

Working Together Works: Integrated Marketing Communications





Hello!

I am **Sophie McNeil Wolf**

Connection is my passion.

A photograph of two white birds, possibly seagulls, flying in a clear blue sky. The bird in the foreground is shown from a low angle, with its wings fully extended, revealing the intricate structure of the feathers. The second bird is flying further away and higher up in the sky. The overall scene is bright and airy.

This is the 30,000 foot view of integrated marketing communications (IMC).



1

What is a brand?

(It may be not what you think.)



A brand is a person's perception of a product, service, organization, or individual.

That's it. That's the definition.



“

*Our work is to manage expressions
and perceptions of a brand.*





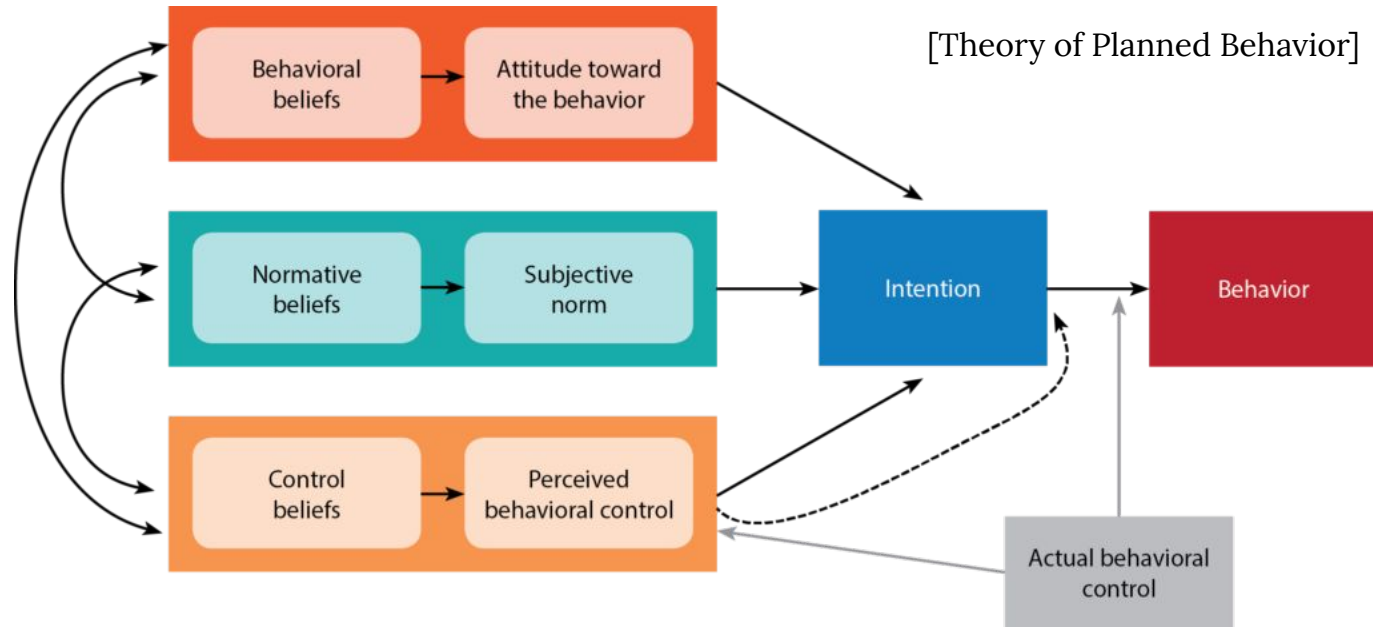
What is IMC?

(I get this alot.)

IMC is a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.



“



IMC is about **influence**.

