

Integrated Marketing Communication Tools: Traditional vs. Modern

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Abstract

This paper proposes to provide a conceptual framework regarding integrated marketing communication tools modern versus traditional. The results of research performed offer the answer at the question: "Are the communication tools modern completely different from those traditional or the principles are the same and differ only new media platforms?". The simplest answer to this question is that probably not really matter as they are called, traditional communication tools or modern communication tools, it is very important how they can create value and efficiency in a world where predominates communications technology. The main conclusions of this study show the fact that in a global market characterized by a high dynamism and strong competition, the challenge for most companies is to identify the most effective tools through which to communicate with actual and potential customers. If initially, the concept of integrated marketing communication took into account the needs and the interests of customers, based on the premise that the integration of its components represents a value both for the customers and for the companies, today it is a certainty that the market is headed and influenced by the customers. Any integrated marketing communication plan should start with a careful analysis of the company's image, the buying behavior of the consumers and communication opportunities. The next important step consist in identification and using the tools of integrated marketing communication considered to be consistent and effective in communication activities of a company.

Keywords: integrated marketing communication, modern communication tools, traditional communication tools, customer, company.

JEL classification: M30, M31, M39

1. Introduction

Communication activity that aims to increase the pressure on the targeted audience may inevitably lead to increasing the phenomenon of irritation and hence the avoidance behavior of it, but also to the situation where traditional advertising, indiscriminate and non-personalized, it becomes much less able to attract the attention of the audience targeted. Traditional communication can influence beliefs and attitudes, but not always conducive to stimulating or influencing the demand. (De Pelsmacker, 2007)

Regarding the use of modern communication tools is necessary the answer to the following question: „Are these completely different from the traditional ones or the principles and the same, but differ only the new media platforms?” The simplest answer to this question is

probably that it doesn't matter what they are really called, traditional communication tools or modern communication tools, but it's very important how they can create value and efficiency in a world where communication technology prevails. Today, the online environment has become as important as water or oxygen - a natural condition of life.

Changes in business environment, technological innovation, diversification of consumer demands and changes in the practices of integrated marketing communication have led the organizations to improve relationships with consumers and to strive to send consistent messages to all stakeholders - consumers, employees, their partners, the state, local authorities, suppliers - using a wide range of integrated marketing communication tools - traditional or modern.

2. The main modern tools of integrated marketing communication versus the classic ones

2.1. Traditional communication tools

Advertising is defined as “any impersonal paid communication form related to an organization, product, service or an idea of an identified sponsor” (AAM, 1963). “The paid form” from this definition reflects the fact that the space or time to send an advertising message generally must be purchased. The impersonal component means that advertising involves the use of media such as television, radio, magazines, newspapers, etc., which can send a message to large groups of individuals, most often at the same time. The impersonal nature of advertising means that in general, there is no opportunity to receive immediate feedback from the message recipient (except advertising with direct response). The role of advertising as a traditional integrated marketing communication is to help increase the awareness of a product, service, brand or company. At the same time communication messages transmitted through advertising create a positive association in the minds of consumers, which may lead to their positive attitude towards a brand. Larry Percy (2008) has identified four types of advertising, such:

Type of advertising	Description
Advertising for a product, service or brand	Advertising focuses on a product, service or brand, it's targeted to individual customers and uses a wide range of communication tools.
Advertising at the point of sale	It involves two components: in-store advertising and advertising for offered products or services. Advertising at point of sale is designed to help increase awareness and create a positive attitude towards the store, product or service. Generally, are used the local communication channels.
Business to business advertising	It is directed to people within an organization whose role is to take the decision to purchase products and services offered by another company. B2B advertising aims to preserve the awareness of existence of a product or service and a positive attitude towards them in the target audience.
Corporate advertising	Its role is to promote the organization as a whole and aims to target all audiences. Also through corporate advertising is aimed to create a positive image of the company and a favorable attitude from the target audience.

