

AN INTERACTIVE E-BOOK

INTEGRATED MARKETING COMMUNICATIONS

WITH
AR
FEATURES



FOR
POLYTECHNIC'S STUDENTS



NOORASHIKIN BINTI HARUN @ CHE ANI
HASLINA BINTI ABU BAKAR

AN INTERACTIVE E-BOOK

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MARKETING
COMMUNICATIONS**

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Disclaimer

This interactive e-Book entitled Integrated Marketing Communications is prepared specially for Polytechnic Malaysia students who are pursuing the Diploma in Marketing (DPR) to provide concise and practical notes to support classroom learning and independent study.

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Preface

All praises be to Allah S.W.T. for granting us the strength and guidance to complete and publish this e-Book entitled Integrated Marketing Communications. This e-Book is prepared specially for Polytechnic Malaysia students who are pursuing the Diploma in Marketing (DPR).

The aim of this e-Book is to provide concise and practical notes on Integrated Marketing Communications, serving as a reliable reference to support both classroom learning and independent study. To enhance engagement, it is enriched with interactive activities that offer students a more dynamic, innovative, and enjoyable experience in understanding key concepts.

Our aspiration is that this e-Book will serve as a student-friendly learning resource that meets the needs of marketing students, while at the same time promoting active learning through interactive elements and inspiring the use of technology and innovation in the teaching and learning process.

We sincerely hope that this work will benefit students and educators alike, and contribute to the development of more effective and modern learning resources within the Polytechnic system.

Love,
NOORASHIKIN BINTI HARUN @ CHE ANI
HASLINA BINTI ABU BAKAR



ABOUT THE AUTHORS

This eBook was written by passionate educators and marketing practitioners who are committed to helping students understand and apply **Integrated Marketing Communications (IMC)** in today's dynamic business world.

“Good communication builds connections. Integrated communication builds brands.”



AUTHOR 1

NOORASHIKIN BINTI HARUN @ CHE ANI



BACKGROUND

- Lecturer in Marketing, Sultan Abdul Halim Mu'adzam Shah Polytechnic
- Master of Science Management
- Bachelor in Business Administration (Hons) Marketing
- Diploma in Marketing



EXPERTISE

- Integrated Marketing Communications (IMC)
- Marketing Management
- Digital Marketing
- Consumer Behaviour



ACHIEVEMENTS

- Gold Medal – iCompEx'24 (Innovation in Teaching & Learning)
- Silver Medal – iCompEx'23
- Bronze Medal – iCompEx'22
- Active innovative educator and e-learning content developer



CONTRIBUTIONS

Develops innovative learning materials and digital content to enhance student engagement and understanding.



I believe that clear, consistent, and integrated communication can create powerful impact. Through this eBook, I hope students will gain practical knowledge and confidence to apply IMC strategies in real-world marketing situations.



AUTHOR 2

HASLINA BINTI ABU BAKAR



BACKGROUND

- Lecturer in Marketing, Sultan Abdul Halim Mu'adzam Shah Polytechnic
- Master of Corporate Business Administration
- Bachelor in Business Administration (Hons) Marketing
- Diploma in Business Studies



EXPERTISE

- Integrated Marketing Communications (IMC)
- Strategic Marketing
- Brand Management
- Services Marketing



ACHIEVEMENTS

- Gold Medal - iCompEx2024
- Silver Medal - Thailand Innovation Day
- Recognized for Innovative Teaching and Digital Transformation initiative



CONTRIBUTIONS

Passionate about transforming teaching through innovation, AR technologies, and student-centred learning approaches.



AR EXPERIENCE AVAILABLE
Use your smartphone to scan the QR code and then scan the author's image to unlock exclusive Augmented Reality content, including author introduction and interactive learning materials.



HOW TO ACCESS THE AR CONTENT



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Preface

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DEFINITION OF INTEGRATED MARKETING COMMUNICATIONS (IMC)



Welcome to the foundation of modern marketing! As a Diploma in Marketing (DPR) student at Polytechnic Malaysia, understanding how to communicate effectively with consumers in our diverse local market is your ultimate key to success. In this chapter, we will explore the core concept of Integrated Marketing Communications (IMC) and why it has become the standard for successful brands worldwide and locally.

THE CORE CONCEPT: WHAT IS IMC?



At its simplest, Integrated Marketing Communications (IMC) is a concept that combines all aspects of marketing communication so that they work together as a joint effort for effective communication. Instead of working in isolation, the following tools are carefully blended together:



1 Advertising



2 Sales Promotion



3 Public Relations (PR) & Publicity



4 Direct Marketing



5 Personal Selling



6 Digital Marketing



The IMC communication process entails the careful planning, creation, integration, and implementation of these diverse forms of marketing communications, which are delivered over time to a brand's targeted customers and prospects.



**WATCH
VIDEO**



Watch this short video to see how digital and physical marketing worlds collide to create one unified message.





TOPIC 1

DEFINITIONS OF INTEGRATED MARKETING COMMUNICATIONS



INTRODUCTION TO INTEGRATED MARKETING COMMUNICATIONS (IMC)



LEARNING OUTCOMES

At the end of this chapter, students should be able to:



✓ Define Integrated Marketing Communications (IMC)



✓ Identify the main elements of IMC



✓ Explain the importance of IMC



✓ Apply IMC concepts to real-life situations



INTRODUCTION



Every day, consumers receive thousands of marketing messages through television, social media, websites, mobile applications, emails, and outdoor advertisements.



To be successful, businesses must ensure that all communication channels deliver the same message to customers. This approach is known as **Integrated Marketing Communications (IMC)**.



IMC helps organizations communicate effectively, build strong brands, and create better relationships with customers.



MALAYSIAN EXAMPLE



Think about brands such as **Tealive, PETRONAS, McDonald's Malaysia, or AirAsia.**



Their advertisements, social media posts, websites, and promotions often share the same message and visual identity.



This is an example of IMC in practice.

tealive



airasia



TV AD



SOCIAL MEDIA



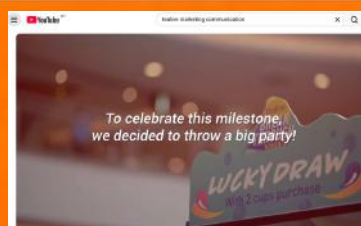
WEBSITE



IN-STORE PROMOTION



WATCH VIDEO



WHAT IS IMC?



SIMPLE DEFINITION



Integrated Marketing Communications (IMC) is the process of combining different communication tools to deliver **one clear and consistent message** to customers.

In simple words, IMC ensures that all marketing activities work together to communicate the same message.



WHY IS IMC IMPORTANT?

- ✓ Creates a consistent message
- ✓ Reduces customer confusion
- ✓ Strengthens brand identity
- ✓ Improves customer trust
- ✓ Increases marketing effectiveness



MALAYSIAN EXAMPLE

When **Tealive** launches a new beverage, the same promotional message can be seen on:



Eye-catching posts with the same message and visuals



Short videos that share the same exciting message



Website banners with consistent design and message



Posters in stores deliver the same key message



App notifications remind customers with the same message



Customers receive the same message wherever they interact with the brand.