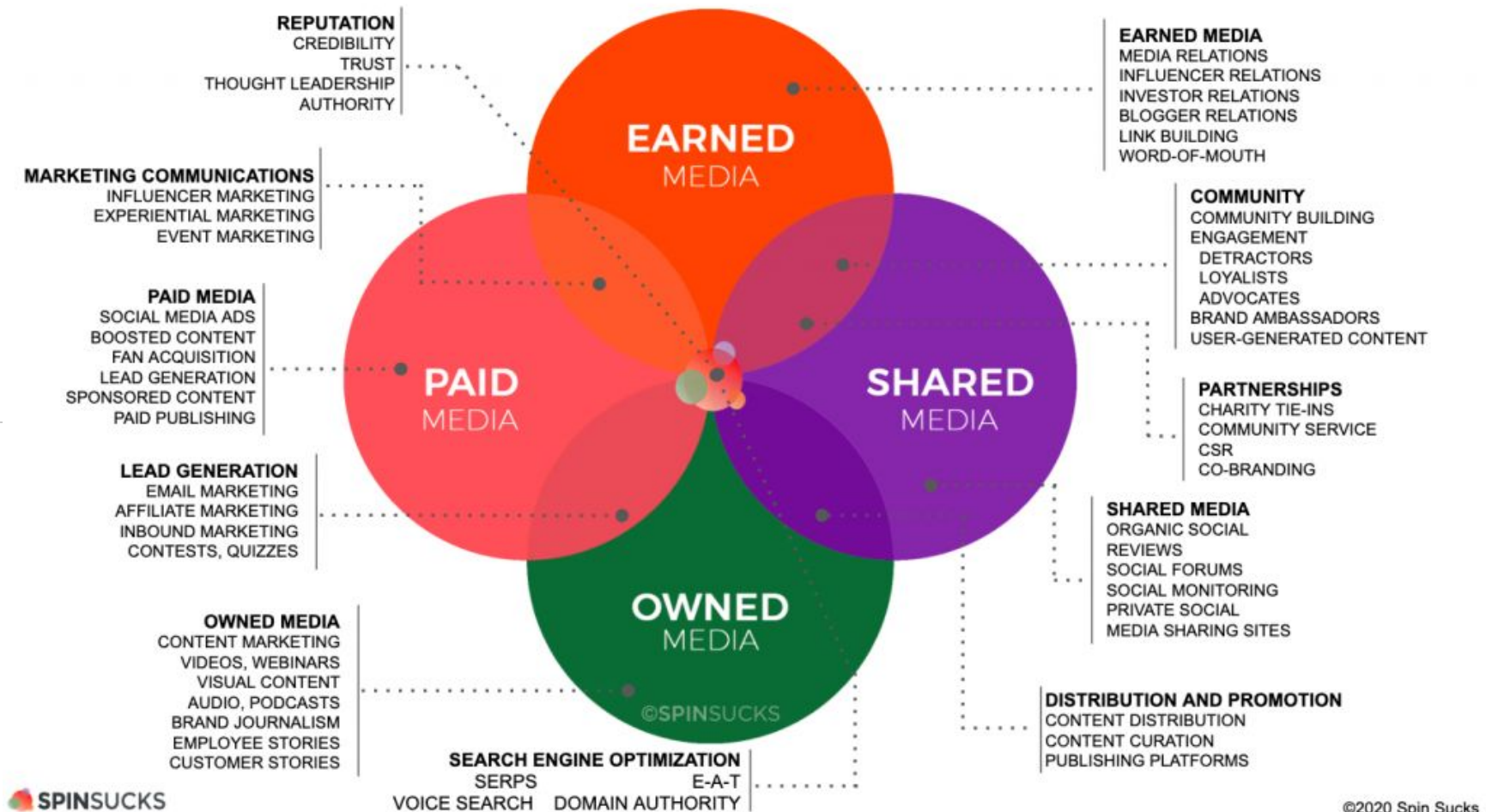
This is where IMC diverges from traditional marketing. It is more than just general awareness.



What is IMC?

- ◉ *Unifying* marketing/communications elements
 - Touchpoints (sonic, visual, physical, digital)
- ◉ Brand message stays *consistent* over time
 - Seamless consumer experience
- ◉ Emphasis on *planning* as the core
- ◉ Impact on *individuals* through multiple media

Good news: If you follow RPIE, you are already on the right track.