Table 1. The main types of advertising

Source: Percy, 2008, p. 99

Communication tools used in advertising are numerous, complex, each with both strengths and weaknesses. A presentation of these in the vision of specialists are shown in the following table:

Communication tool	Strengths	Weaknesses
Television	Audio-visual Great impact Mass audience Demonstrations Combines image, sound and motion It addresses to the senses Captures attention	High costs Low attention Short term Low selectivity level of audience Likelihood of confusion because of advertising agglomeration
Newspapers	Rapidity Flexibility High level of credibility Appearance at the desired time Good coverage of local market Large acceptance	Costs for national coverage Not very selective Short lifetime Poor quality reproductions Low rate of transmission between readers
Magazines	High level of geographical and demographic selectivity Color Long lifetime Numerous readers Credibility and prestige High quality reproductions Significant degree of transmission between readers	Long waiting time until the coming Waste of draft There are no guarantees of positioning the advertising in the magazine content
Radio	Persistence Background music Immediacy It stimulates the imagination Mass usage Possibility of demographic and geographic criteria selection (selective targeting) Relatively low cost	Short messages Exclusively auditory presentation Low level of attention Non-standard audience structure
Outdoor advertising	High visibility Frequency Local wide coverage New technologies (laser, 3D) Flexibility High degree of repeat exposure Low competition	Production costs Limited messages The impossibility of selecting the audience Creative limitation
Internet	Involvement Information Facilitating a direct answer High degree of selectivity Relatively low cost	High maintenance costs Relatively new means of communication with low number of users in some countries
Product placement	Achieve prominent audience exposure, visibility, attention, and interest Increase brand awareness Increase consumer memory and recall of the brand or product Create instant recognition of the product/brand in the media vehicle and at the point of purchase Bring desired change in consumers' attitudes or overall evaluations of the brand Bring a change in the audiences' purchase behaviors and intent	The audience impact appears to be less direct and less immediate An apparent absence of reliable measures for assessment of the cost / benefit trade-of Lacking a proper control over the communications message The general criticism of the audience

Table 2. Strengths and weaknesses of communication tools used in advertising

Source: Hackley, 2005; Kotler, 2003; Williams, 2011.

- **Promoting** represents tactical traditional mean of marketing which aims to achieve short term purposes, whose effects are temporary. G. Belch și M. Belch (2003) define sales promotion as "made up of those marketing activities through which are offered incentives through which the sales force, distributors and consumers in order to increase the sales of an organization". The activities related to this communication tool are oriented in two directions: consumers and traders. The main reasons for which the organizations use sales promotions are decreasing brand loyalty and increased sensitivity to consumers about promotional offers. The main means used in sales promotions are: discounts, promotions, gifts offered to purchase a product or service, refund offers, loyalty programs, contests, coupons, etc. (Percy. 2008) Among the objectives of sales promotion we can find the following: (a) determining consumers to try a new product or service launched on the market; (b) their loyalty to a brand; (c) encouraging repeated purchases; (d) buying certain brands to the detriment of competing brands (Hackley, 2005)

- **The personal selling**, according to specialists G.Belch and M.Belch (2003) represents "a means of personal communication through which a vendor tries to determine potential customers to an action, respectively purchasing a product or service". It involves direct contact between buyer and seller, either face to face or by telephone. This way of communication and interaction provides flexibility, allowing the seller to evaluate the potential buyer reactions and thus to improve and adapt the message sent in accordance with its specific needs.

In Larry Percy's opinion (2008), personal selling may be looked at in terms of direct contact with consumers or a link to resellers or dealers in business-to-business marketing. In fact, personal selling is often the primary (if not only) form of marketing communication for industrial marketers. In either case, the message delivered must be consistent with that of the overall marketing communication program. It will differ from most other forms of marketing communication in an IMC program because the message moves directly from the marketer to an individual member of the target audience, providing an opportunity for interaction and modification of the basic message to address specific target audience concerns.

The main advantage of private sale, in terms of marketing communication, is that it implies a two-way interaction between the salesperson and the customer. Personal selling provides an opportunity to personalizing the message for each customer, and the ability to adapt the message during client-salesperson interaction. This requires also the involvement so that the message to have a strong impact.

Donnelly (2001) considers personal sales targets as: (a) promoting a positive image of a product, service or company; (b) orientation to demand by providing information for current and potential customers, capacity of conviction and after-sales service. Long-term relationships between buyer and seller can be considered partnerships, as both sides have mutually beneficial interests, and the process of building these relationships is designed to meet the objectives mentioned above.