MALAYSIAN PERSPECTIVE:

THE “HAPPY MALAYSIA DAY” CAMPAIGNS

Consider how major brands like McDonald's and Digi celebrate Merdeka or Malaysia Day. As seen in their “Happy Malaysia Day” campaigns, these brands do not just rely on a single print advertisement. To create a true **IMC** campaign, they combine multiple tools to shape a well-coordinated promotional program.



1. ADVERTISING: Releasing emotional “Happy Malaysia Day” television commercials and print ads featuring diverse Malaysians.



2. SALES PROMOTION: Offering special “Merdeka Deals” or discounts at physical outlets.



3. DIGITAL MARKETING: Launching social media hashtags on Facebook and Instagram to engage younger audiences. Through this joint effort, they identify their target audience (Malaysians) and elicit the desired emotional and purchasing response.

THE EVOLUTION: WHY DID MARKETING HAVE TO CHANGE?



To truly appreciate IMC, we must look at how marketing used to be done and why the landscape shifted.



1 THE TRADITIONAL APPROACH

Historically, marketers built strong barriers around their various marketing and promotional functions. They planned and managed them as completely separate practices.



The advertising team, the PR team, and the sales promotion team all operated with different budgets, different views of the market, and completely different goals and objectives.

These companies failed to recognize that the wide range of marketing and promotional tools must be coordinated to communicate effectively and present a consistent image to target markets.

2 THE IMC SHIFT

During the 1980s, many companies came to see the need for a more strategic integration of their promotional tools.



Firms began moving toward the IMC process, coordinating the various promotional elements and other marketing activities that communicate with a firm's customer.

Marketers recognized that IMC offers much more than just ideas for coordinating elements; it is a comprehensive strategic plan.



FOR THE BEST LEARNING EXPERIENCE
PLEASE WEAR **EARPHONES OR HEADPHONES**

STEPS TO FOLLOW

- 1 Put on your earphones/headphones.
- 2 Adjust the volume to a comfortable level.
- 3 Tap the audio/play button.
- 4 Listen to the lecturer's explanation.
- 5 Take notes if necessary.



THE CHANGE WAS NECESSARY BECAUSE:



Consumers receive many messages from many places.



Consistent messages build trust and credibility.



Integration ensures all tools work together.



Stronger impact leads to better results.



Creates long-term relationships with customers.

KEY ELEMENTS OF IMC



The main communication tools used in IMC are:

01 ADVERTISING



Paid communication through television, radio, newspapers, billboards, and online advertisements.

02 SALES PROMOTION



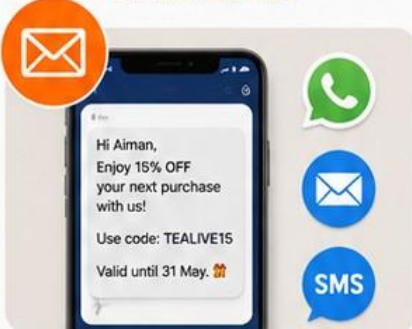
Short-term incentives such as discounts, coupons, free gifts, and loyalty rewards.

03 PUBLIC RELATIONS (PR)



Activities that build a positive image and maintain good relationships with the public.

04 DIRECT MARKETING



Direct communication with customers through email, SMS, WhatsApp, and mobile applications.

05 PERSONAL SELLING



Face-to-face communication between salespeople and customers.

06 DIGITAL MARKETING



Marketing activities using websites, social media, search engines, and online platforms.

REMEMBER:

IMC is most effective when all these tools work together to deliver **one consistent message.**



GET STARTED!

Scan the **QR Code**
to participate in this activity.



Use your smartphone
camera or QR scanner
to scan.

1 Scan the QR Code

Use your smartphone camera
or QR scanner.



2 Open the Google Form

Tap the link that appears
after scanning.



3 Answer the Questions

Complete all questions based on
your understanding and
experience.



4 Submit Your Responses

Click **SUBMIT** after
completing the form.



INTERACTIVE ACTIVITY

ACTIVITY 1: THINK AND SHARE



1 WHAT BRANDS DO YOU FOLLOW MOST OFTEN?



2 WHERE DO YOU USUALLY SEE THEIR PROMOTIONS?



INSTAGRAM

☐

TIKTOK

☐

FACEBOOK

☐

YOUTUBE

☐

WEBSITE

☐

PHYSICAL STORE

☐

3 DO THEY USE THE SAME MESSAGE ON ALL PLATFORMS?



YES

☐

NO

☐

4 GIVE ONE EXAMPLE OF A CONSISTENT MARKETING MESSAGE YOU HAVE SEEN.



THINK OF A
CAMPAIGN OR
BRAND THAT
USES THE SAME
MESSAGE
EVERYWHERE!

Benefits of Integrated Marketing Communications

Consistent
Messaging

IMPROVED
BRAND
AWARENESS

TOPIC 2

BENEFITS
OF INTEGRATED MARKETING
COMMUNICATIONS

STRONGER
CUSTOMER
ENGAGEMENT



BETTER
RESULTS TRACKING



UNIFIED
BRAND MESSAGE



MULTI-CHANNEL
REACH



BENEFITS OF INTEGRATED MARKETING COMMUNICATIONS.



LEARNING OUTCOMES

At the end of this chapter, students should be able to:

- ✓ Explain the benefits of IMC
- ✓ Identify why businesses use IMC
- ✓ Relate IMC benefits to Malaysian businesses
- ✓ Apply IMC concepts in real situations



WHAT ARE THE BENEFITS OF IMC?



Integrated Marketing Communications (IMC) helps businesses communicate with customers using one clear and consistent message through different communication tools.

IMC gives many benefits to businesses because it makes marketing communication more effective, organized, and customer-focused.

BENEFITS OF INTEGRATED MARKETING COMMUNICATIONS

1



CONSISTENT BRAND MESSAGE

Delivers one clear and unified message across all channels.

2



BETTER CUSTOMER RELATIONSHIP

Builds trust and long-term relationships with customers.

3



COST EFFECTIVENESS

Integrating tools reduces waste and saves costs.

4



INCREASED SALES

Clear and consistent messages influence customer decisions and boost sales.

5



BETTER BRAND AWARENESS

Repetition through multiple channels increases brand visibility and recall.

6



STRONGER COMPETITIVE ADVANTAGE

Creates a unique and powerful brand presence in the market.



**WATCH
VIDEO**



BENEFIT 1: CONSISTENT BRAND MESSAGE

One of the main benefits of IMC is **message consistency**. Customers receive the same message through different communication channels.

When a company uses the same logo, slogan, colours, and message on social media, websites, advertisements, and packaging, customers can easily recognize the brand.

WHY IS THIS IMPORTANT?



BUILDS TRUST

Customers feel confident when they receive the same message everywhere.



IMPROVES BRAND RECOGNITION

Consistent messages help customers remember the brand easily.



CREATES A STRONG BRAND IMAGE

A clear and consistent message shows that the brand is professional and reliable.



REDUCES CUSTOMER CONFUSION

Customers understand the message clearly when it is the same on all platforms.