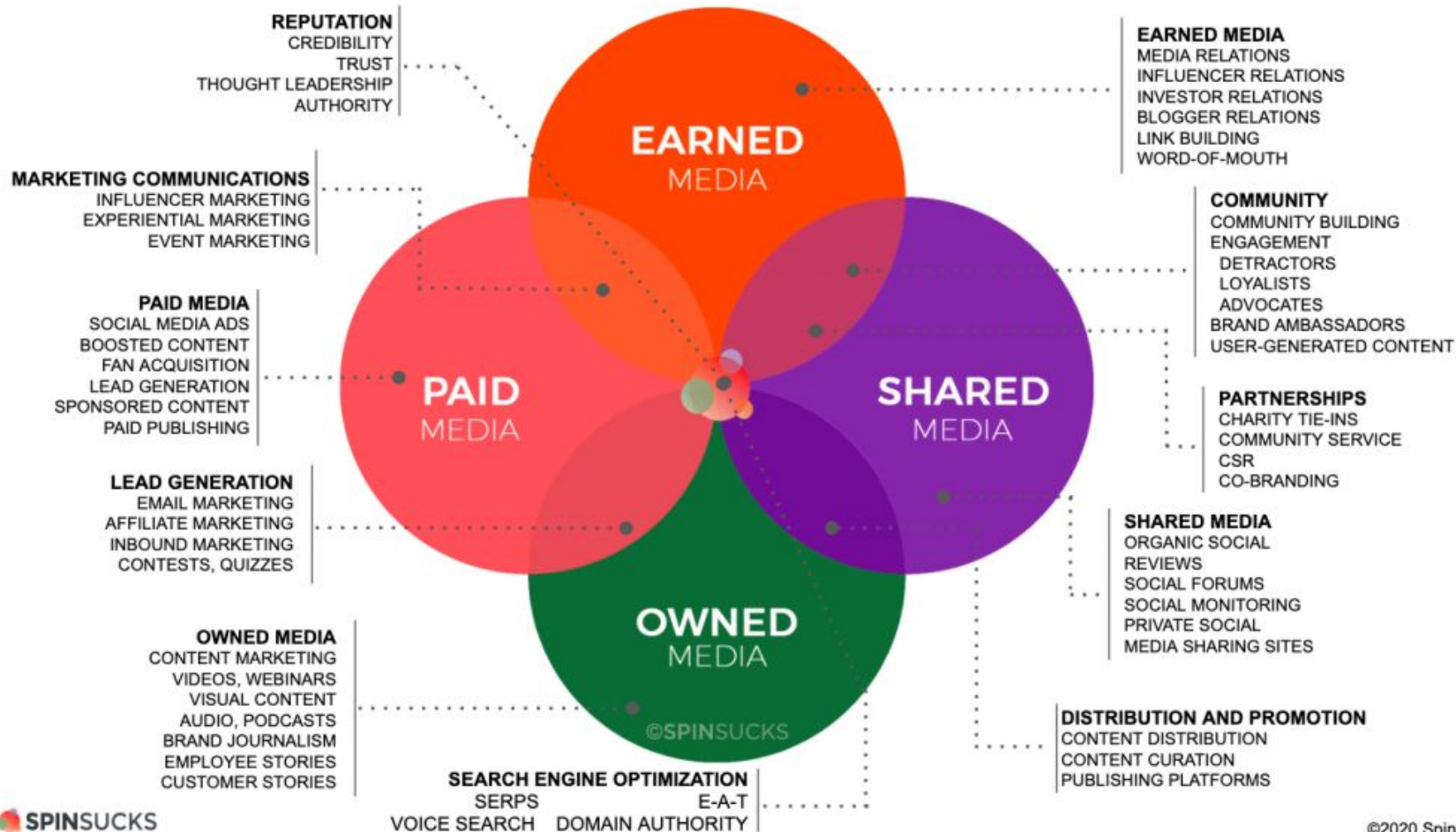




Communications **ten years ago was siloed**

- Paid media = Advertising
- Earned media = PR
- Shared and owned media = No one. Maybe the IT person or an intern?

In 2021, there is little distinction between the types. Marketer Rebecca Lieb calls this the “converged media imperative.”

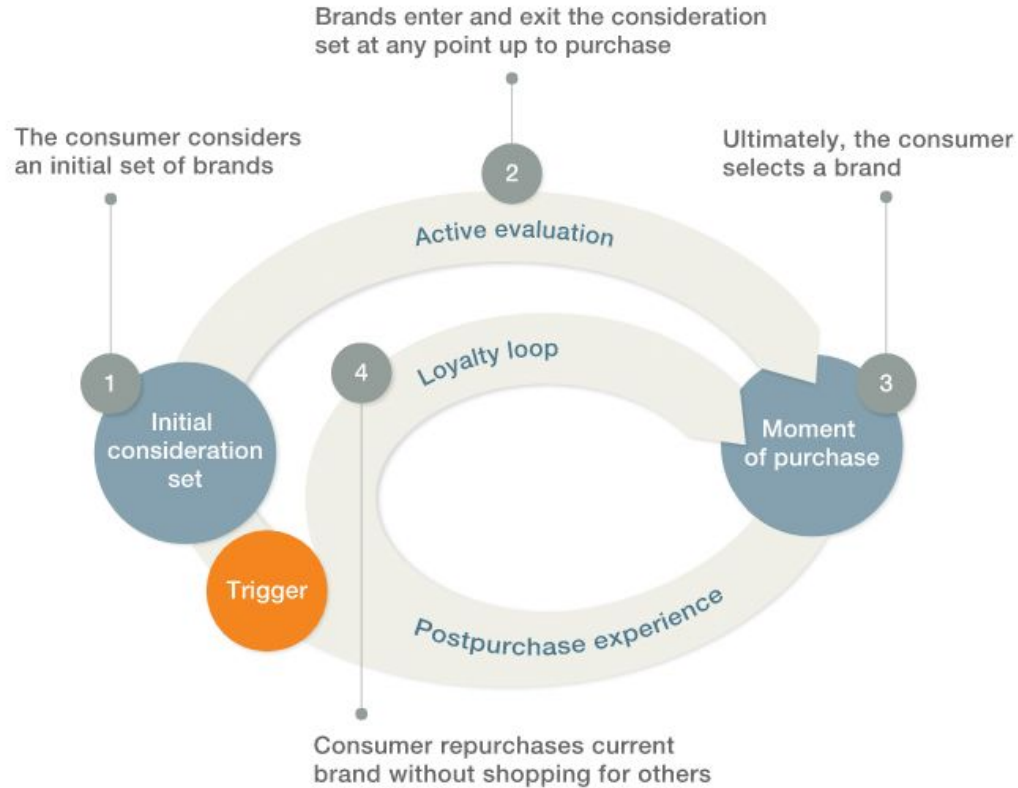




Before you panic...

