

# Integrated Marketing Communication/SCT Group

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**Keep your message the same over all medias you use for advertising.**

**Understand your product and your market**

**Select MarCom tools to achieve communication objectives**

**Implement Plan  
Measure effectiveness, Make needed changes, and Evaluate Results**

## Integrated Marketing Communication (IMC)

With the integration of Computers and the Internet into today's market companies need to be able to span all of their markets with the same message. Integrated Marketing Communication is a cross-functional process for planning, executing, and monitoring brand communications designed to profitably acquire, retain, and grow customers. Integrated Marketing Communication is more than the coordination of a company's outgoing message between different media and the consistency of the message throughout. It is an aggressive marketing plan that captures and uses an extensive amount of customer information in setting and tracking marketing strategy. Steps in an Integrated Marketing system are:

- a. Customer Database  
An essential element to implementing Integrated Marketing that helps to segment and analyze customer buying habits.
- b. Strategies  
Insight from analysis of customer data is used to shape marketing, sales, and communications strategies.
- c. Tactics  
Once the basic strategy is determined the appropriate marketing tactics can be specified which best targets the specific markets.
- d. Evaluate Results  
Customer responses and new information about buying habits are collected and analyzed to determine the effectiveness of the strategy and tactics.
- e. Complete the loop; start again at #1.

Using these steps a company can try to control their brand image to the best of their ability. The best way to control a brands image is to control communication between firms and customers, and customers and customers. It's easy for a company to control the planned messages they put out, however the one they really need to focus on is the unplanned message that is communicated between consumers. The best way to control this message is by providing the consumers with the best product, customer service, and price in your market.

## SCT Group

The SCT Group is a new Advertising Agency that helps companies focus their advertising so their image is clear and interesting.

*Traditional Media Hierarchy  
Model of Effects for High- and  
Low- Involvement Product  
Decisions*

<b>High Involvement</b>	
Awareness Knowledge	Cognitive (think)
Liking Preference	Attitude (feel)
Conviction Purchase	Behavior (do)
<b>Low Involvement</b>	
Awareness Knowledge	Cognitive (think)
Liking Preference	Behavior (do)
Conviction Purchase	Attitude (feel)

The SCT Group offers more versatility and resources than freelancers and consultants without the bureaucracy of a traditional PR or advertising agency, making them the ideal outsourcing partner for all your technology marketing communications needs.

From microelectronics to medical components, fiberoptics to MEMS fabrication, they've helped explain and sell over ONE HUNDRED different technologies from virtually every major international corporation, including Honeywell, DuPont, Lockheed Martin, and Ricoh, to name just a few. They've shown dozens of high tech clients how to turn unfocused, drab, specification-packed marketing efforts into dynamic, interesting, feature-and-benefit-driven sales lead generators.

These feature-and-benefit-driven sales lead generators are just what companies need to make sure their image is perceived correctly over all advertising medias.

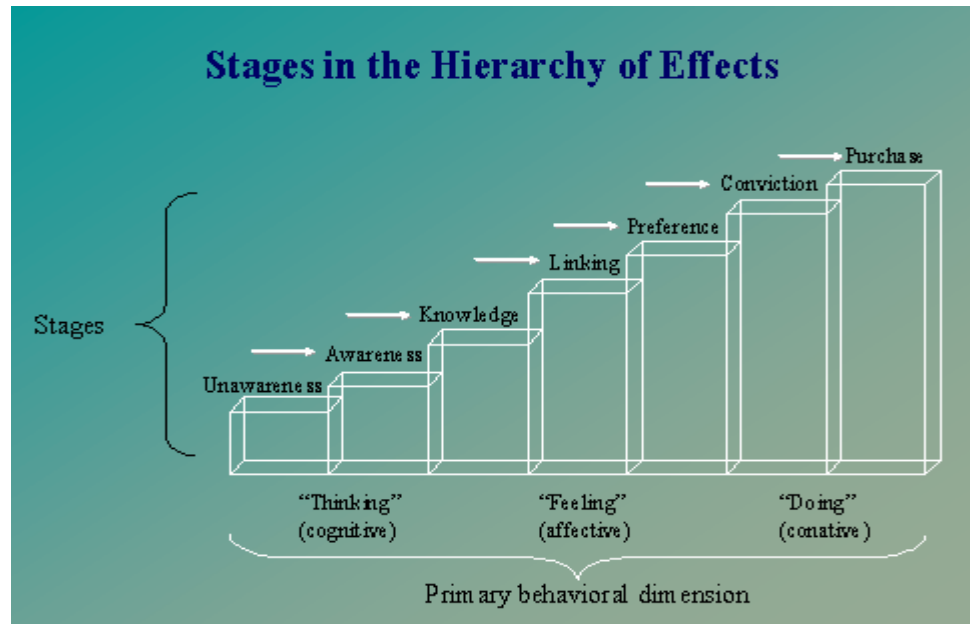
### **Hierarchy of Effects Model**

The Hierarchy of Effects Model is a marketing framework outlining a seven stage, logical process of how a consumer moves from an advertising exposure to a brand purchase. The stages include unaware, aware, knowledge, liking, preference, conviction, and purchase. These stages can be categorized as belonging to one of three dimensions:

- a. Cognitive: unawareness, awareness, knowledge
- b. Affective: liking, preference
- c. Conative: conviction, purchase

### **The Stages are as Follows**

1. Unaware- The consumer knows nothing about the product, and has never heard of it before.
2. Aware- The consumer knows what the product is but doesn't really know if it's good or bad or what its benefits are yet.
3. Knowledge- The consumer knows what the product does and has some general knowledge about the product
4. Liking- This is where the consumer begins to form opinions about the product.
5. Preference- The consumer prefers the product over other products of the same type.
6. Conviction- The consumer decides they want or need to purchase the product.
7. Purchase- The consumer actually purchases the product.



This is an important model because it breaks down the purchasing process so marketers can find out where in the process their target market is now so they know what kind of advertising they need to use to get the consumer to the purchase stage.

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