2.2. Modern communication tools

a. Public relations

According to Harlow (1976), public relations represent a distinct management function contributing to establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its public, management of problems, to support management in regard to its continuous informing and receptivity to public opinion, in defining and enhancing management responsibilities to serve the public interest. Morley (2002) suggests that in the public relations work it should be increasingly used the phrase „think globally, act locally". So, a global thinking contributes in raising the awareness of the

importance of holding international trends, and applying them at local level can lead to increased efficiency of public relations activities with all stakeholders. According to Larry Percy (2008), some of the ways in which PR can contribute to achieving a brand's overall communication objectives is through such activities as: media relations, corporate communication, sponsorships, events, and perhaps its most important activity, publicity. Maintaining good media relations helps to ensure a more likely acceptance for things like company press releases and feature stories, but it requires an on-going nurturing of editors and journalists

The public relations activity	Description	Examples of activities
Internal communication	Communication with employees	Internal newsletters, suggestion boxes
Corporate Public Relations	Communicating organization's image as a whole and not of goods and services	Annual reports, conferences, declarations of ethics, visual identity, image
Media Relations	Communicating with journalists, experts, editors from local, national and / or international media, including newspapers, magazines, radio, TV and websites based on communication	Press releases, photo sessions, video media news, record briefings, press events
Business to business	Communicating with other organizations, such as suppliers, retailers etc.	Exhibitions, newsletters
Public interest	Communicating with opinion makers, such as local and / or national politicians, political environment monitoring	Presentations, briefings, private meetings, public speeches
Collective relations/ social responsibility	Communicating with the local community, elected representatives, managers etc.	Exhibitions, presentations, letters, meetings, sports activities and sponsorships
Investor relations	Communicating with financial organizations and / or individuals	Newsletters, briefings, events
Strategic communication	Analysis of the situation, problems and solutions related to future objectives of the organization	Research, planning and implementing campaigns to improve the organization's ethical reputation
Management aspects	Monitoring the political, social, economic and technological environment	For example, campaigning for presidency
Crisis management	Communicating clear messages in emergency situations and rapid changes	Keeps relationship with the media after major accidents on behalf of the police, hospitals or local authorities
Publications management	Supervising the processes of the printing using new technologies	Brochures, magazines, internal websites
Events, exhibitions	Organizing complex events, exhibitions	Annual conferences, press releases, exhibitions

Table 4. The main public relations activities

Source: Theaker, 2004, p. 27

- **Direct marketing** – according to Philip Kotler (2009) direct marketing lies in „interactive connection of an organization to its target audience in order to obtain an immediate, measureable direct response and with a view to developing long-term relationships”. It is defined as "a communication tool through which organizations communicate directly with the target audience in order to generate an immediate response from them" (Percy, 2008). The tools

used in direct marketing (figure 1) play a very important role in the programmes of integrated communication marketing oriented through both final consumer and other organizations (business to business market).

According to Baker (2003), the success of direct marketing campaigns is ensured by the contribution of the following variables: the interaction, targeting, control and continuity. Interaction includes those stimuli that marketing specialists use them in order to get a response from the target audience. Targeting involves answering the question: „Of who is the target audience made up of which the message is intended and what communication tools will be used for sending it? ”. Control refers to direct marketing campaign management and includes setting targets, strategic and operational planning, determining the budget and evaluation of results. Continuity implies organization efforts regarding customer retention, sales of other products except those requested by them and a better communication to meet consumption needs in superior conditions.