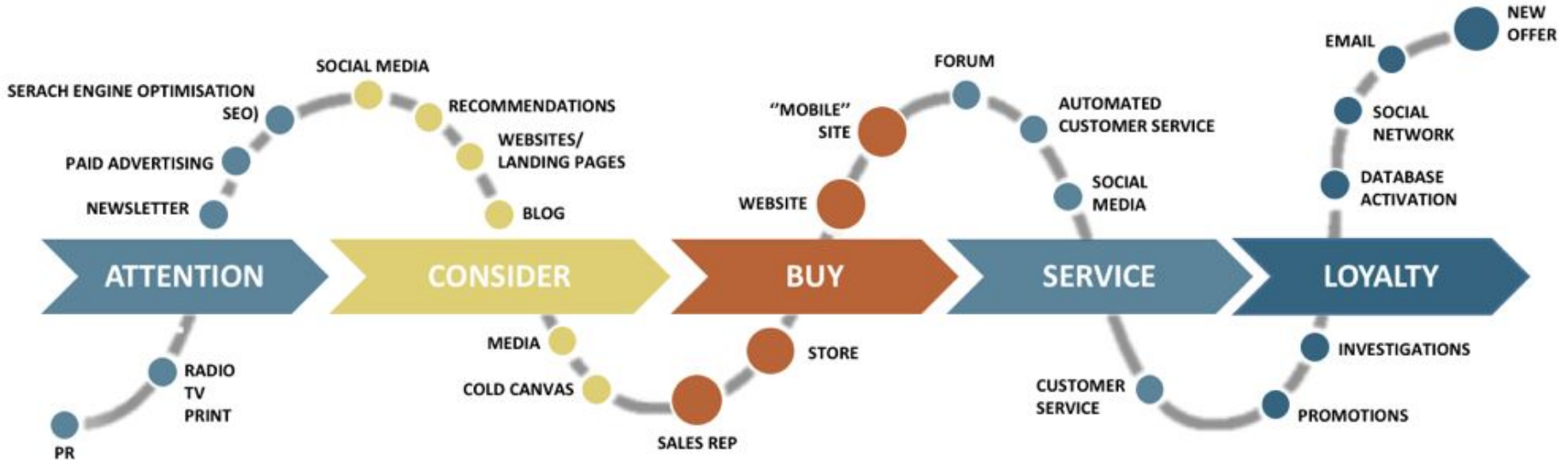
While PESO is a holistic marketing model, this doesn't mean you need to be an expert in ALL areas. We still need copywriters, SEO experts, photographers, graphic designers, PR pros and more, to strengthen each PESO component. The key is buy-in and understanding of the *full* picture.

Consumer Decision Journey



Consumer Decision Journey with Touchpoints

[DIGITAL TOUCHPOINTS]



[PHYSICAL TOUCHPOINTS]

*Often we forget to put ourselves **in the shoes** of our target audience (if we define that at all).*

How will they perceive the messages we are sending? Where are they receiving the messages?



“



Planning an Effective IMC Campaign

Research: Audience

Your audience is not “everyone.” Rarely is your audience on one platform. Get to know what they like and where they make decisions.

Plan: Messaging and Content

What you say, how it looks, and how it is delivered is incredibly important. Consistency builds brand equity.

Plan: Goals/Objectives

Goals and objectives are the backbone that inform the campaign. What are you trying to accomplish? What is your investible idea?

Plan: Collaboration

Who are you bringing to the table to help the organization succeed? If a tree falls in a forest, who hears it? IMC does not live with the MarComm department.

Plan: Tactics/Channel Strategy

Goals + audience information = tactics. What is likely to influence your audience at moment of purchase or decision-making?

Evaluation

How did your efforts move the needle? This is crucial for all stages (pre, during, post) of the campaign.

But, Sophie, we just need a post to go viral. Our competitor did XYZ, so we just want to copy them.



“



IMC can be easier said than done. It is a practice.

*Always keeping IMC principles in mind will help
guide you along the way. If you want to go big,
keep STEPPS in mind.*



“



Jonah Berger's STEPPS

Social Currency

People care how they are viewed by others. We want to seem smart, cool, funny, intelligent. Stories (on and offline) are ways to communicate that to others. Make people feel like insiders.

Mississippi University for Women
April 27 · 🌐

The W has recognized students named to the President's List and to the Dean's List for the Spring 2021 semester. <https://bit.ly/3etqpSY>

MUW.EDU
The W recognizes Spring 2021 President's List, Dean's List - MUW
The W recognizes Spring 2021 President's List, Dean's List COLUMBUS, Miss. - The W has recognized students named to the President's List and to the Dean's List for the Spring 2021 semester. In order to qualify for the President's List, the student must ...

83 21 Comments 323 Shares



Jonah Berger's STEPPS



Triggers

Top-of-mind means tip-of-tongue. Consider context and grow your ecosystem so others are more likely to talk about you often.



