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UNLOCK THE POWER

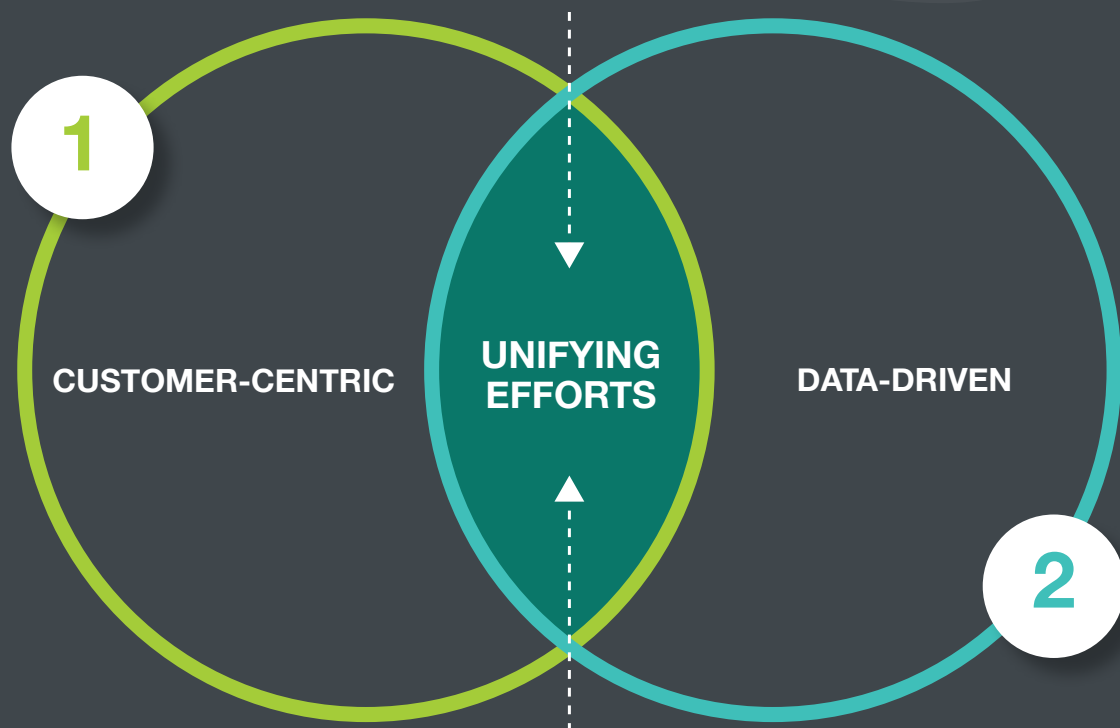
of Integrated Marketing
Communications **(IMC)**





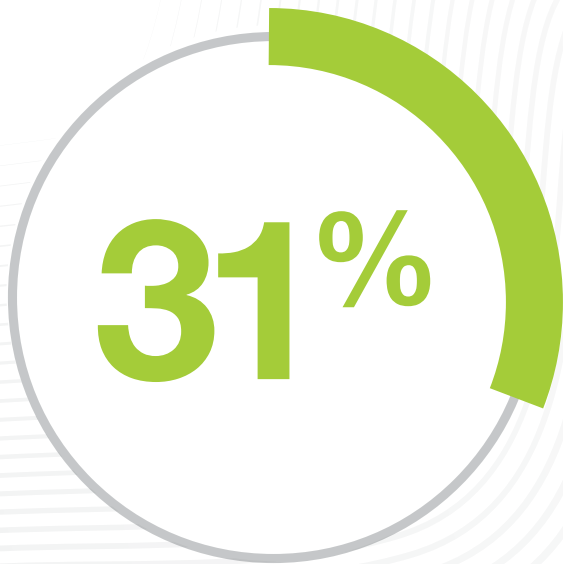
Integrated Marketing Communications (IMC)

is a strategic process that seamlessly combines the art and science of creating memorable brand stories and engaging customer experiences across all channels. It unifies the efforts of all marketing teams around customer-centric strategies driven by data.



