Communications and  
Campaigns (also  
called IMC) including  
an overview of some

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Communications  
Campaign**  
of the tools and  
theories available in  
connection with  
planning ...

## **Integrated Marketing Communications: Build A Cross-Team**

...

Integrated Marketing  
is an approach to  
creating a unified and  
seamless experience  
for consumers to

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interact with the brand/enterprise, it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their ...

## **Integrated Marketing Communications:**

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**Advertising, Public  
Communications**  
...

Shared purpose and knowledge. With the creation of the Strategic Messaging Alliance (SMA) working group, we are developing a more integrated marketing and communications approach that will drive a long-term, integrated,



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Campaign**  
campuswide content  
strategy and  
communications plan  
supported by  
comprehensive tools,  
trainings and support.

## **Integrated Marketing Communications Campaign**

Integrated Marketing  
Campaign Examples.  
Here's 15 examples

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of great integrated  
marketing campaigns  
that work by

combining content,  
digital and website  
marketing, with  
traditional marketing  
methods like PR.. Old  
Spice: Smell Like a  
Man. This heads up  
our list not only  
because it was  
integrated with great  
videos and social

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media, but solid  
copywriting for the  
complete package.

## **Integrated Marketing Definitions - Definition of ...**

Amazon's integrated  
marketing  
communications plan  
involves the uses of  
both traditional and  
non-traditional media.  
Each form of media

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used by Amazon has  
been selected for its  
unique advantages.

**Integrated  
Marketing: 7  
Successful  
Campaigns Through  
the ...**

It is a process  
designed to ensure  
that all messaging  
and communications  
strategies are

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consistent across all channels and are centered on the customer. Data & Marketing Association. Here are some examples of integrated marketing campaigns that successfully combine marketing communications and tactics to provide a unified experience.

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**15 Examples of  
Great Integrated  
Marketing  
Campaigns ...**

5 steps to creating an integrated marketing communications campaign. Integrated campaigns are effective at balancing both short-term sales uplifts and long-term brand-building effects

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by combining a range  
of different channels

The advantages of  
creating a joined-up,  
integrated marketing  
communications

(IMC) plan are well-  
documented and go  
back ...

**Three examples of  
integrated  
campaigns | Smart  
Insights**

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# Get Free Integrated Marketing

5 steps to creating an  
integrated marketing  
communications

campaign. Integrated  
campaigns are  
effective at balancing  
both short-term sales  
uplifts and long-term  
brand-building effects  
by combining a range  
of different channels

The advantages of  
creating a joined-up,  
integrated marketing



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communications  
(IMC) plan are well-  
documented and go  
back ...

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