MALAYSIAN EXAMPLE: GARDENIA

Gardenia uses the slogan:

***"So Good...
You Can Even Eat It On Its Own."***

Customers can see the same brand colours, logo, and message on:

1 PRODUCT PACKAGING



2 TELEVISION ADVERTISEMENTS



3 FACEBOOK & INSTAGRAM PAGES



4 SUPERMARKET DISPLAYS



This consistency helps customers recognize the brand quickly and trust its products.

BENEFIT 2: STRONGER BRAND AWARENESS



Brand awareness means customers can recognize and remember a brand. When different IMC tools work together, customers see the brand more often, which helps build stronger awareness.

WHAT IS BRAND AWARENESS?

Brand awareness happens when customers can recognize a brand and remember it when they need a product or service.

HIGH BRAND AWARENESS LEADS TO:



RECOGNITION

Customers can easily recognize the brand.



RECALL

Customers can remember the brand when needed.



MORE CUSTOMERS

Customers are more likely to choose a brand they know.



POSITIVE BRAND IMAGE

A well-known brand creates trust and credibility.

MALAYSIAN EXAMPLE: TEALIVE

Tealive promotes its products through multiple communication channels:



TikTok

Short videos, trending content and challenges



Instagram

Visually attractive posts, stories and reels



Facebook

Updates, promotions and engagement with customers



Mobile App

Special offers, loyalty points and easy ordering



Outdoor Billboards

High visibility that reaches a wide audience



When customers repeatedly see Tealive advertisements, they are more likely to remember the brand when they want to buy bubble tea.

DISCUSSION



Think & Discuss!



Why do you think Tealive is one of the most recognized beverage brands in Malaysia?



Students need to **scan / click** the QR code to answer the question.



BENEFIT 3: COST EFFICIENCY



IMC helps businesses save money by using the **SAME MARKETING MESSAGE** across different communication channels.

MALAYSIAN EXAMPLE: ZUS COFFEE

When Zus Coffee launches a promotion such as:



The **same promotional design** is shared through multiple channels:



Mobile App



Instagram



Facebook



WhatsApp



In-store Posters



Instead of creating different campaigns, **ONE MESSAGE** is adapted for multiple platforms.



This **saves time**, **reduces costs** and **increases efficiency!**



ACTIVITY 2.2

Imagine you are the marketing manager of Zus Coffee.
Answer the questions below.

- 1 Suggest **THREE** communication channels to promote a new drink.

1. _____
2. _____
3. _____



GET STARTED!

Scan the **QR Code** to participate in this activity.



Use your smartphone camera or QR scanner to scan.

- 1 Scan the QR Code
Use your smartphone camera or QR scanner.



- 2 Open the Google Form
Tap the link that appears after scanning.



- 3 Answer the Questions
Complete all questions based on your understanding and experience.



- 4 Submit Your Responses
Click **SUBMIT** after completing the form.



BENEFIT 4: BETTER CUSTOMER RELATIONSHIPS



IMC allows businesses to communicate and interact with customers **continuously**.

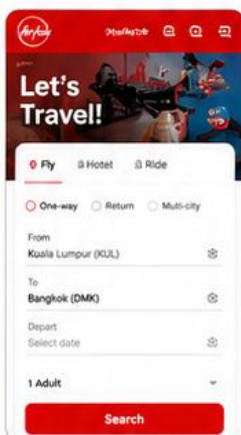
MALAYSIAN EXAMPLE: AIRASIA



AirAsia communicates with customers through **multiple channels**:



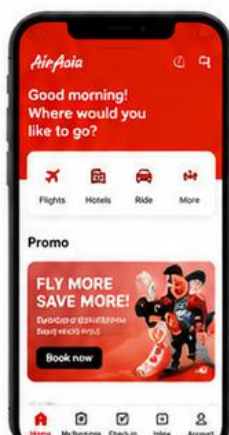
WEBSITE



Get flight info, promotions and make bookings easily.



MOBILE APP



Receive updates, manage bookings and access exclusive app deals.



EMAIL NOTIFICATIONS



Get the latest promotions, travel tips and important flight updates.



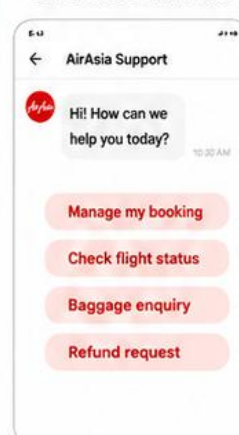
SOCIAL MEDIA



Engage with customers, share exciting content and promotions.



CUSTOMER SUPPORT CHANNELS



Provide quick assistance through live chat, chatbots, phone and help centre.



Customers receive updates, promotions, and travel information through multiple touchpoints. This helps build **stronger relationships** with customers.



REFLECTION

➔ Have you ever received a promotional email or notification from AirAsia?

☐ Yes ☐ No

If yes, what was the promotion about?

➔ How did it influence your purchasing decision?

- ☐ It encouraged me to buy.
- ☐ It helped me compare travel options.
- ☐ It reminded me to book my trip.
- ☐ It did not influence me.

Explain your answer.



GET STARTED!

Scan the QR Code to participate in this activity.



Use your smartphone camera or QR scanner to scan.

BENEFIT 5: IMPROVED MARKETING EFFECTIVENESS



When all communication tools work together, marketing campaigns become **more effective**. Customers receive the same message through multiple channels, increasing the chances of understanding and responding to the promotion.



ADVANTAGES



Better communication

The message is clear, consistent and easy to understand.



Higher customer engagement

Customers interact more with the brand across different platforms.



Increased sales opportunities

More exposure and interaction lead to more purchases.



Stronger brand impact

A unified message creates a lasting impression in the customer's mind.

EXAMPLE

A SMARTPHONE COMPANY LAUNCHES A NEW PRODUCT

1 Television Advertisements



Reaches a wide audience and builds awareness.

2 Social Media Campaigns



Engages customers, shares information and encourages interaction.

3 Influencer Marketing



Builds trust and credibility through influencers' recommendations.

4 Product Launch Events



Creates excitement, allows hands-on experience and strengthens brand image.



THE COMBINED EFFORT OF DIFFERENT COMMUNICATION TOOLS CREATES A **STRONGER IMPACT** THAN USING ONLY ONE CHANNEL.



THINK & REFLECT

- 1 Can you think of a recent marketing campaign that used multiple channels? Which channels were used?



Student need to **scan / click** the QR code to answer the question.





CASE STUDY

LOCAL CAFÉ PROMOTION

A local café wants to introduce a new menu item.



THE CAFÉ USES:



Facebook Advertisements



Targeted ads reach more potential customers.



Instagram Posts



Eye-catching posts attract and engage followers.



Email Promotions



Emails inform loyal customers about the new menu item.



Discount Coupons



Discounts encourage customers to try the new menu item.



Influencer Reviews



Authentic reviews build trust and influence more customers.



ALL COMMUNICATION CHANNELS PROMOTE THE SAME MESSAGE:

"Try Our New Premium Chocolate Latte!"

AS A RESULT:



More customers visit the café.



Sales increase.



Brand awareness improves.