This results in a **multi-channel, seamless, and engaging customer experience.**





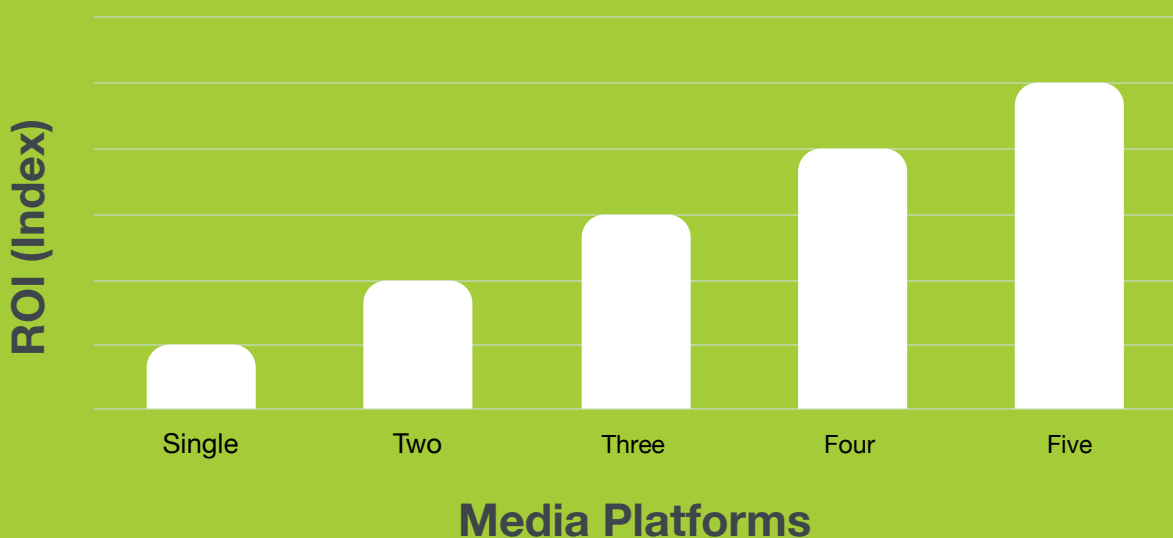
Why Integrate Your Campaigns

Integrated marketing campaigns have been proven to be 31%* more effective than non-integrated ones.