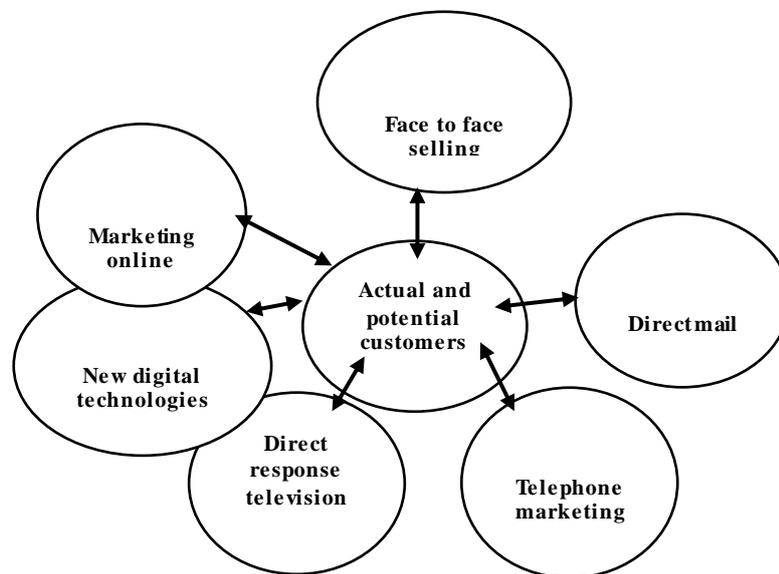


Figure 1. The main direct marketing tools

Source: Kotler, 2009, p. 555

- **Online marketing** is the most dynamic and revolutionary communication tool. Changes in recent years in an organization's communication activities were driven by technological development and the evolution of interactive communication methods. According to Belch and Belch, (2003), the internet is actually an environment in which in can be used all other communication tools such as advertising, sales promotion, direct marketing, public relations, personal selling. Because of it interactive nature, the online environment is an effective means of communication with current and potential customers and many organizations recognize its advantages and constantly develops communication strategies which integrate them into integrated marketing communication programs.



Figure 2. The main online marketing tools

Source: Adapted after Stokes, 2008

E-mail marketing is an instrument used for building relationships with current and potential customers, using the internet as a platform to provide communication messages to a well-defined target audience. According to Stokes, (2008), used effectively, the e-mail marketing can bring the highest rate of return on investment (ROI) of all other online marketing tools. This implies a low cost per contact, is highly targeted, customized to a wide audience and completely measurable.

Website development is an online marketing tool which involves designing an attractive and interesting site in order to offer users a variety of information. Websites should be designed in order to build relationships of trust between a company and its customers, collecting feedback from them, direct sales of products and / or services, promoting deals and creating superior value for determining repeated visits (Kotler, 2009)

„Word of mouth” communication (eWOM) is, in general, defined as the "informal communication among consumers about products and services" of a company. This can vary from occasional interpersonal conversations to promoting actively a brand among other potential consumers. Today, „word of mouth” communication can be conducted on various platforms such as discussion forums, web sites, newsgroups or expression of opinion consumer platforms. This online communication tool is regarded as "any positive or negative statement sent to a potential customer, effective or not, even a former client about a product or company by a lot of people and institutions via the internet. Regardless of the form in which „word of mouth” communication is transmitted in the online environment, it can play an important role in terms of influencing consumer purchasing behavior. (Feng & Papatla 2011)

Social media leverages online communication tools that are designed to promote information sharing and conversation and that will ultimately lead to an engagement with current and potential customers. Social media enjoys a marketing strategy that involves distributing valuable content, relevant and compelling and that promotes a certain type of behavior that can influence the activity of an organization. Effectiveness of social media consists in compiling a content strategy that contributes to positioning products, services and / or trademarks by

disseminating provocative content, informative and useful for users. (Pullizi, 2013).

Online advertising includes ads through search engines, ads placed in e-mails and other ways of advertising on the internet. Its main objectives are to inform consumers, stimulate their consumption needs, increase awareness and recognition of a product, service, brand or company and, most importantly to increase sales (Stokes, 2008).

Search Engine Optimization (SEO) is the technical process of making or redrafting web pages and earn quality links from other sites in the effort to gain a top position on the search engine or list of important addresses (Meerman, 2010). Search Engine Marketing (SEM) is a tool of paid advertising using search engines such as Google, Yahoo!, Microsoft Live etc. Every day, millions of users around the world use search engines to find content in the form of internal information (Stokes, 2008).