DISCUSSION QUESTIONS

1

Which IMC tools were used?

2

Why was the campaign successful?

3

How did IMC help the café?

Tools of Integrated Marketing Communications

ADVERTISING



PUBLIC
RELATIONS



TOPIC 3

TOOLS OF INTEGRATED
MARKETING COMMUNICATIONS

CONTENT
MARKETING



PERSONAL
SELLING



DIRECT
MARKETING



CONTENT
MARKETING



DIRECT
MARKETING



CHAPTER 3

3.1 INTRODUCTION TO IMC TOOLS



WHAT ARE IMC TOOLS?

Integrated Marketing Communications (IMC) uses several communication tools to deliver a **consistent message** to customers.

Each tool plays a different role, but all tools **work together** to achieve marketing objectives.



MAIN IMC TOOLS

1

ADVERTISING



Paid, non-personal communication through mass media to inform and persuade customers.

2

DIRECT MARKETING



Direct communication with selected customers to promote products or services.

3

SALES PROMOTION



Short-term incentives to encourage purchase or increase sales.

4

PUBLIC RELATIONS



Building good relationships with the public and creating a positive image.

5

PUBLICITY



Gaining media coverage to increase awareness about the organisation or product.

6

PERSONAL SELLING



Face-to-face communication to present products and build customer relationships.

7

DIGITAL MARKETING



Using digital platforms and online channels to reach and engage customers.



ACTIVITY 3.1

Match the tool with its example.

EXAMPLE



Discount Coupon



TV Advertisement



Product Launch Event



Email Promotion

IMC TOOL





THINK & REFLECT

- Which IMC tool do you think is most effective in reaching young customers? Why?
- Can you give an example of a brand in Malaysia that uses these tools together?



TOOLS 1

ADVERTISING

A POWERFUL WAY TO REACH AND INFLUENCE MANY PEOPLE



DEFINITION

Advertising is a paid form of **non-personal communication** used by organizations to **inform, persuade, or remind** customers about products, services, or brands.



CHARACTERISTICS

- ✓ Paid communication
- ✓ Large audience reach
- ✓ Message controlled by advertiser
- ✓ Uses mass media



TYPES OF ADVERTISING



Television Advertising



Uses television programs and commercial breaks to reach viewers.



Radio Advertising



Uses radio programs and spots to reach listeners.



Newspaper Advertising



Uses newspapers to deliver printed advertisements.



Social Media Advertising



Uses platforms such as Facebook, Instagram, TikTok, and YouTube to reach target users.



Outdoor Advertising



Uses billboards, banners, posters, and other outdoor media.



ADVANTAGES

- ✓ Reaches many people quickly.
- ✓ Builds brand awareness.
- ✓ Increases product visibility.
- ✓ Supports other IMC tools.



DISADVANTAGES

- ✗ Expensive.
- ✗ Limited customer feedback.
- ✗ Message may be ignored.



KEY TAKEAWAY

Advertising is an **effective** tool to deliver messages to a large audience and create awareness, but it must be planned carefully to be **impactful** and **cost-efficient**.



MALAYSIAN EXAMPLE: PETRONAS



PETRONAS releases
Hari Raya advertisements
every year through:



Television



YouTube



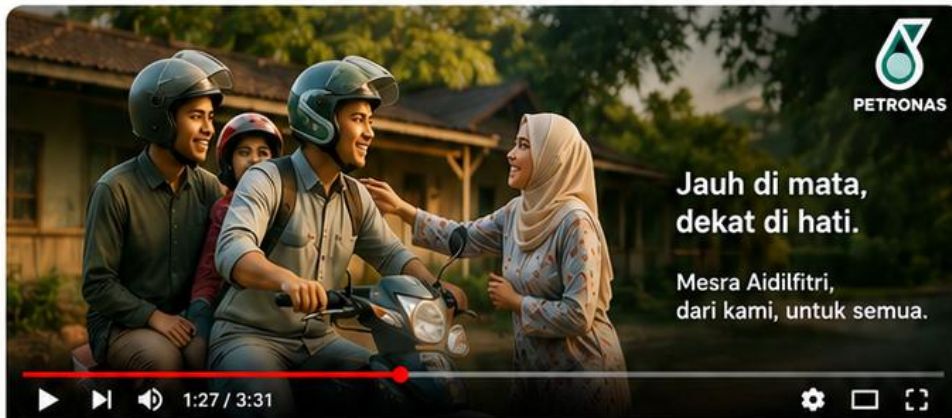
Social Media



These advertisements often tell emotional stories that
create strong connections with Malaysians.

REAL-LIFE EXAMPLE

PETRONAS Hari Raya Advertisement



PETRONAS Raya 2024 | Jauh di Mata, Dekat di Hati

PETRONAS 1.2M views 2 months ago

WHY MALAYSIANS LOVE THESE ADS:



Emotional stories
about family,
togetherness and
values.



Relatable to
Malaysian culture
and traditions.



Creates a strong
connection with
the brand.



ACTIVITY 3.2

Observe a television or social media advertisement.
Answer the following questions.



1 What product or service is being promoted?

2 Who is the target audience?

3 What message is being communicated?

DIRECT MARKETING

REACH THE RIGHT PEOPLE • DELIVER THE RIGHT MESSAGE • GET IMMEDIATE RESPONSE



DEFINITION

Direct Marketing is a **form of communication** where businesses communicate **directly with selected customers** to promote **products, services, or offers**.

Unlike advertising, direct marketing **targets specific individuals** rather than a large audience.

The goal is to encourage customers to take **immediate action**, such as making a purchase, visiting a website, or responding to a promotion.



CHARACTERISTICS

- ✓ Direct communication with customers
- ✓ Personalized messages
- ✓ Immediate customer response
- ✓ Measurable results
- ✓ Uses customer databases



TYPES OF DIRECT MARKETING



EMAIL MARKETING

Sending promotional messages or offers to customers via email.

Example



SMS MARKETING

Sending short promotional messages to customers via SMS.

Example



TELEMARKETING

Calling customers directly to inform about products, services, or offers.

Example



DIRECT MAIL

Sending promotional materials, brochures, or catalogues to customers by mail.

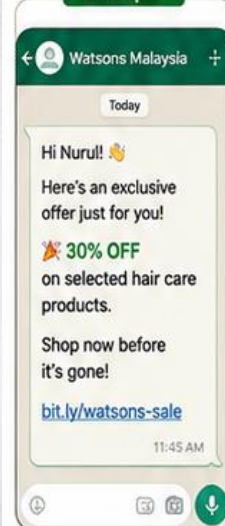
Example



WHATSAPP MARKETING

Sending promotional messages or updates to customers via WhatsApp.

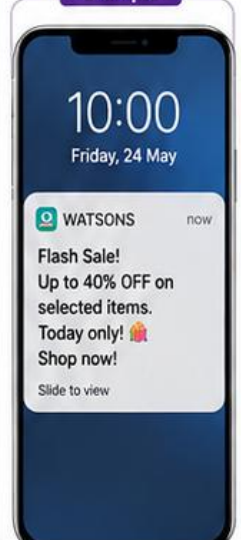
Example



MOBILE APP NOTIFICATIONS

Sending push notifications through mobile apps to inform and promote special offers.

