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**Introduction to  
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Communications ...**

*Integrated marketing  
communications  
(IMC) is an approach  
used by organizations  
to brand and*

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*coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as “a comprehensive plan that evaluates the strategic roles of a variety of*

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*communication  
disciplines and  
combines these  
disciplines to provide  
clarity, consistency  
and maximum  
communication*

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*impact.*”

## **4 Steps to Developing an Integrated Marketing ...**

*Integrated Marketing  
Communications  
(IMC) is a strategic,  
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promotional*

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where a targeted  
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**The Importance of  
Having Integrated  
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Using Integrated  
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Communications.  
Implementing an  
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*approach into your  
business strategy will  
create long-term  
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your field. The  
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Download Marketing Communications An Integrated Approach *ways utilizing IMC can directly improve your business. 1.*

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*Therefore, an integrated marketing communications*

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*(IMC) strategy  
consisting of a  
combination of  
promotional tools  
could be an essential  
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*marketing strategy.*

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Beginner's Guide to  
Integrated  
Marketing ...**

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marketing  
communications.  
Integrated marketing*

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*(IMC) is the strategy  
that takes your  
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from disparate  
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Strategy: What It Is**

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**& How To Do ...**

*26/3/2021 · Your  
integrated marketing  
communications plan  
should always follow  
an outside-in  
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centered around  
extensive customer  
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*invest time to stay in  
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brand, digital ...**

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*in four core practice  
areas: brand &  
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and Promotion. An  
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*Design/methodology/approach*  
*Based on a review of*  
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Download Marketing Communications An Integrated Approach *integrated marketing communication (IMC), this paper tests the hypotheses using two experimental studies.*

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marketing  
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*promoting a message  
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*combination of promotional tools could be an essential element of the businesses' overall marketing strategy.*

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*Integrated marketing  
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