Google AdWords has become a major communication tool because of its ability to reach a well-defined target audience and to encourage dialogue with current and potential customers. Given that increasingly more consumers spend a lot of time in the online environment, organizations have begun to focus their efforts towards this environment of communication. The main means of communication used in online advertising are ads as text, known as the Search and / or in the form of banners called advertising through Display.

Pay per click advertising (PPC) requires that an advertiser to pay for each click received for an ad both as text and as banners. This type of advertising is based on keywords which means that a user can enter a search term as a single word or a phrase form. In this regard, organizations make up a list of keywords used in online campaigns to promote a product, service, brand, event or even a company (Stokes, 2008).

Affiliate marketing is based on two groups, namely publishers (affiliates) - those that display online advertisements, such as blogs, websites, mobile applications, online purchasing platforms etc., and advertisers (merchants) - those who are willing to pay a fee to bring traffic to their sites and whose purpose is to increase sales of a product or service (Szendiuch and Ebert, 2013).

- **Mobile marketing**

The Mobile Marketing Association (2005) in the UK has defined mobile marketing as: "The use of the mobile medium as the communications and entertainment channel between a brand and an end user". Mobile marketing is the only personal channel enabling spontaneous, direct, interactive and/or target communications, any time, any place (Percy, 2008).

Mobile marketing is a subject which is granted interest and importance increasingly higher today. Worldwide marketing specialists direct increasingly more marketing budgets on activities in the mobile environment. This is largely due to the fact that organizations are looking for ways to get better results, due to investments in marketing activities carried out (Return on investment) and rapid adaptation to changes occurring in the environment communication (Leppäniemi and Karjaluoto, 2008).

Using mobile phones in the new millennium has seen a huge expansion. Advertising on mobile devices has become an important aspect in the efforts of communication undertaken by organizations, given the fact that messages can be targeted sent to a specific definite audience, time and exposure moment can be controlled, feedback from customers is fast etc. Communication messages transmitted both in the online and offline environment, in particular through outdoor advertising, can be taken successfully by using them in the mobile environment. In addition, there is a potential for a better monitoring of exposing the messages, building a database of customer information, identify their preferences for certain brands of products and / or services etc. (Percy, 2008).

3. Model of integrated marketing communication in the automotive field

In figure 3 is presented a model of integrated marketing communication used within BRIT Motor AG company.

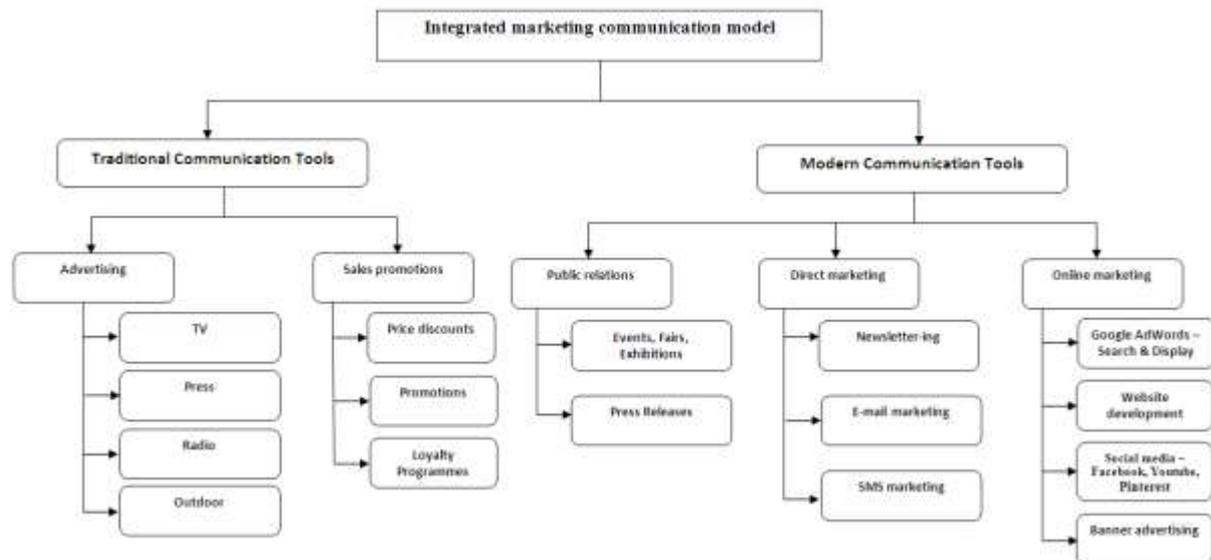


Figure 3. Model of integrated marketing communication used within BRIT Motor AG Company, Jaguar Land Rover Official Dealer