Example





ADVANTAGES OF DIRECT MARKETING



Targets specific customers



Lower cost than mass advertising



Personalized communication



Easy to measure results



Encourages immediate action



DISADVANTAGES OF DIRECT MARKETING



May be considered spam



Customers may ignore messages



Requires customer data



Privacy concerns

MALAYSIAN EXAMPLE:

Watsons frequently communicates with customers through:



Email promotions



Mobile app notifications



WhatsApp updates



Loyalty programme messages

Members receive **personalized offers** based on their purchase history and preferences.

For example:

"Buy 1 Free 1 on selected skincare products this weekend!"



This encourages customers to **visit Watsons stores or shop online immediately.**

WATSONS MALAYSIA

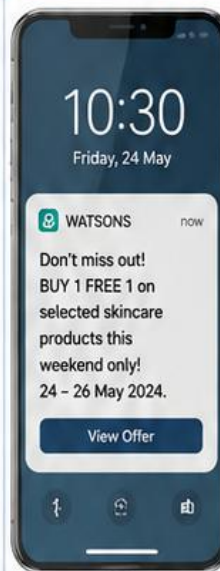
watsons

EMAIL PROMOTION



Watsons sends email promotions with exclusive offers and discounts to members.

MOBILE APP NOTIFICATION



Members receive push notifications about special offers, new products and events.

WHATSAPP UPDATE



Watsons sends personalized updates and promotions through WhatsApp.

LOYALTY PROGRAMME MESSAGE



Loyalty members get special rewards, discounts and birthday treats.



Direct Marketing helps businesses build **stronger relationships** with customers, encourage **immediate action** and **increase customer loyalty.**





ACTIVITY 3.3

Imagine you are the marketing manager of **Watsons Malaysia**.

A new skincare product will be launched **next month**.



Complete the table below:



DIRECT MARKETING TOOL	MESSAGE
 EMAIL MARKETING	
 SMS MARKETING	
 WHATSAPP MARKETING	



REFLECTION

1. Have you ever received a promotional message from **Watsons, Shopee, Lazada, Grab, or Foodpanda**?

2. How did it influence your purchasing decision?



Direct Marketing helps businesses build **strong relationships** with customers through personalized messages that encourage **quick action**.



SALES PROMOTION

SHORT-TERM INCENTIVES, IMMEDIATE RESULTS!



DEFINITION

Sales Promotion refers to **short-term incentives** used by businesses to **encourage** customers to **buy products or services**.

Unlike advertising, sales promotion aims to create **immediate action** from customers.

Sales promotions are often used during **special events, festive seasons, product launches, or clearance sales**.



CHARACTERISTICS



- 1 Short-term marketing tool**
Sales promotions are used for a limited time to achieve quick results.



- 2 Encourages immediate purchase**
Motivates customers to buy now rather than later.



- 3 Creates excitement among customers**
Promotions attract attention and generate interest in products.



- 4 Increases sales in a short period**
Helps businesses boost sales quickly and effectively.



- 5 Supports advertising and other IMC tools**
Works together with advertising, PR, personal selling, and digital marketing to achieve marketing objectives.

EXAMPLES OF SALES PROMOTION



DISCOUNTS

Price reductions offered for a limited time.

Example: 20% OFF all skincare products.



COUPONS

Vouchers that can be redeemed for discounts.

Example: RM10 Voucher for purchases above RM50.



FREE GIFTS

Customers receive a free item when purchasing a product.

Example: Buy a shampoo and get a free travel kit.



LOYALTY CARDS

Customers collect points and receive rewards.

Example: Watsons Rewards Card.



BUY ONE FREE ONE (BOGO)

Customers receive an additional product for free.

Example: Buy 1 Free 1 Coffee at Zus Coffee.



Sales promotion creates **value** for customers and **results** for businesses!



Right **offer**, Right **time**,
Right **customers**!

COMMON TYPES OF SALES PROMOTION

1

**DISCOUNTS**

Price reductions offered for a limited time.

EXAMPLE:

20% OFF

all skincare products



2

**COUPONS**

Customers receive vouchers that can be redeemed for discounts.

EXAMPLE:

RM10 VOUCHER

for purchases above RM50



3

**FREE GIFTS**

Customers receive a free item when purchasing a product.

EXAMPLE:

Buy a shampoo and get a **free travel kit**

4

**LOYALTY CARDS**

Customers collect points and receive rewards.

EXAMPLE:

Watsons Rewards Card

5

**BUY ONE FREE ONE (BOGO)**

Customers receive an additional product for free.

EXAMPLE:

Buy 1 Free 1
Coffee at Zus Coffee**ADVANTAGES OF SALES PROMOTION**

Encourages immediate purchase



Attracts new customers



Increases short-term sales



Helps clear old inventory



Creates customer excitement

**DISADVANTAGES OF SALES PROMOTION**

Reduces profit margins



Customers may wait for promotions



Effects may be temporary



Frequent promotions can reduce brand value



Sales promotion is a powerful tool to **boost sales quickly**, but it should be **planned carefully** to achieve long-term success.

MALAYSIAN EXAMPLE:

watsons

WATSONS MALAYSIA

WATSONS REGULARLY USES SALES PROMOTIONS SUCH AS:

**BUY 1 FREE 1**

Attractive deals that encourage customers to buy more.

**MEMBER DISCOUNTS**

Special discounts for members on selected products.

**E-VOUCHERS**

Digital vouchers that can be used for extra savings.

**WATSONS REWARDS PROGRAMME**

Collect points and redeem rewards and exclusive offers.

**DID YOU KNOW?**

Watsons uses sales promotions to attract new customers, retain loyal members and increase repeat purchases.

**WHY IT WORKS?**

Sales promotions create excitement and provide real savings, making customers act quickly!

EXAMPLE CAMPAIGN

"BUY 1 FREE 1 ON SELECTED SKINCARE PRODUCTS"

Customers are encouraged to purchase immediately because the promotion is available for a limited period.

AS A RESULT:

- ✓ Higher sales
- ✓ More store visits
- ✓ Increased customer engagement



REAL-LIFE EXAMPLE:

tealive

TEALIVE

TEALIVE FREQUENTLY OFFERS PROMOTIONS THROUGH:

**MOBILE APP**

Exclusive deals and notifications for Tealive app users.

**SOCIAL MEDIA**

Promotions are shared on Facebook, Instagram, TikTok and more.

**LOYALTY PROGRAMME**

Collect points with every purchase and enjoy special rewards.

**WHY IT WORKS?**

Tealive uses short-term promotions to create excitement and encourage customers to visit outlets more often.

PROMOTION EXAMPLE

BUY 2 DRINKS AND GET RM5 OFF

Customers who see the promotion are more likely to visit Tealive outlets and make purchases.



BENEFITS FOR TEALIVE



Increases short-term sales



Attracts more customers to outlets



Builds customer loyalty through rewards



PROMOTION DETECTIVE

Be a smart shopper. Be a promotion detective!



