

6 STRATEGIC PATHWAYS FOR DELIVERING BRAND MESSAGES USING IMC

Advertising

- Newspaper
- Magazine
- Television
- Cable TV
- Outdoor
- Transit
- Radio

Digital Media

- Streaming Video
- Email Marketing
- Electronic Print
- Brand Website
- Voice Search
- Social Media
- Mobile Apps
- Google Ads
- Live Chat

Brand Visibility

- Venue Identification
- Product Placement
- Logo Merchandise
- Shows & Exhibits
- Demonstrations
- Featured Prize
- Sponsorships
- Licensing
- Signage

Sales Promotion

- Loyalty Programs
- Sweepstakes
- Bonus Packs
- Experiences
- Direct Mail
- Discounts
- Free Trial
- Sampling
- Coupons
- Contests

Personal Contact

- Brand Ambassadors
- Social Networking
- Sales Associates
- Check-out Clerks
- Store Greeters
- Delivery Staff
- Service Reps
- Call Centres

Public Relations

- Product Announcements
- Speeches and Articles
- Corporate Advertising
- Content Development
- Internal Publications
- Crisis Management
- Community Events
- Media Contacts
- Speech Writing
- Press Release

IMC requires a flow of concise and consistent brand messages delivered across multiple pathways to targeted audiences with precise times and places

Find out more about Integrated Marketing Communications here: bit.ly/2nWaLWu