



*This topic will be about communication
channels.*



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Once the topic is completed and approved, learners will be able to understand

*Forms of media and basics of
integrating marketing*

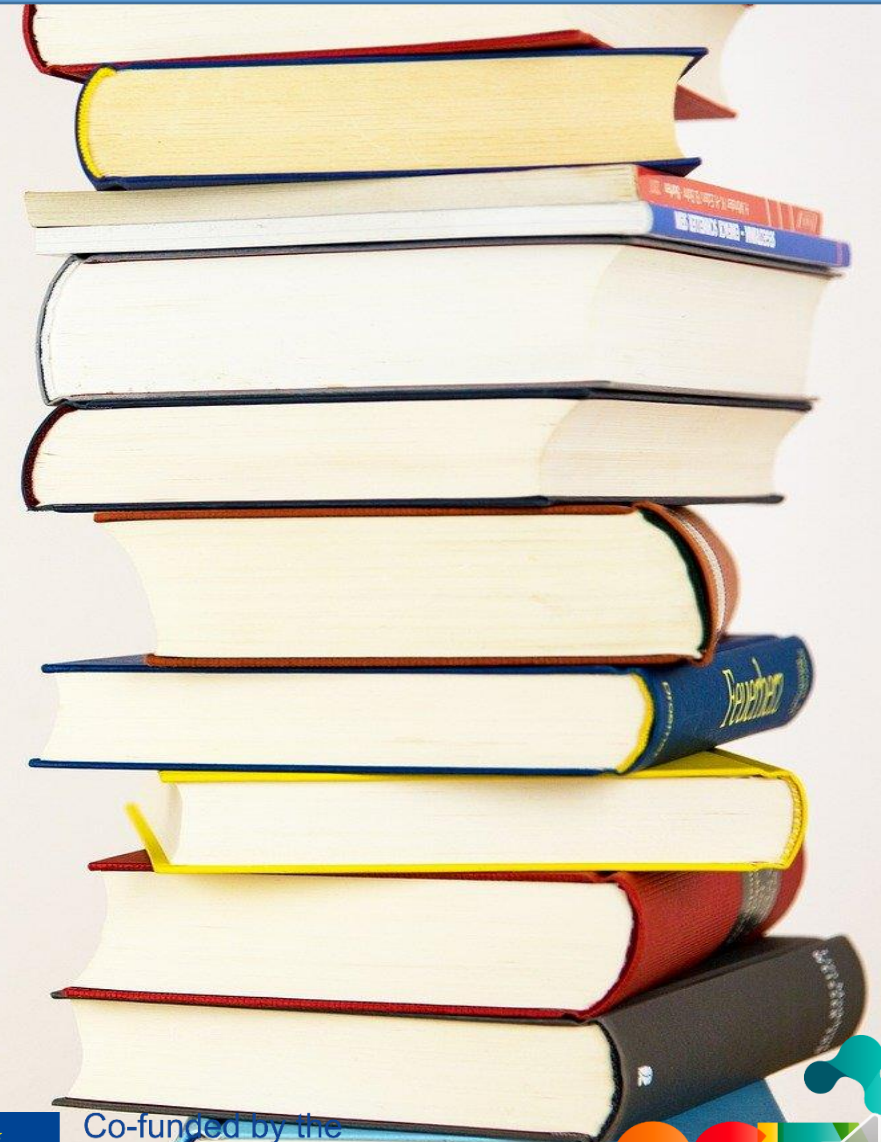


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In this lesson, we will learn

- Owned media
- Paid media
- Earned media
- Integration of marketing communication



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The New Media Environment

Marketing communications can contribute to brand equity in several ways:

- ✓ Creating brand awareness
- ✓ Connecting parity points and associating points of difference with the brand in the minds of customers
- ✓ Creating positive feelings related to the brand
- ✓ Enabling a strong connection between customers and the brand and the resonance of the brand.