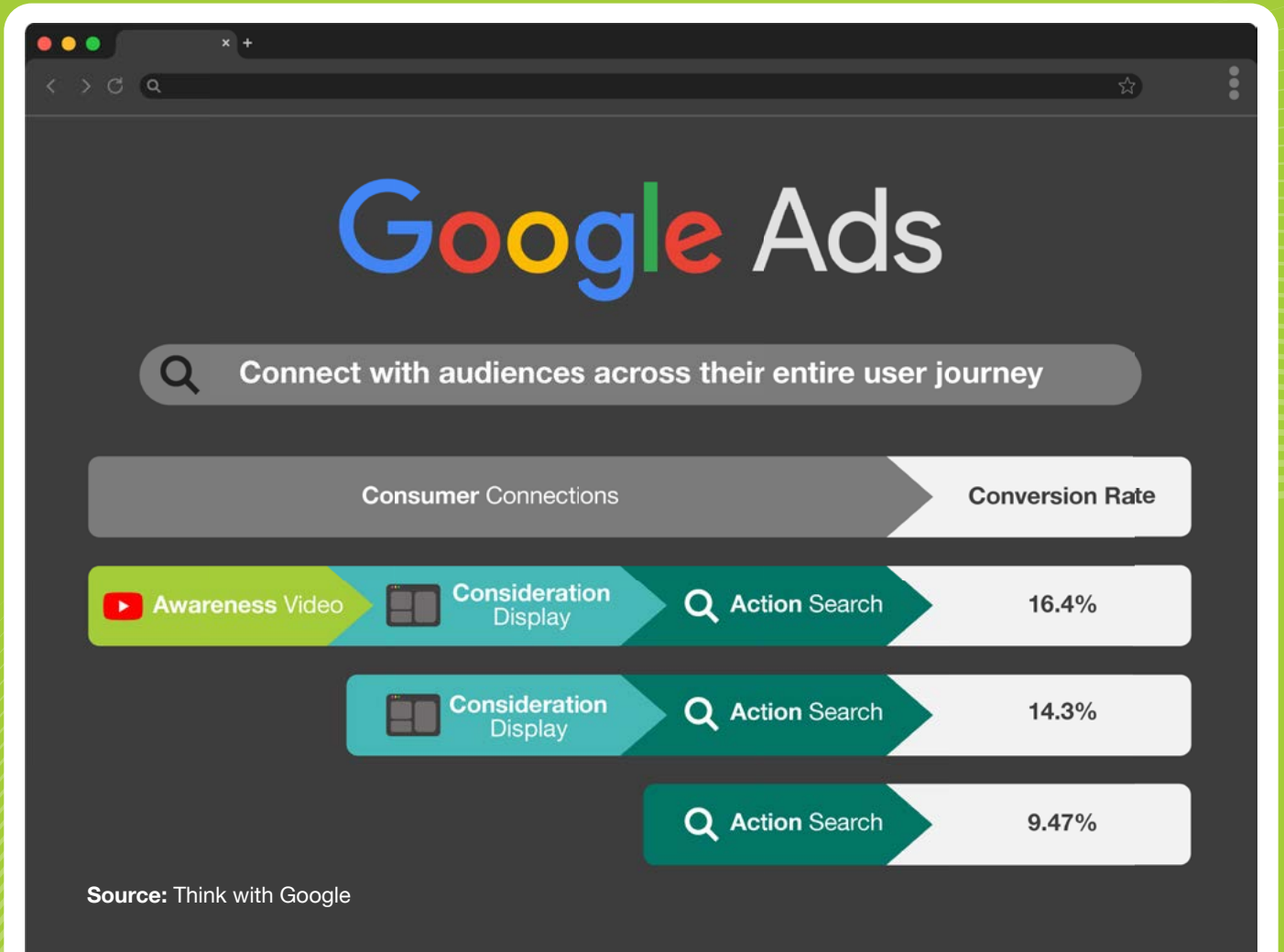
* Source: Think with Google - Kantar Millward Brown global CrossMedia studies

Research from Analytics Partners highlights how a multi-channel approach boosts ROI.

Campaign Effectiveness - ROI



Meanwhile, Google's research shows how Google Ads campaigns that connect with audiences throughout their entire journey—from awareness to consideration and action—are highly successful.



The **Conscious Consumer** and **IMC**

Today's customers are highly conscious of their purchase decisions. They conduct thorough research, use multiple channels, and seek brands that align with their values.

32%

Doing more research before purchase

EQUIP

customers with reason-why at the right time.

57%

Worry about climate change.

EMPOWER

customers by helping them walk the talk.

* Source: Think with Google

People often engage with five or more channels before making a purchase decision or signing up for a lead form.

61%

Use 5 or more channels on their journey to purchase.

MEET

customers with the right message at the right time.

Customers check out

5,5

websites before committing to filling out a lead form.

ENGAGE

customers with the right offer at the right time.