Jonah Berger's STEPPS

Emotion

When we care, we share.
Research proves that emotional content often goes viral. Focus on feelings rather than function. High arousal emotion works better than low arousal emotion.

| | High Arousal | Low Arousal |
|----------|--|-------------|
| Positive | Awe (Wonder) Excitement Amusement (humour) | Contentment |
| Negative | Anger Anxiety | Sadness |



Jonah Berger's STEPPS



Public

Build to show, build to grow. The more public something is, the more likely they are to imitate it. Designing products and initiatives that advertise themselves and create visible “behavioral residue.”



Jonah Berger's STEPPS

Practical Value

News you can use. Useful things get shared. Highlight value by packaging knowledge and expertise so people can easily pass it on.

Mississippi State University Extension Service
February 10 · 🌐

When the weather forecast shows temperatures staying below freezing for several days, be prepared to drip your indoor faucets to keep your pipes from freezing and possibly breaking.

Tips for the drip:
💧 Which do I run, hot or cold water? Run the cold water faucet.... See More



Mississippi State University Extension Service
College & University

Learn More

👍 392 24 Comments 416 Shares

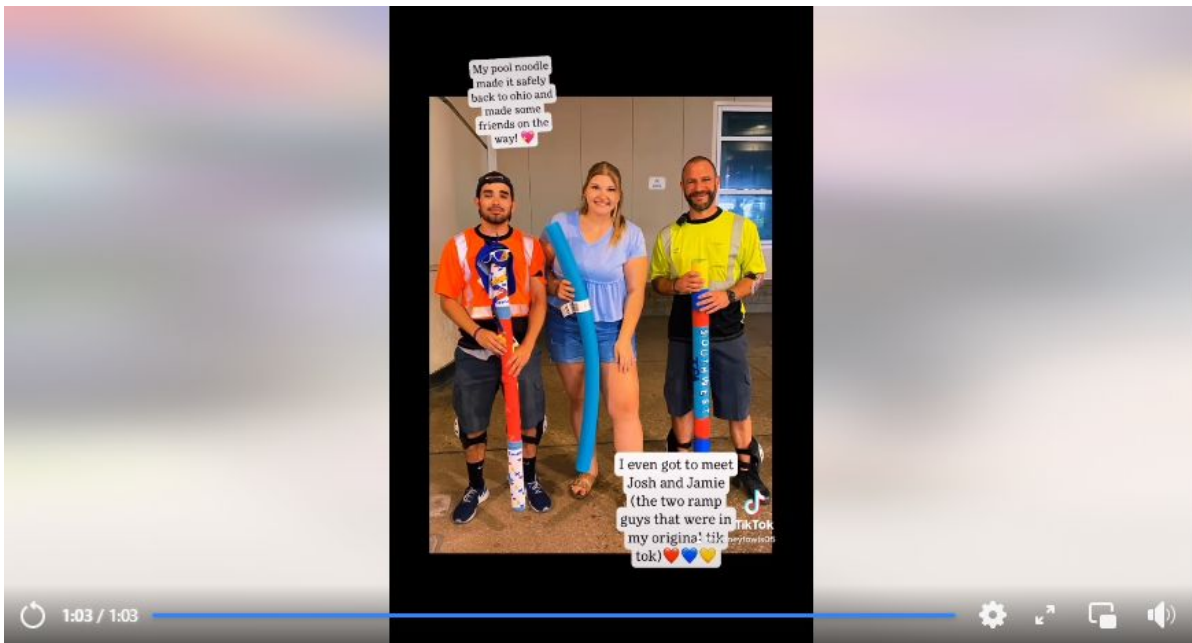


Jonah Berger's STEPPS



Stories

“Information travels under what seems like idle chatter.”
Build a Trojan horse for your message. Craft a narrative or story that people want to tell that inadvertently carries your idea along for the ride.
(Narrative persuasion)



Sydney's family bet her 20 bucks that she wouldn't try to check her pool noodle on Southwest. Not only did her pool noodle fly free, but we gave her an extra...



Southwest Airlines ✓

June 2 · 🌐



Sydney's family bet her 20 bucks that she wouldn't try to check her pool noodle on Southwest. Not only did her pool noodle fly free, but we gave her an extra special celebration on her flight back.

Enjoy those 20 bucks, Sydney. (Vid creds: @sydneyfowls05 on TikTok)
[See Less](#)

Most Relevant ▾



Author

Southwest Airlines ✓

At Southwest, we love to make moments like this happen as often as we can. Sound like a Team you'd like to be part of? Join our Talent Community and come make a difference with us. <http://swa.is/JoinSWA>

Southwest

CAREERS.SOUTHWESTAIR.COM

Join Our Talent Community | Southwest Careers

Like · Reply · 9w



↳ 109 Replies



Nicole Love Capps

My sister even checked beach chairs last time they came



STEPPS: Southwest

Social Currency

This is a story you are going to want to tell your friends about. And, be the first to tell it.

Public

Southwest is the gold standard for airline customer service. Videos like this make other brands want to be like them. It advertised itself.

Triggers

Doesn't this trigger you think to about Southwest and how they are now back at JAN?

Practical Value

Did you know you could check a pool noodle? And, you get two free checked bags?

