



Integrated Marketing in the Digital Age

Course Type

In-Person Certification

Course Duration

2 Days

Overview

With the ever-expanding demand for integrated, personalized marketing, you need to stay ahead of the curve. Mass marketing (broadcast media) has lost its grip as the prevalent marketing strategy and multichannel marketing (narrowcast media) is now being recognized as the relevant, cutting-edge marketing strategy to understand and execute.

At its core, integrated marketing is about data management and database marketing. Understanding who one's customer is and how to obtain new customers by interpreting this data is critical. Integrated marketing goes well beyond that understanding because it allows for an ongoing dialog between marketer and consumers to take place.

This course will give you the knowledge you need gain an overview of multichannel marketing, as well as provide the tools and strategies to help you build a successfully integrated campaign. We'll make sure you stay ahead of the curve with two days of the challenges you might face and solutions you can use as soon as you return to the office.

Topics

- Review the various multichannel marketing communication channels
- Explore the fundamental marketing decisions: targeting, positioning, objective setting, and budgeting
- Delve into advertising media planning, analysis, and effectiveness
- Gauge traditional advertising vs. direct response vs. digital marketing
- Investigate uses of samples, coupons, premiums, and other promotions
- Discuss where we are going and who is leading the way

Course Outline

Day 1: 9:00 A.M. - 5:00 P.M.

Please arrive 30 minutes early to check in.

Overview of Multichannel Marketing Communications

- Defining integrated marketing communication
- The tools of integrated communications
- The integrating of marketing communication
 - Why integrate?
 - Marketing synergy
- The marketing communication decision-making process
 - Multiple messages speaking with a single voice
 - Building relationships rather than engaging in flings

- Affecting behavior
- Obstacles to implementing the key integrated features

Marketing Communications Challenges: Enhancing Brand Equity, Influencing Behavior and Being Accountable

- A firm-based perspective on brand equity
- A customer-based perspective on brand equity

The Fundamental Marketing Decisions: Targeting, Positioning, Objective Setting, and Budgeting

- Targeting
 - Online Behavioral Targeting
 - Privacy Concerns
 - Customized Psychographic Profiles
 - General Purpose Psychographic Profiles
- Positioning
 - A matter of creating meaning
 - The meaning of meaning
 - Positioning in practice
- Objective setting and budgeting
 - Requirements for setting suitable objectives
 - Should objectives be stated in terms of sales?

Measuring Advertising Message Effectiveness

- Industry standards for message research
 - Qualitative
 - Quantitative

Day 2: 9:00 A.M. - 5:00 P.M.

Advertising Media: Planning & Analysis

- The media-planning process
- Selecting the target audience
- Specifying media objectives
 - Reach
 - Frequency
 - Weight
 - Continuity
 - Recency planning
 - Cost considerations

Traditional Advertising vs. Direct Response vs. Digital Marketing

- Newspapers
- Magazines
- Radio
- Television
- Catalogs
- Variable data marketing
- Websites
- Search engine optimization
- Paid search
- Social media
- Display or banner ads
- Video ads
- Blogs and podcasts
- SEO PR
- Email advertising

- PURLs
- Mobile marketing

Using Sampling, Couponing, Premiums & Other Promotions in Multichannel Marketing

- Point-of-purchasing couponing
- Mail and media delivered coupons
- In and on-pack coupons
- Online coupons
- Free with purchase premiums
- Main-in-offers
- In, on, or near-pack promotions
- Rebates and refunds
- Continuity promotions
- Overlay and tie-in promotions
- Signage and point-of-purchase communications

Conclusion: Where are We Going and Who is Leading the Way

Outline is subject to change.

Registration Rates

DMA member \$1,399

Non-member \$1,699

Location

Dates

New York

January 30-31, 2012

Chicago

March 20-21, 2012

New York

June 28-29, 2012

Instructors

(There will be a rotation of the following instructors.)

Chris Harris

Professor, Johns Hopkins University Carey Business School

Mr. Harris has spearheaded record growth for companies and successfully founded and built international B2C apparel and accessories direct response marketing and ecommerce business as well as designed and managed the establishment and launch of a multichannel marketing division for a leading B2B experiential marketing agency.

He was a producer for USA Networks in New York City for several years and is a founder and principal of Multichannel Focus, LLC, a multichannel marketing consulting and services firm. He also teaches Multichannel Marketing, Integrated Marketing Communications, and Global Strategy at The Johns Hopkins University Carey Business School in Baltimore, MD.

Thaddeus B. Kubis

The Institute for Media Convergence

President, NAK Integrated Marketing, Inc.

Thad has developed NAK Integrated Marketing Inc., into an internationally known, innovative and integrated marketing resource. Addressing the highly sophisticated B2B and B2C customer, he is an acknowledged expert in converting analog marketing efforts into a highly effective, lower cost/higher profit digital (print and online) based programs. Thad has been at the forefront; turning emerging marketing

technologies into sales and profit generating tools, often linking offline and online technologies into a seamless and powerful print based marketing initiative.