YOUR MISSION:

Find a sales promotion from any Malaysian business. Take a screenshot (from a website, social media, app, or in-store poster) and complete the table below.

ITEM	ANSWER
 BRAND	_____
 PROMOTION TYPE (e.g. Discount, Buy 1 Free 1, Coupon, Free Gift, Loyalty Reward)	_____
 DURATION (e.g. 1-7 May 2024)	_____
 TARGET MARKET (Who is this promotion for?)	_____
 WHY EFFECTIVE? (Why do you think this promotion is effective in attracting customers?)	_____



PASTE YOUR SCREENSHOT HERE



Paste your screenshot here

TIPS:

- ✓ You can find promotions on websites, social media, mobile apps, or in stores.
- ✓ Make sure the promotion is clear and visible.
- ✓ Be creative and choose an interesting example!



WELL DONE, DETECTIVE!

You have completed your mission.
Great job in analysing sales promotions!



WHAT IS PUBLIC RELATIONS (PR)?

Public Relations (PR) is the process of building and maintaining a **positive relationship** between an organization and its **stakeholders**, such as customers, employees, investors, media, and the community.

PR helps create a **positive image** and **reputation** for the organization.

Unlike advertising, PR focuses on **building trust** and **goodwill** rather than directly promoting products.



CHARACTERISTICS OF PUBLIC RELATIONS

- ✓ Builds a positive company image
- ✓ Creates trust and credibility
- ✓ Focuses on long-term relationships
- ✓ Communicates with different stakeholders
- ✓ Supports the organization's reputation



WHY IS PR IMPORTANT?

- ✓ Improves public trust
- ✓ Strengthens brand reputation
- ✓ Enhances community relationships
- ✓ Supports business growth
- ✓ Helps during crises



THE POWER OF PR

“ Good PR is not about telling people how good you are. It is about showing them through actions and building trust. ”



COMMON PUBLIC RELATIONS ACTIVITIES



PRESS RELEASES

Share important news and information with the media and the public.



SPONSORSHIP PROGRAMMES

Provide support for events, organizations, or programmes to gain goodwill.



CORPORATE SOCIAL RESPONSIBILITY (CSR)

Conduct activities that benefit society and the environment.



COMMUNITY EVENTS

Organize or take part in events that bring positive impact to the community.



PRESS CONFERENCES

Hold briefings with the media to share important updates.



CORPORATE AWARDS

Receive recognition for achievements, leadership and contributions.



TYPES OF PUBLIC RELATIONS ACTIVITIES



PR activities help organizations communicate with the public, build trust, and create a positive reputation.



1. PRESS RELEASE

A written statement shared with the media to provide information about an event, achievement, or announcement.

EXAMPLE

A company announces the launch of a new product through newspapers and online news portals.

EXAMPLE



2. SPONSORSHIP

A company provides financial support for an event, programme, or activity in exchange for publicity.

EXAMPLE

PETRONAS sponsors the Malaysian Cub Prix Championship.

EXAMPLE



3. CSR ACTIVITIES (CORPORATE SOCIAL RESPONSIBILITY)

Corporate Social Responsibility (CSR) refers to activities that benefit society and the environment.

EXAMPLE

Maybank organizes tree-planting programmes and financial literacy workshops.

EXAMPLE



4. COMMUNITY EVENTS

Organizations participate in activities that support local communities.

EXAMPLE

A supermarket organizes a community clean-up programme.

EXAMPLE



DID YOU KNOW?

Good PR is not about selling products, but about building trust, relationships and a positive image!

BENEFITS OF PR ACTIVITIES



Builds trust and credibility



Strengthens brand reputation



Creates strong community relationships



Supports business growth



Helps during crises

MALAYSIAN EXAMPLE: PETRONAS

PETRONAS actively uses Public Relations to build a **positive corporate image** and strengthen relationships with the community.



PR ACTIVITIES BY PETRONAS



FLOOD RELIEF ASSISTANCE

Providing immediate aid, essential supplies and support to communities affected by floods across Malaysia.



ENVIRONMENTAL SUSTAINABILITY PROGRAMMES

Protecting the environment through tree planting, biodiversity conservation and reducing carbon emissions.



EDUCATION SPONSORSHIPS

Providing scholarships, grants and educational support to help Malaysian students achieve their dreams.



SPORTS SPONSORSHIPS

Supporting athletes and sporting events to promote sports development in Malaysia.



HARI RAYA COMMUNITY CAMPAIGNS

Creating meaningful Hari Raya campaigns that celebrate unity, values and Malaysian culture.



EXAMPLE:

PETRONAS EDUCATION SPONSORSHIP PROGRAMME

PETRONAS provides scholarships and educational support to Malaysian students in various fields of study.



“Investing in education today, inspiring tomorrow’s leaders.”
– PETRONAS

BENEFITS



IMPROVES CORPORATE REPUTATION

Shows that PETRONAS is a responsible and caring organization.



BUILDS TRUST AMONG MALAYSIANS

Demonstrates commitment to the well-being and future of the nation.



SUPPORTS NATIONAL DEVELOPMENT

Helps develop skilled and knowledgeable talents for Malaysia's future.



STRENGTHENS COMMUNITY RELATIONSHIPS

Creates stronger bonds with communities through meaningful contributions.

DISCUSSION



Why do you think PETRONAS invests in education and community programmes?



“ Good PR builds goodwill today and creates a better future for everyone. ”

TOOL 5

PUBLICITY

Unpaid Media Coverage That Builds Awareness and Credibility



DEFINITION

Publicity refers to **unpaid media coverage** about a company, product, service, event, or organization.

Unlike advertising, companies **do not pay** directly for publicity.

PUBLICITY USUALLY APPEARS IN:



NEWSPAPERS



TELEVISION NEWS



ONLINE NEWS PORTALS



SOCIAL MEDIA



RADIO PROGRAMMES



CHARACTERISTICS OF PUBLICITY



Unpaid communication

No direct payment is made for the media coverage.



High credibility

Audiences trust news from independent media sources.



Reaches a large audience

Media coverage can reach many people quickly.



Generated through newsworthy events

Happens when the company does something newsworthy.



Difficult to control completely

The content and timing depend on the media's decision.



WHY IS PUBLICITY IMPORTANT?



Builds public awareness

Helps more people know about your company or product.



Increases credibility

People trust third-party media more than paid advertisements.



Improves brand image

Positive coverage enhances how the public sees your brand.



Generates public interest

Creates curiosity and encourages people to learn more.



Supports other IMC activities

Strengthens the impact of advertising, sales promotions, and other tools.



REMEMBER!

Publicity is earned, not paid.

It is a powerful IMC tool that builds trust, awareness, and a positive reputation.

TYPES OF PUBLICITY

Publicity can come in many forms. Here are the main types with examples of how they appear in real life.



01



NEWS COVERAGE

Media reports about a company, product, service, or event.

EXAMPLE:

A newspaper reports on a company's new product launch.

THE MALAYSIAN TIMES

15 MAY 2024

Local Company Launches Innovative Eco-Friendly Product

The new product aims to help consumers live a more sustainable lifestyle.



02



AWARDS AND RECOGNITION

Organizations receive publicity when they win awards or receive recognition.

