

Intro to Integrated Marketing

American Institute of
Integrated Marketing

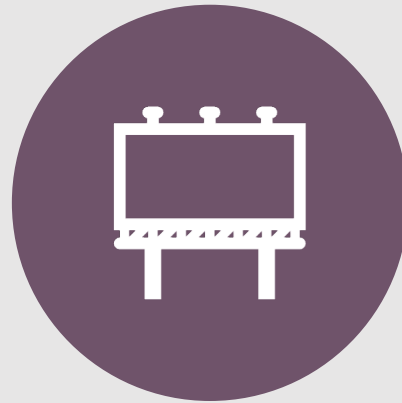
The logo for the American Institute of Integrated Marketing (AIM) is displayed in white on a dark purple rectangular background. The letters 'A', 'I', and 'M' are rendered in a clean, sans-serif font. The 'I' and 'M' are notably taller than the 'A'. The entire logo is framed by a thin, light green border, which is itself set within a larger, dark purple rectangular area that has a slight drop shadow effect.

AIM

What are we doing



Marketing



Advertising

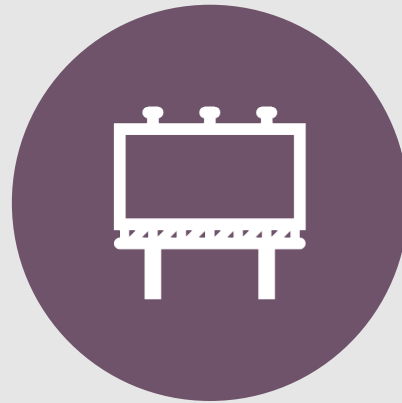


Public Relations

What are we doing



Marketing = Sales



Advertising



Public Relations

What are we doing



Marketing



Advertising = Brand



Public Relations

What are we doing



Marketing



Advertising



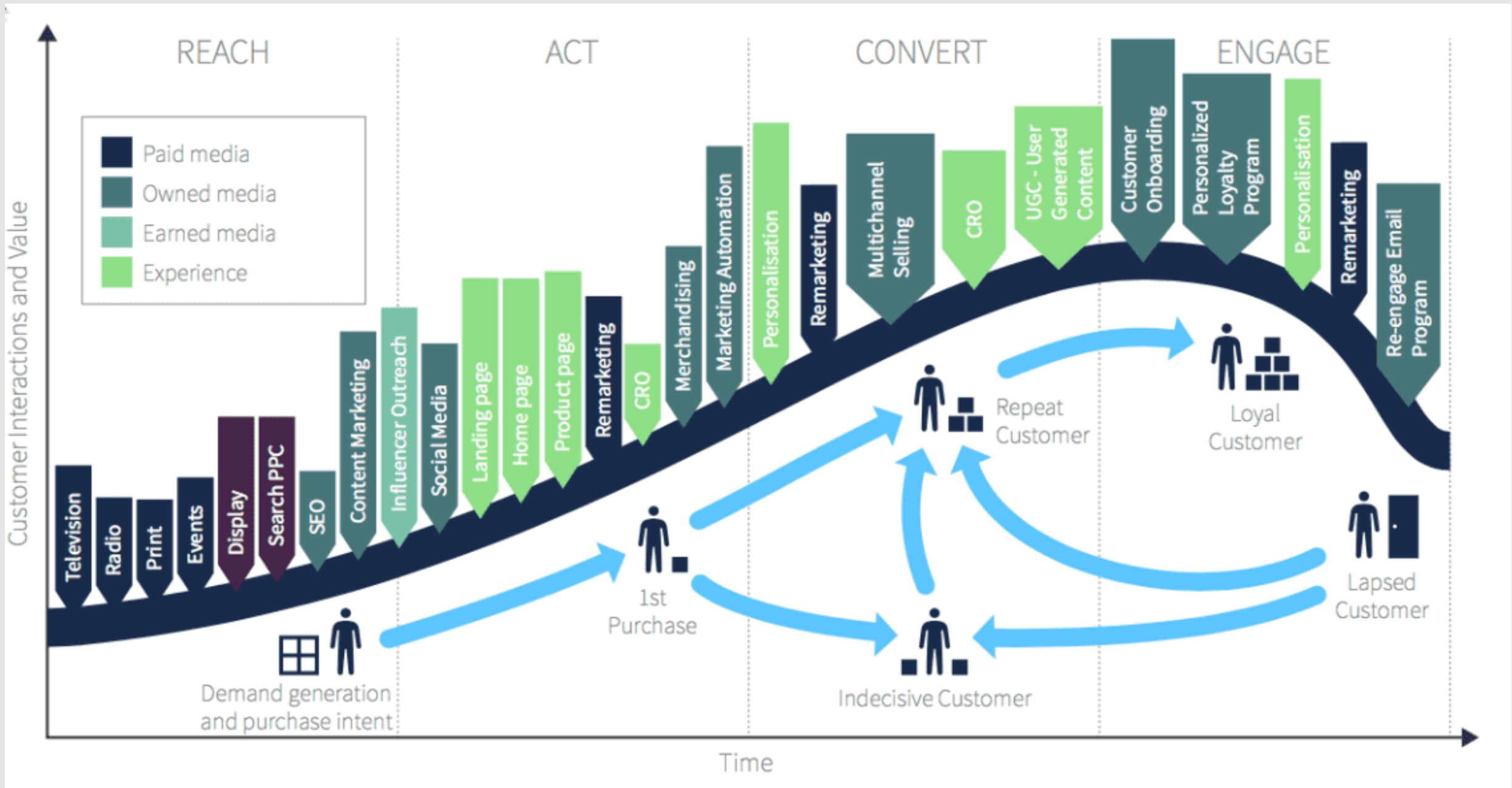
Public Relations =
Reputation

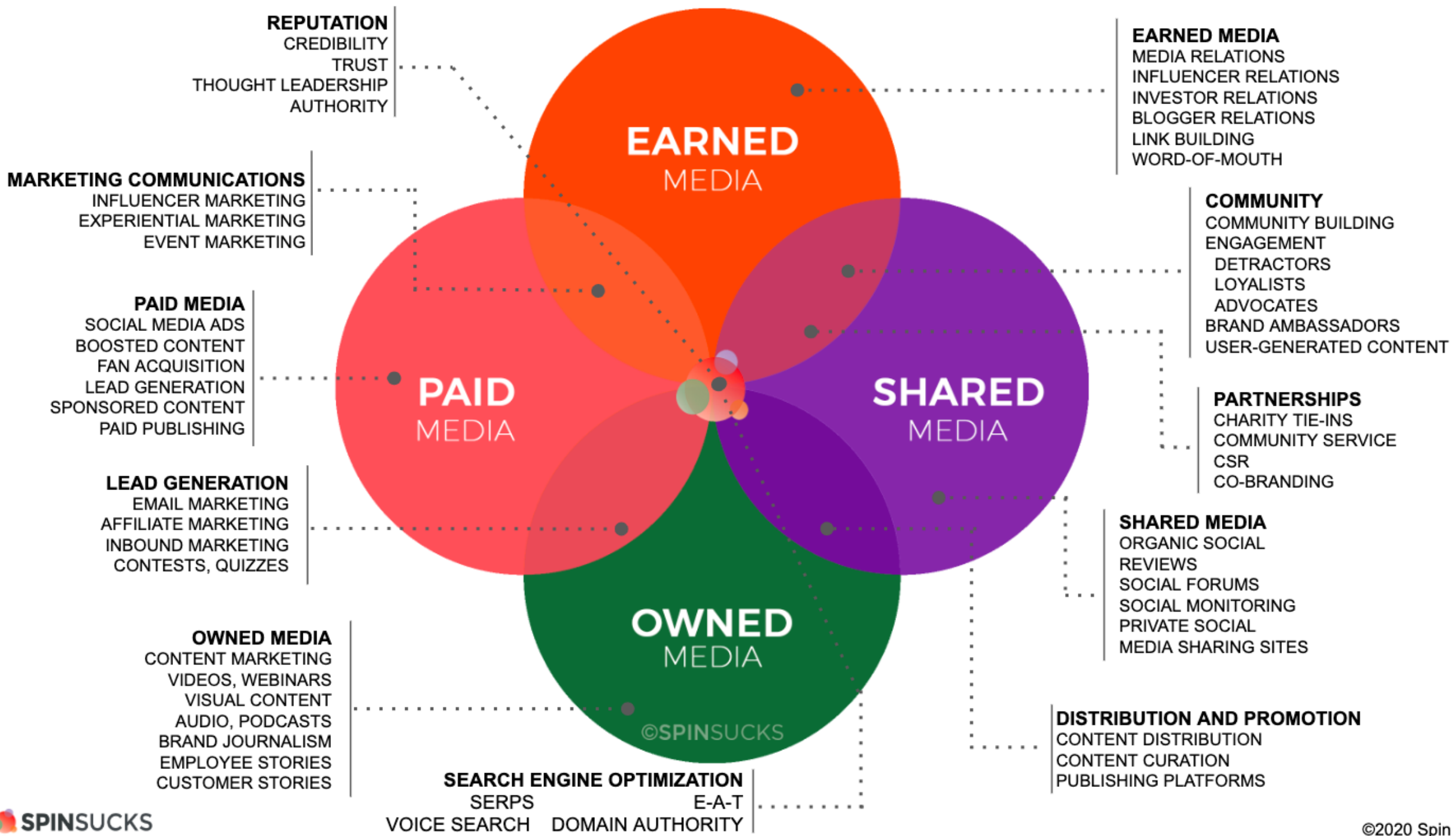


What is Integrated Marketing?