Emotion

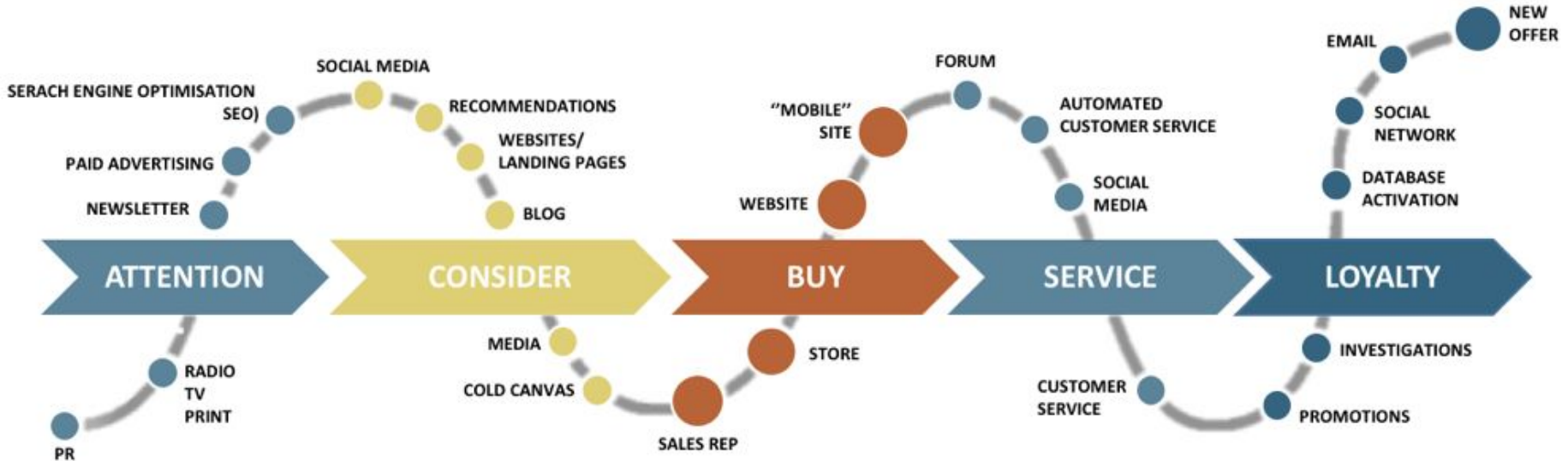
Did you swell with emotion or laugh out loud as you watched? Did it make you want to comment or share?

Stories

The next time airline customer service comes up, I bet you'll want to tell this story. Southwest is getting their message of the customer experience out through this story.

Consumer Decision Journey with Touchpoints

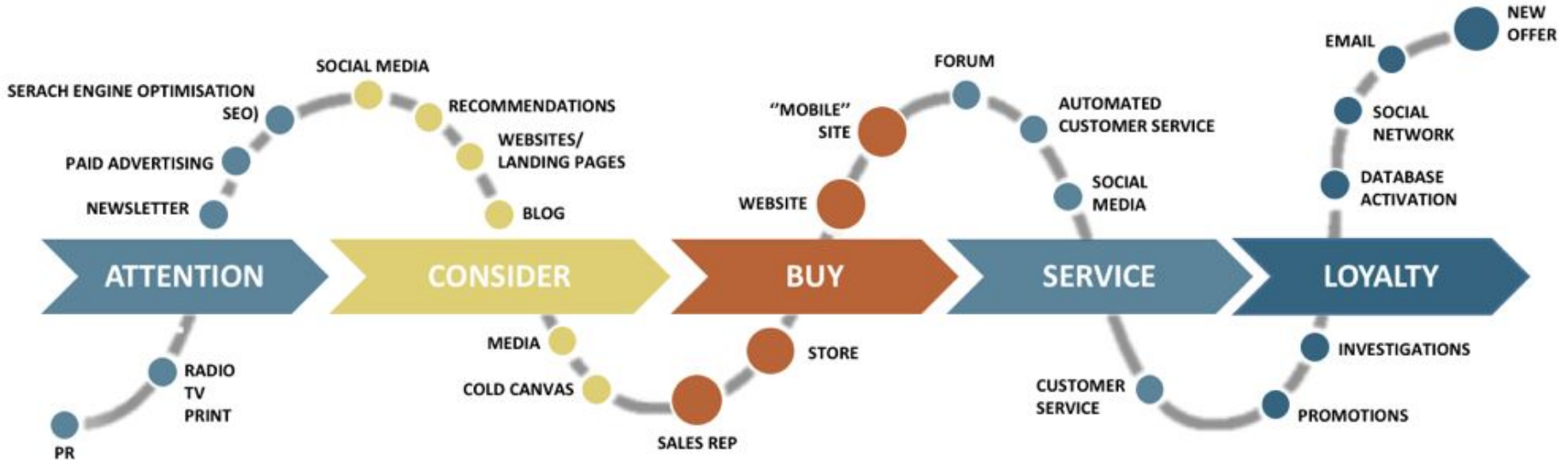
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[PHYSICAL TOUCHPOINTS]