EXAMPLE:

A Malaysian company wins the SME Excellence Award.

SME EXCELLENCE AWARD 2024

Celebrating Excellence in Business



03



COMMUNITY ACTIVITIES

Media coverage of charity programmes, CSR initiatives, or activities that benefit the community.

EXAMPLE:

PETRONAS flood relief activities reported by news agencies.

BERNAMA

PETRONAS Mobilises Aid for Flood-Affected Communities

Volunteers are on the ground providing essential supplies to families in need.



04



SPECIAL EVENTS

Publicity generated from product launches, exhibitions, conferences, or community programmes.

EXAMPLE:

Tealive launches a new beverage and receives media coverage.

TheStar

23 APRIL 2024

Tealive Introduces New Brown Sugar Boba Series

The popular local brand unveils a new drink series that fans can't wait to try.



KEY TAKEAWAY



Publicity happens when newsworthy information about a company or product is shared with the public through the media.
It is unpaid, credible, and powerful.

MALAYSIAN EXAMPLE

How Publicity Creates Impact

One of the best examples of successful publicity in Malaysia is PETRONAS' Hari Raya advertisements. Every year, these advertisements attract massive attention from the public and the media.



Together, we find the energy to move forward and make a difference.

WIDESPREAD MEDIA COVERAGE



TELEVISION



Television news features the advertisement and its message.



SOCIAL MEDIA



People share, comment and discuss on social media platforms.



ONLINE NEWS PORTALS

THE STAR

PETRONAS Hari Raya Ad Tugs at Heartstrings, Goes Viral



Online news portals publish articles and receive high traffic.



RADIO DISCUSSIONS



Radio DJs and listeners talk about the story and its meaning.



NEWSPAPERS



Newspapers write features and reviews about the advertisement.



BENEFITS OF THE PUBLICITY



INCREASED BRAND AWARENESS

The advertisement is seen by millions of people across multiple platforms.



POSITIVE PUBLIC IMAGE

The meaningful messages build a caring and responsible image.



STRONG EMOTIONAL CONNECTION

Touching stories create an emotional bond with the Malaysian audience.



EXTENSIVE MEDIA COVERAGE

Unpaid media coverage reaches a wider audience at no direct cost to the company.



SUPPORTS OTHER IMC ACTIVITIES

Publicity enhances the impact of advertising, PR, and digital marketing.



DISCUSSION

Why do PETRONAS Hari Raya advertisements receive widespread publicity every year?



ACTIVITY 7

PUBLICITY DETECTIVE



YOUR MISSION:
Find **THREE** examples of publicity from newspapers, online news portals, television, or social media.



Look for publicity that is **UNPAID** media coverage about a company, product, service or event. Then, complete the table below.

1 COMPANY / BRAND	2 SOURCE (Where did you see it?)	3 WHY IS IT PUBLICITY? (Explain briefly)
1 Company / Brand: _____ 	Source: ☐ Newspaper ☐ Online News Portal ☐ Television ☐ Social Media Others: _____ 	Explanation: _____ _____ _____ _____ 
2 Company / Brand: _____ 	Source: ☐ Newspaper ☐ Online News Portal ☐ Television ☐ Social Media Others: _____ 	Explanation: _____ _____ _____ _____ 
3 Company / Brand: _____ 	Source: ☐ Newspaper ☐ Online News Portal ☐ Television ☐ Social Media Others: _____ 	Explanation: _____ _____ _____ _____ 



REFLECTION TIME!

1

Which publicity example attracted your attention the most? **Why?**



2

Do you think publicity is more **credible** than advertising?

☐ Yes

☐ No

Why?



QUICK TIP

Good publicity happens when a company does something **newsworthy**, **helpful**, **innovative** or **meaningful** to the public.



WHAT IS PERSONAL SELLING?



Personal Selling is a form of **direct communication** between a salesperson and a customer.



The salesperson interacts with customers to provide information, answer questions, and persuade them to purchase a product or service.



Unlike advertising, personal selling involves **face-to-face** or **direct interaction**.



CHARACTERISTICS OF PERSONAL SELLING



DIRECT COMMUNICATION

Salesperson and customer communicate directly.



TWO-WAY INTERACTION

Both the salesperson and customer exchange information and respond to each other.



PERSONALIZED APPROACH

Salesperson tailors information based on the customer's needs and preferences.



IMMEDIATE CUSTOMER FEEDBACK

Salesperson receives instant reactions and feedback from customers.



BUILDS CUSTOMER RELATIONSHIPS

Creates strong and lasting relationships with customers.

WHY IS PERSONAL SELLING IMPORTANT?



HELPS CUSTOMERS UNDERSTAND PRODUCTS

Salespeople explain product features clearly and answer any questions.



BUILDS TRUST AND CONFIDENCE

Personal interaction builds trust and makes customers feel confident in their purchase.



INCREASES SALES OPPORTUNITIES

Effective communication and persuasion lead to higher chances of closing sales.



CREATES LONG-TERM CUSTOMER RELATIONSHIPS

Happy customers are more likely to return and recommend to others.



ALLOWS BUSINESSES TO RESPOND TO CUSTOMER NEEDS

Salespeople can quickly address concerns and offer suitable solutions.



TYPES OF PERSONAL SELLING

Personal selling can be done in many different ways depending on the product or service being offered.



1 RETAIL SALES

Salespeople assist customers in stores and recommend products.

EXAMPLE

A salesperson at **Harvey Norman** explains the features of a laptop.



2 INSURANCE AGENTS

Agents explain insurance plans and help customers choose suitable coverage.

EXAMPLE

A **Takaful** agent explains family protection plans.



3 PROPERTY CONSULTANTS

Property consultants help customers select homes, apartments, or commercial properties.

EXAMPLE

A property consultant explains the benefits of a new housing project.



4 AUTOMOTIVE SALES

Sales advisors assist customers in purchasing vehicles.

EXAMPLE

A **Proton** salesperson demonstrates the features of a new Proton X70.



QUICK TIP!



Personal selling is most effective when the salesperson understands the customer's needs and offers the right solution.



MALAYSIAN EXAMPLES

Personal selling is widely used by Malaysian companies to build relationships, understand customer needs, and provide the right solutions.

MALAYSIAN EXAMPLE:

COWAY MALAYSIA

Coway representatives visit homes and offices to demonstrate water purifiers and air purifiers.



PERSONAL SELLING PROCESS



1

Greeting the customer

The representative greets the customer warmly and introduces himself/herself.



2

Identifying customer needs

The representative asks questions to understand the customer's needs and preferences.



3

Product demonstration

The representative demonstrates the features and benefits of the Coway products.



4

Answering questions

The representative answers all customer questions clearly and provides useful information.



5

Closing the sale

The representative helps the customer make a decision and completes the sale.

WHY IS IT EFFECTIVE?



Customers can see the product in action

Live demonstrations allow customers to experience the product's quality and performance.



Builds customer confidence

Customers feel more confident when they receive clear explanations and see the product working.



Provides personalized recommendations

Representatives recommend products that best suit each customer's needs and lifestyle.