Integrated marketing is the art and science of combining various marketing disciplines to create a cohesive and seamless experience



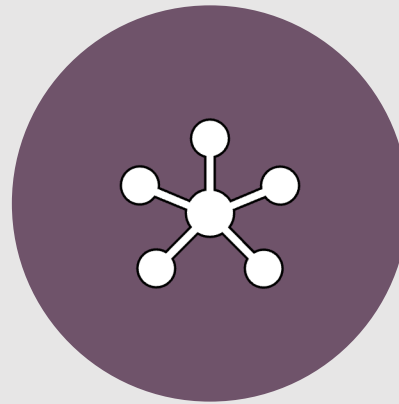




Purpose



Thought leadership
through diffusion



Integrated network of
media that extends our
influence

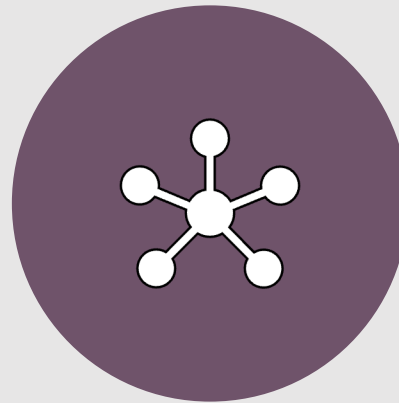


Engage our audiences
from every angle

Purpose



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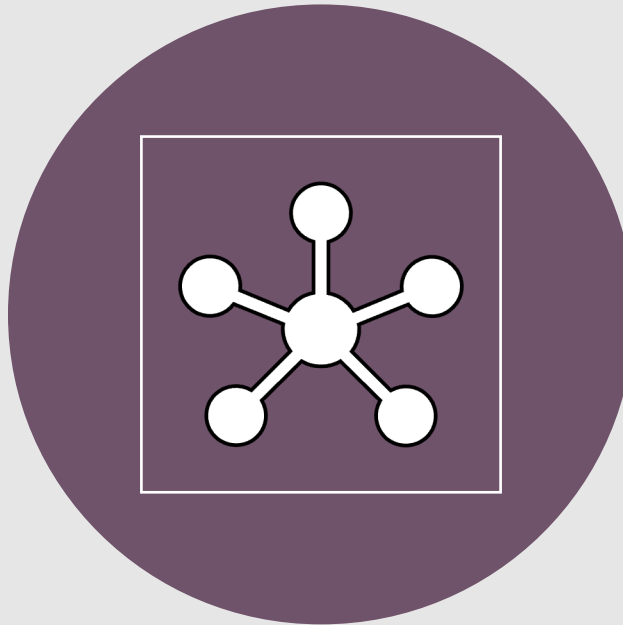


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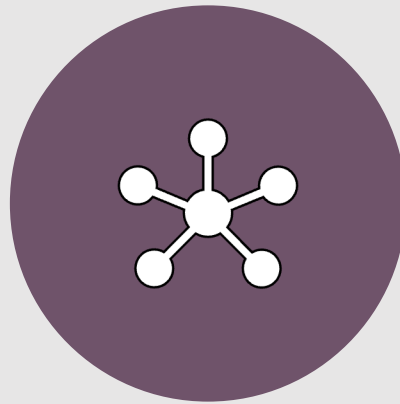


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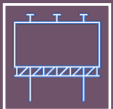
The ideal process



Create a content hub that we control



Distribute content and create an early buzz



Amplify exposure of the content through paid advertisements



Enhance the content's credibility through third party endorsements

Content Hub



- Content that we control completely
- Lives on our website, blog, digital/print assets, in our building
- Include events and experiential activities
- Usually the source material for all other media

Content Hub



Goal

build long-term
relationships



Advantages

full control



Challenges

takes time to scale



Measurement

often tied to
organizational goals

Early Buzz



- Content shared and mentioned by early adopters
- Lives on social networks, wikis, comment forums, community engagement, partnerships
- Don't forget simple word of mouth
- Two-way conversation is a bonus

Early Buzz



Goal

authenticity



Advantages

organic audience
growth



Challenges

easy to learn, hard to
master



Measurement

needs clear objectives
so we don't lose focus

Amplify Exposure



- Content we pay to distribute
- Much more than TV, print, radio, digital, out of home
- Includes sponsorships and branding opportunities and partnerships with influencers
- Targeting helps us tailor the content to the audience

Amplify Exposure



Goal

find new audience
quickly



Advantages

immediacy, scale



Challenges

poor credibility,
budget restraints



Measurement

complete and tied to
ROI

Enhance Credibility



- Content produced by trusted third parties
- Relationships with influencers, journalists, bloggers, authors
- Integrity is essential
- Target audience still plays an important role in determining the approach

Enhance Credibility



Goal
build trust



Advantages
transparent



Challenges
little control over
negative response



Measurement
difficult

Other Factors



- Employee Engagement
 - Leverage built-in brand ambassadors
 - Never take for granted
- Government Relations
 - Advocate on public policy issues
 - Promote and protect interests of the industry or profession

Coming Up

- Case Study: Be An Engineer
- Exercise: Dissect a Campaign