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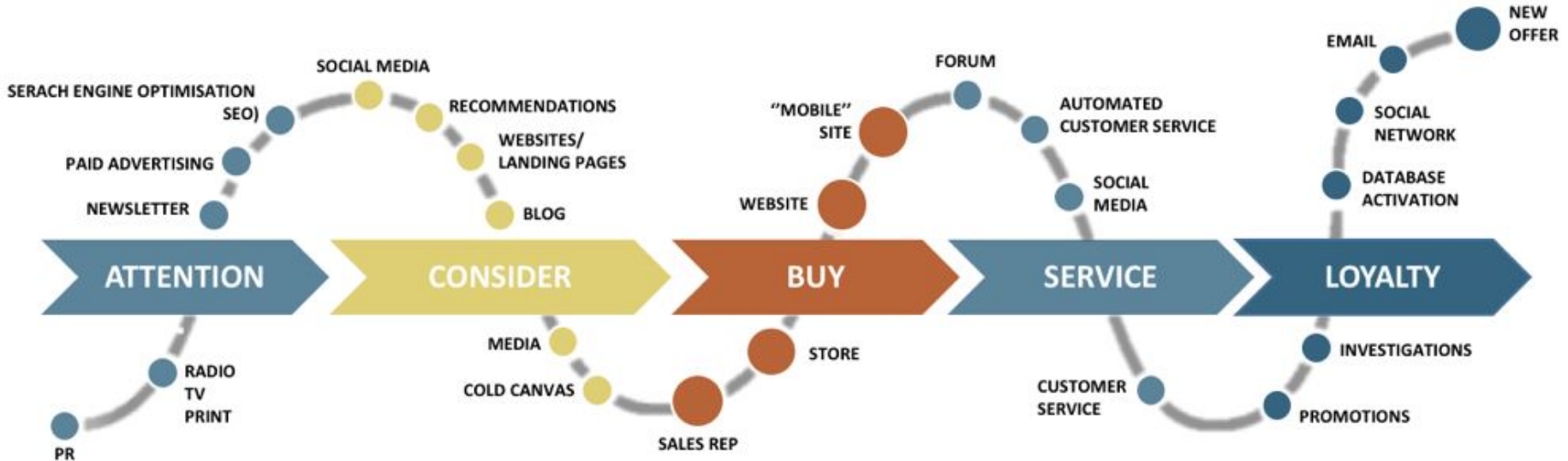
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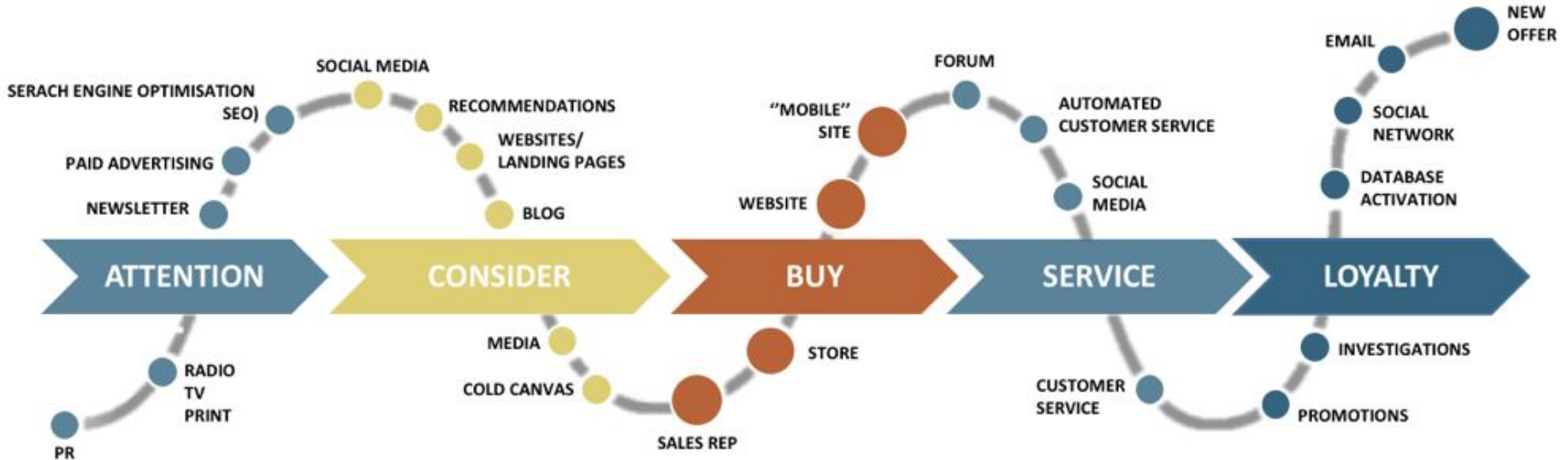
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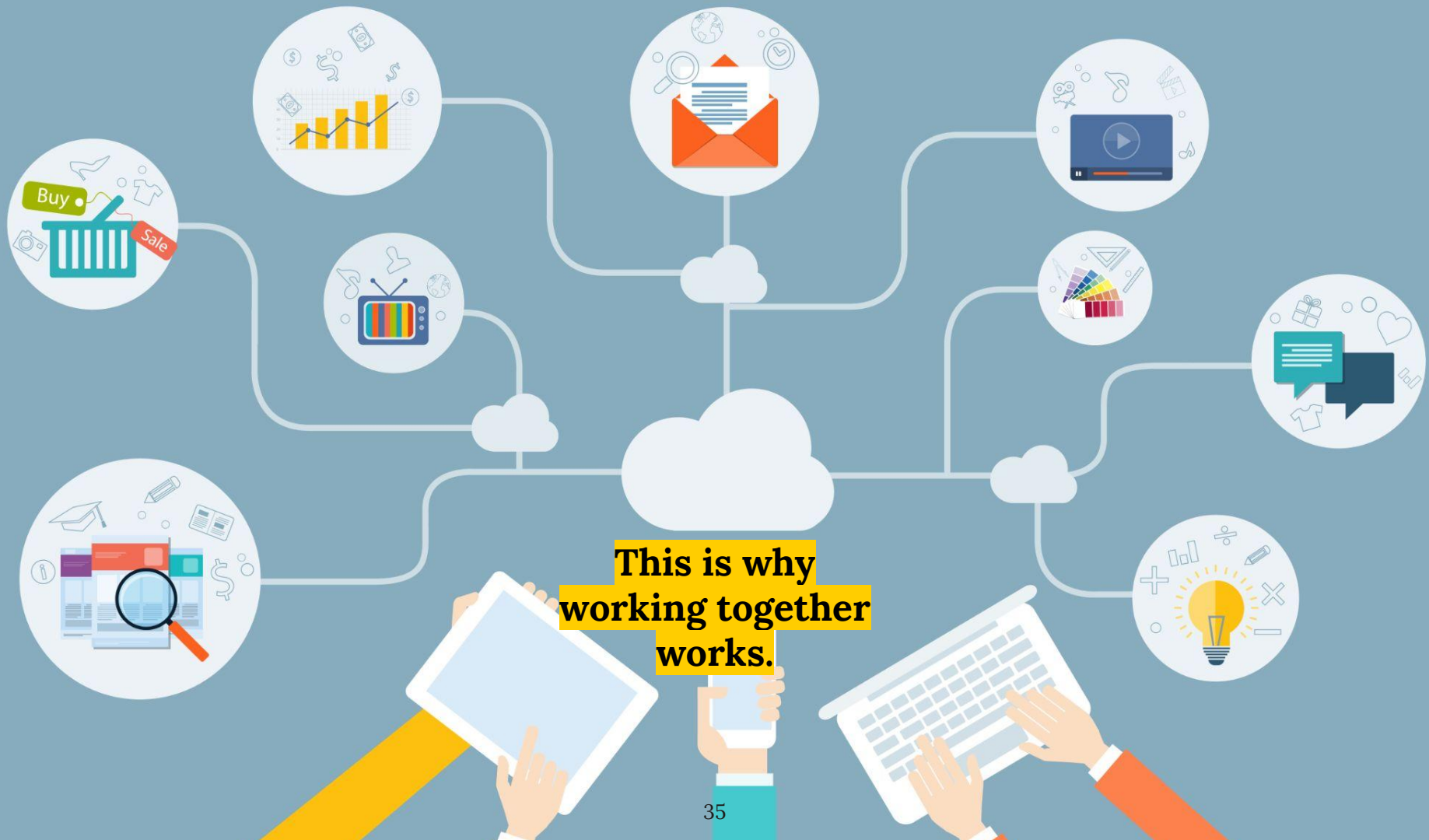
[PHYSICAL TOUCHPOINTS]

Consumer Decision Journey with Touchpoints

[DIGITAL TOUCHPOINTS]



[PHYSICAL TOUCHPOINTS]



**This is why
working together
works.**



Sophie's Book Club

[Content] Contagious by Jonah Berger

[Creative Direction] Hey Whipple, Squeeze This

by Luke Sullivan and Edward Boches

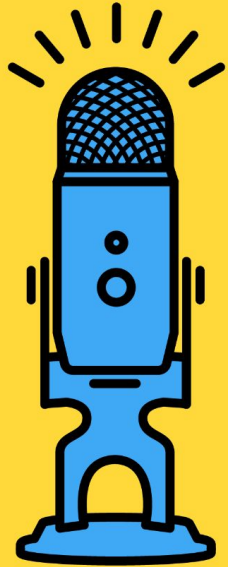
[Influence] Pre-Suasion by Robert Cialdini

[Creative Copy] Everybody Writes

by Ann Handley

[Grammar] Eats, Shoots & Leaves

by Lynne Truss



Podcast Recommendations

Twenty Thousand Hertz

The Indicator

Planet Money

In The Media

Reply All

Radiolab



Thanks!

Any **questions?**

You can find me at

- sophiemcneil@gmail.com
- PRAM Central Facebook Discussion Group