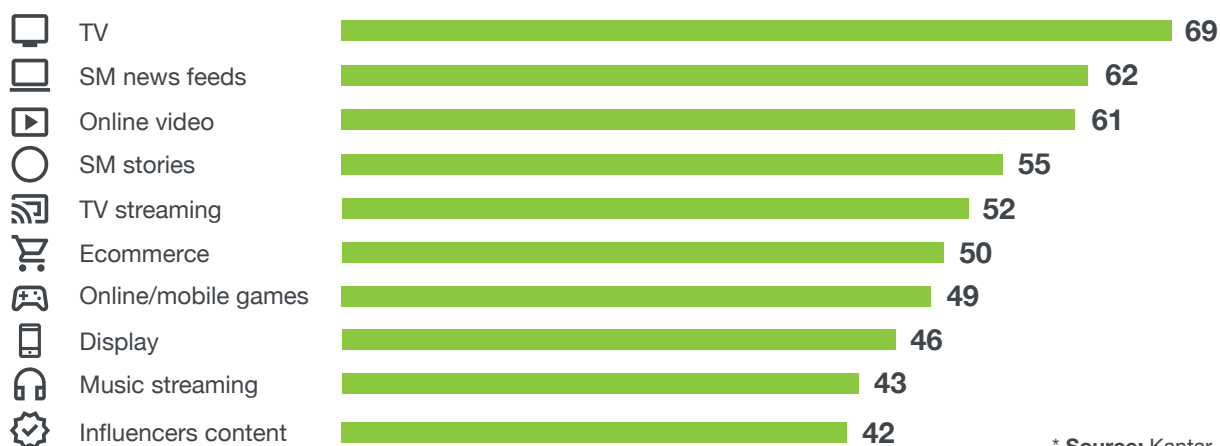
* Source: Think with Google



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IMC enables marketers to address this behaviour by using multi-channel strategies that combine traditional and online channels, which deliver higher ROI. This holds true in South Africa, where Kantar's research reveals that connected consumers are significantly influenced by TV, social media, and online video.



* Source: Kantar



Combining offline and online in a combined channel approach is

50%

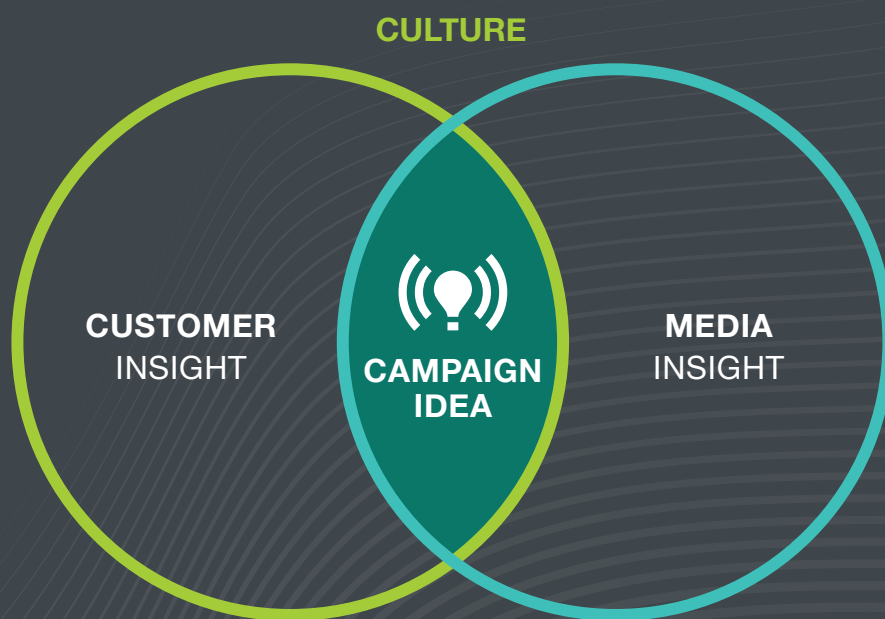
more efficient
than offline alone.

Source: Think with Google - Analytic Partners, ROI Genome, collected works 2002-17 (Global).