Source: BRIT Motor AG, 2016

BRIT Motor AG Company started using online marketing in 2010 because this communication tool was still a “niche”, first at website development level and Social Media. Today, BRIT Motor AG is the most active player of his market in the online environment, investing significant budgets in communication and innovation in this area.

BRIT Motor AG, Jaguar Land Rover Official Dealer in Pitești, uses all integrated marketing communication activities. Although it mainly uses modern tools of communication, BRIT Motor AG successfully integrates also the traditional communication tools. The results obtained due to investments made in their six years of activity have contributed to the achievement of a number of marketing and communication objectives, such as raising awareness, strengthening the image in the market for both BRIT Motor AG Company as for the brands owned in the portfolio - Jaguar and Land Rover, attracting new consumer segments, increasing market share, sales volume, profit.

Managerial implications

Many companies today are using some or all of the above new media to develop targeted campaigns that reach specific segments and engage their customers to a much greater extent than traditional media have. The new media are clearly valuable additions to the set of media that marketers have used for many years. Their abilities to engage customers through interactivity and communicate with targeted segments deliver benefits that the traditional media cannot (Winer, 2008).

Changes in communication technology and instant access to information through tools such as the Internet explain one of the reasons why integrated marketing communications have become so important. Many consumers and business professionals seek information and connect with other people and businesses from their computers and phones. The work and social environments are changing, with more people having virtual offices and texting on their cell phones or communicating through social media such as Facebook. Text messaging, Internet,

cell phones, blogs - the way we communicate continues to change the way companies are doing business and reaching their customers. As a result, organizations have realized they need to change their promotional strategies as well to reach specific audiences (Tanner and Raymond, 2010).

New media has changed the interface between consumers and organisations. Most importantly there has been a shift in power between the media and the consumer, with consumer generated media turning consumers into content creators. Consumers now expect greater control over what, when, where and how they are exposed to corporate communications, blurring traditional boundaries between public and private, producers and consumers. Shifting power relations have not only changed consumer expectations, but also have changed purchasing decision making and the way that business is transacted (Higgs and Polonsky, 2007).

Conclusions

In today's competitive environment, the organizations must constantly communicate with the current and potential stakeholders, provide products and/or quality services, establish attractive prices and facilitate the access of the customers at these. Integrated marketing communication is the focus of all these activities, given the fact that the perceptions and the attitudes of the consumer towards products and/or services may be influenced by the communicational messages sent by an organization. If initially, the concept of integrated marketing communication took into account the needs and the interests of consumers, based on the premise that the integration of its components represents a value both for the consumers and for the companies, today it is a certainty that the market is headed and influenced by the consumer.

Currently, consumers engage as many sources of information, and the value of integrated marketing communication has increased considerably. Highly well targeted, the integrated marketing communication campaigns are based on the strengths of the existing communication tools, to favorably influence the behavior of target audience. Conceiving a message and selecting the most effective traditional and modern tools of communication, represent important steps in terms of creating and maintaining consumer preferences for a product / brand or company.

Most of today's businesses are achieved through modern communication tools that are designed to connect people and businesses. The online environment has fundamentally changed consumer notions about comfort, speed, price, product and services information. The result is a new way to create value for customers and build long-term and profitable relationships with them.

One of the key indicators of modern communication tools development is the growth of the number of internet users. This aspect demonstrates the importance of internet nowadays and necessity for companies to be present on this certain market – the online market.

Also, modern communication tools, such as public relations, direct marketing, online marketing and mobile marketing, offers an enormous amount of possibilities for companies. It is an evolving world which is why constant development of strategies is necessary. Every company should have at least one marketing department which is responsible for the company's online presence. It has to be conformed to the environment and updated as often as possible to reach the maximum of customer loyalty also in the continuous developing online world.

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