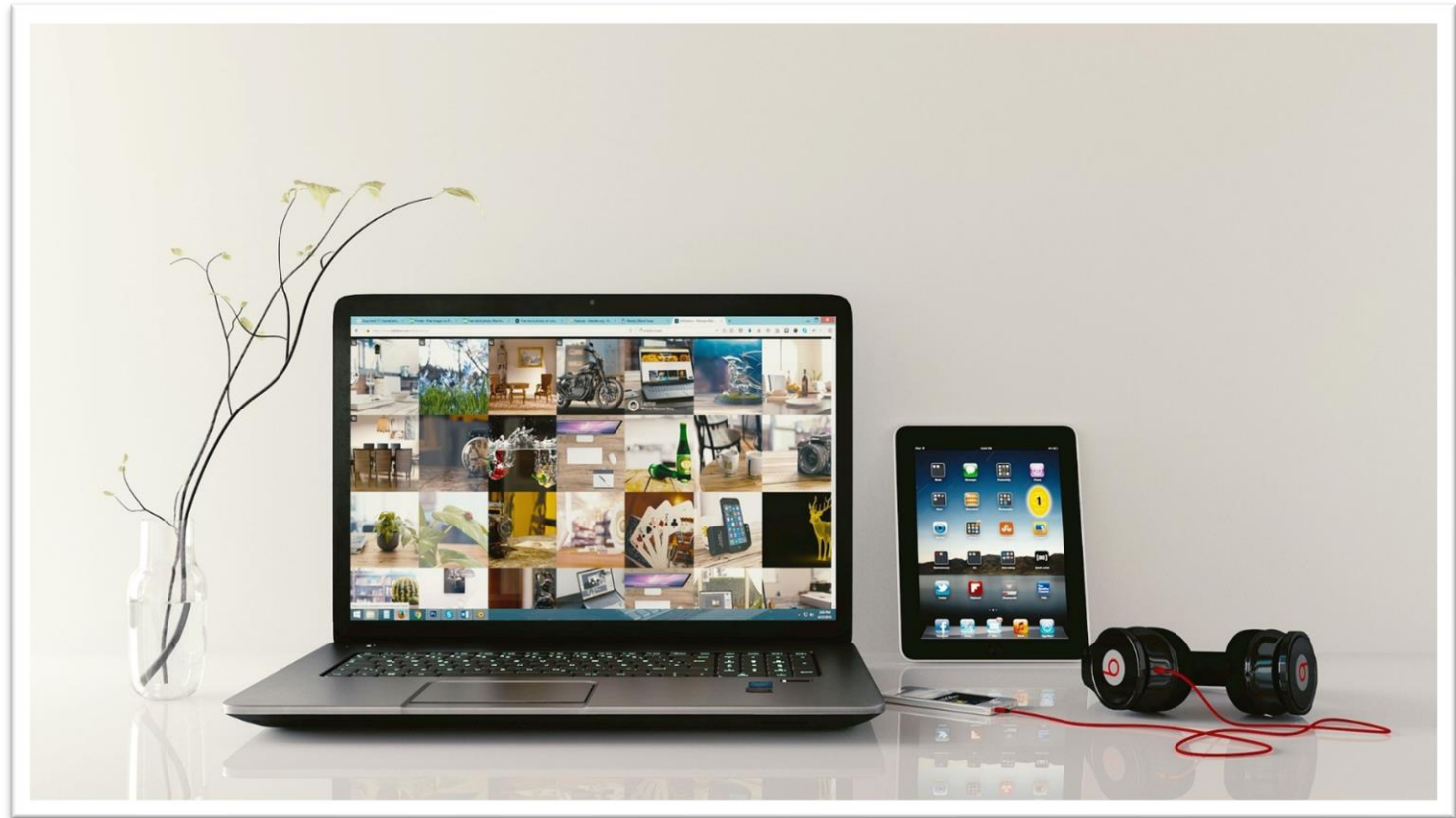
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Integrating Marketing Communications

Six criteria known as 6c:

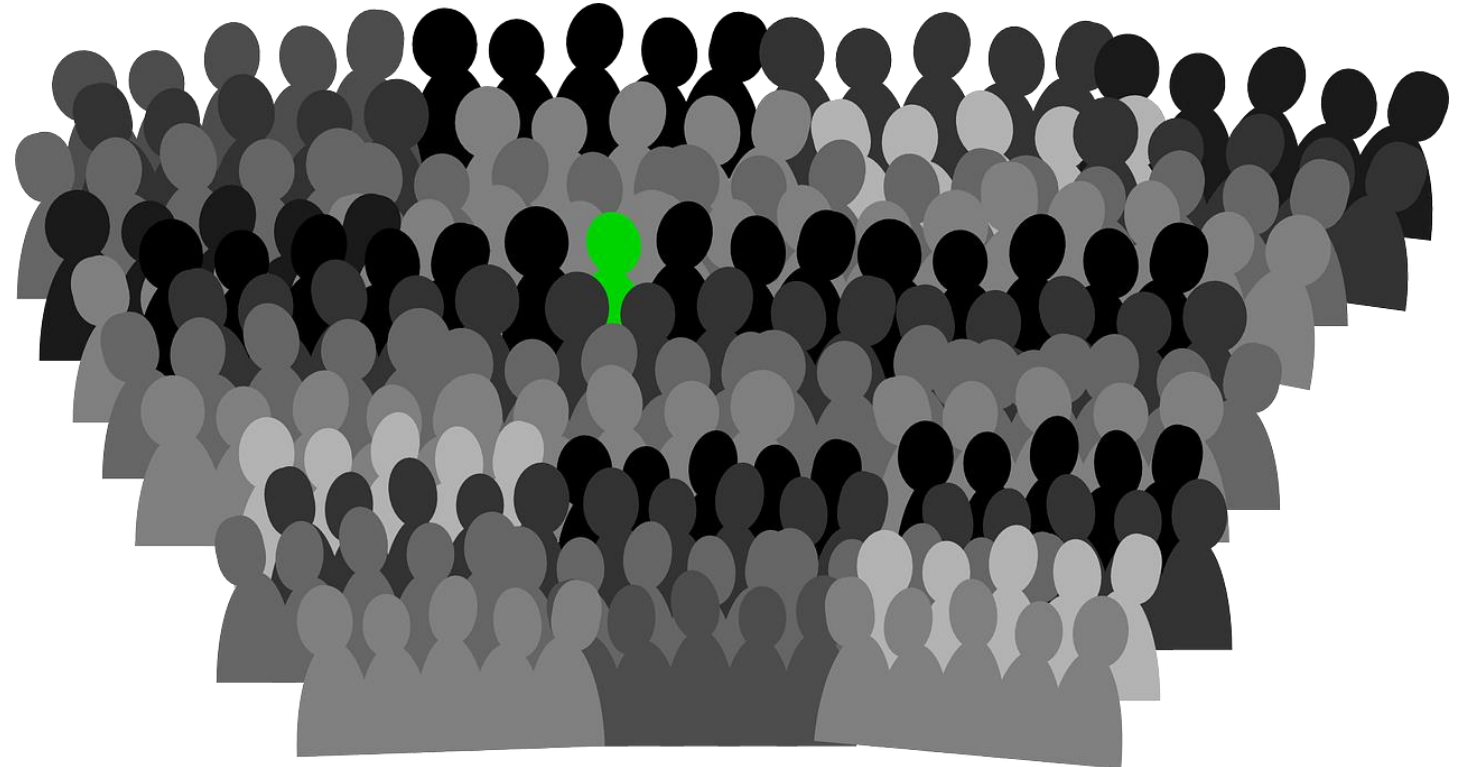
- ✓ Coverage
- ✓ Contribution
- ✓ Commonality
- ✓ Complementary
- ✓ Conformability
- ✓ Cost



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Coverage

Coverage is **the size of audiences** that can be reached through each communication option, and how much the audience overlaps between different options.



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Contribution

Contribution is the ability of marketing communication to **create the desired response and communication effect from the user.**



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Commonality

Whatever combination of communication channels marketers choose, it is important to fully **coordinate it to create consistency** and cohesiveness of the brand image in which brand associations share content and meaning.



Complementary

Communication options are most often effective when used in tandem.



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Conformability

Conformity refers to the rank in which the market communication option is robust and efficient for different consumer groups.

Two types of conformability:

1. communication
2. consumer



CREDITS

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