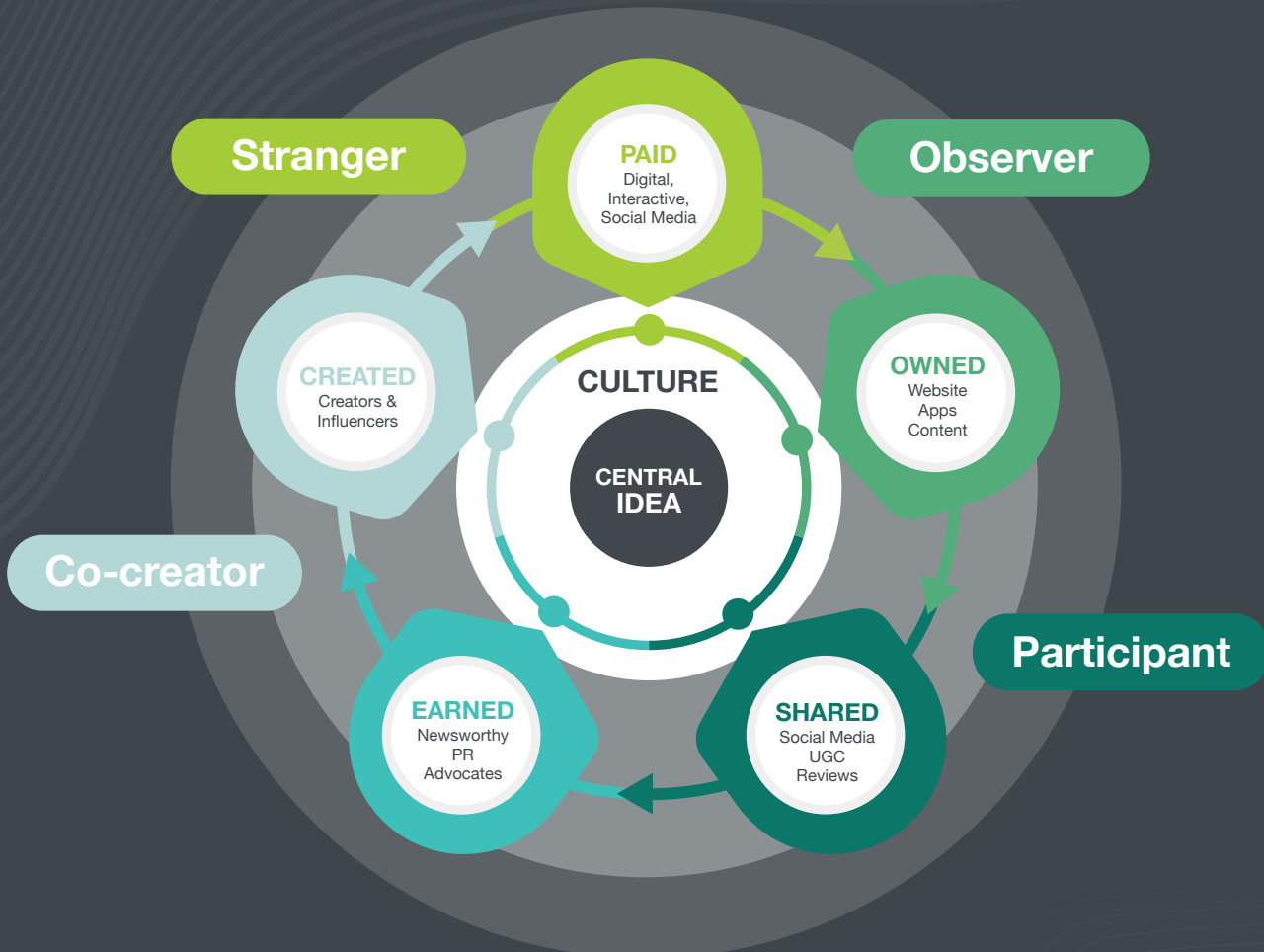
The Importance of **Customer** and **Media Insight**

A successful IMC campaign begins with understanding the customer need and aligning it with media insights. The goal is to create a solution that deeply resonates with the target audience, is tailored to the channel's role in the customer journey, and whose creative can capture customers' attention and be memorable.



IMC's Multi-Channel Strategy

IMC is a strategic process that helps businesses connect with their customers by delivering the right message at the right time through the right channel. At its core is a central idea, deeply rooted in a culture that seamlessly tells an engaging brand story across key channels.



Source: iLEAD et al's progression of Nokia's POEM model and PESO model

- **Paid Media:** Reaching new audiences through digital, social, and interactive channels.
- **Owned Media:** Creating positive impressions, trust, and guiding customers along their journey to purchase through your website and apps.
- **Shared Media:** Motivate your buyers to share their experiences with both their communities and yours.
- **Earned Media:** Propelling the brand forward through traditional newsworthy stories, user-generated content, and influencer-created content.
- **Co-Created Media:** Unlocking the power of authenticity and relatability by collaborating with YouTube and TikTok creators to drive a community of engaged followers.

The result is an **engaging customer experience** that helps your business **attract strangers**, guide them through the journey to **choose your brand**, and **inspire** them to become your **brand advocates**.



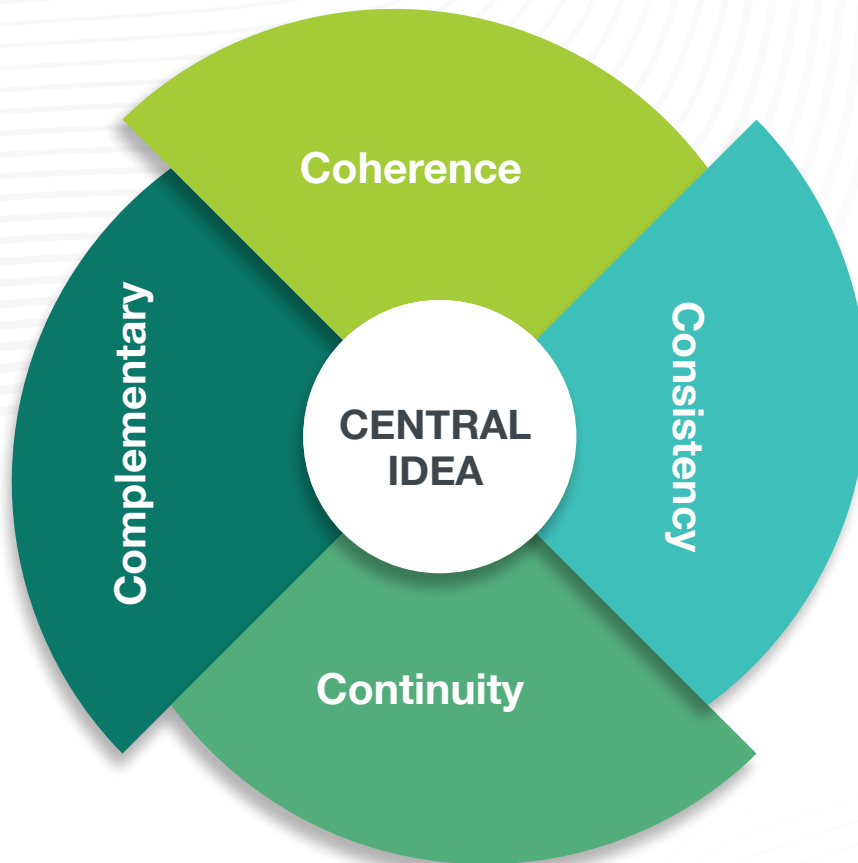
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The Four Cs of IMC

At the heart of the 4Cs is the central brand idea that is culturally connected and executed in a way that adheres to:

4Cs of Integrated Marketing Communications



Source: Pickton & Broderick

Culturally Connected

Cut through the clutter & be remembered

- **Coherence:** All elements should work together to deliver a **unified message**.
- **Consistency:** Maintain consistency of a **brand's distinctive assets** across all channels.
- **Continuity:** The campaign tells a **cohesive story**, with each step building upon the previous one.
- **Complementary:** The **combined effect** should be greater than the sum of its parts.



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These principles are essential for cutting through the clutter and creating memorable campaigns.

How to **Measure IMC Success**

When evaluating the effectiveness of your Integrated Marketing Communication (IMC) efforts, the most fundamental metrics to consider are those that directly impact your business's financial health.

Sales

Tracking how campaigns directly contribute to revenue growth.

Profitability

Ensuring that campaigns are optimised for maximum ROI.



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KEY TAKEAWAYS


IMC leverages digital platforms to connect with customers in co-creation of brand stories, ensuring that each campaign not only reaches its target audience but engages with them in a meaningful way; ultimately resulting in improved business performance.



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Talk to us
about your
marketing
goals...



...and we will
drive your
business
forward.



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Let's **GROW** together! iLEAD[™] *etal.*