Creates stronger relationships

Face-to-face interaction helps build trust and long-term relationships with customers.

REAL-LIFE EXAMPLE:

PROPERTY CONSULTANT

A property consultant introduces a new condominium project to potential buyers.



THE CONSULTANT EXPLAINS:



Property features

Details about unit design, build quality, facilities, and special features.



Financing options

Information on loan packages, interest rates, and payment schemes.



Location advantages

Benefits of the location such as easy access, public transport, and connectivity.



Nearby facilities

Schools, shopping malls, hospitals, recreational parks and more.



THE RESULT:

This helps customers make **informed decisions** and increases the chances of **successful sales**.



QUICK TIP!



Personal selling is most powerful when the salesperson **listens**, **understands**, and offers **solutions** that truly meet the customer's needs.



ADVANTAGES AND DISADVANTAGES OF PERSONAL SELLING

Personal selling involves direct interaction between salespeople and customers to persuade and influence purchase decisions.



“Personal selling builds relationships, understands needs, and creates value.”

ADVANTAGES OF PERSONAL SELLING



PERSONALIZED COMMUNICATION

Salespeople can tailor their messages to meet the specific needs and preferences of each customer.



IMMEDIATE FEEDBACK

Salespeople receive instant responses and reactions, allowing them to adjust their approach on the spot.



BUILDS CUSTOMER TRUST

Face-to-face interaction helps build trust and confidence in the product and the company.



EFFECTIVE FOR COMPLEX PRODUCTS

Salespeople can explain detailed features, demonstrate how products work, and clarify doubts.



HIGHER CHANCE OF CLOSING SALES

The ability to persuade, handle objections, and offer solutions increases the likelihood of closing the sale.

DISADVANTAGES OF PERSONAL SELLING



TIME-CONSUMING

Requires more time for each customer interaction compared to other promotional tools.



EXPENSIVE

Involves costs such as salaries, training, travel, and other related expenses.



LIMITED CUSTOMER REACH

Salespeople can only meet a limited number of customers in a day or week.



DEPENDS ON SALESPERSON SKILLS

The success of personal selling depends heavily on the knowledge, attitude, and communication skills of the salesperson.

COMPARISON: PERSONAL SELLING VS ADVERTISING

ASPECT	PERSONAL SELLING	ADVERTISING
 Communication	Two-way communication	One-way communication
 Audience	Personalized	General audience
 Feedback	Immediate feedback	Limited feedback
 Cost	Higher cost per customer	Lower cost per customer

QUICK TIP!



Personal selling is most effective when businesses need to **build relationships**, explain **complex** products, and create **customer loyalty**.



ACTIVITY 3.7

PERSONAL SELLING
CHALLENGE!

You will role-play a real-life sales situation. Work in pairs and conduct a 3-minute sales presentation.



WORK IN PAIRS

**Student A**
= Salesperson

You are the salesperson. Convince your partner to buy the product or service.

**Student B**
= Customer

You are the customer. Ask questions and express your concerns.



Time: **3 minutes** per presentation

SCENARIOS

**SCENARIO 1**
WATER PURIFIER

Customer Concern:
High electricity bill

Salesperson Task:
Explain how the product can help.

**SCENARIO 2**
INSURANCE PLAN

Customer Concern:
Family protection

Salesperson Task:
Recommend a suitable plan.

**SCENARIO 3**
SMARTPHONE

Customer Concern:
Camera quality

Salesperson Task:
Highlight the product's features.

EVALUATION CHECKLIST
CRITERIA

	Product Knowledge	
	Communication Skills	
	Persuasion Skills	
	Customer Interaction	
	Confidence	

TIPS FOR SUCCESS

- ✓ Know your product or service well.
- ✓ Listen carefully to your customer.
- ✓ Use simple and clear language.
- ✓ Answer questions confidently.
- ✓ End with a strong closing statement.



REMEMBER!

Great personal selling is not about pushing a product, it's about **understanding needs** and offering the **best solution**.



CHAPTER 3: TOOLS OF IMC



TOOL 6: PERSONAL SELLING

REFLECTION & REAL-WORLD APPLICATION



REFLECTION ACTIVITY

After completing the role play activity, answer the following questions:

1 What selling techniques did you use?



- _____
- _____
- _____

2 What challenges did you face?



- _____
- _____
- _____

3 How can you improve your sales presentation?



- _____
- _____
- _____

RECOMMENDED MALAYSIAN EXAMPLES



PERSONAL SELLING TYPE

MALAYSIAN EXAMPLE



Retail Sales

Harvey Norman
Malaysia



Insurance Agent

TAKAFULmalaysia
Insurance for All



Property
Consultant

Setia
SP SETIA



Automotive Sales

PROTON
INSPIRING CONNECTIONS



Direct Sales

coway
MALAYSIA

SELF-ASSESSMENT CHECKLIST

Statement	Yes	No
I explained the product clearly.	☐	☐
I listened carefully to the customer.	☐	☐
I answered questions confidently.	☐	☐
I used persuasive selling techniques.	☐	☐
I maintained good eye contact.	☐	☐

PERSONAL SELLING AROUND YOU



Find ONE example of personal selling that you have experienced recently.



Company / Brand: _____



Product / Service: _____



How did the salesperson convince you?



Was the salesperson effective? ☐ Yes ☐ No



Why?



KEY TAKEAWAY

“ Personal selling is not only about selling products. It is about **understanding customer needs**, **building trust**, and offering the **right solution**. ”



END OF TOOL 6: PERSONAL SELLING

Ready for the next topic?

TOOL 7: DIGITAL MARKETING





WHAT IS DIGITAL MARKETING?



DEFINITION

Digital Marketing refers to the **promotion of products, services, or brands** using **digital technologies** and **online platforms**.

Businesses use digital marketing to reach customers through the **internet** and **mobile devices**.



CHARACTERISTICS

- ✓ Online communication
- ✓ Interactive communication
- ✓ Real-time customer engagement
- ✓ Measurable results
- ✓ Wide audience reach



COMMON DIGITAL MARKETING CHANNELS



SOCIAL MEDIA
(e.g. Facebook, Instagram, TikTok)



WEBSITES
Company websites



EMAIL
(e.g. Email Marketing)



SEARCH ENGINES
(e.g. Google)



VIDEO PLATFORMS
(e.g. YouTube)



MOBILE APPS
Mobile applications



MALAYSIAN EXAMPLE

tealive

Tealive uses various digital marketing channels to communicate with customers and promote new products.



INSTAGRAM

Shares new drinks, promotions, and engaging content.



TIKTOK

Creates fun videos and food trends to attract customers.



FACEBOOK

Updates promotions, events, and interacts with customers.



MOBILE APP

Offers rewards, member points, and special deals.



WEBSITE

Provides information about products, outlets, and careers.



KEY TAKEAWAY

Digital marketing helps businesses **connect with their target audience anytime, anywhere** through digital channels. It is an important part of **Integrated Marketing Communications (IMC)** in the digital era.





SOCIAL MEDIA MARKETING



Social Media Marketing involves **promoting products** and **interacting with customers** through social media platforms.



Connect.
Engage.
Grow.



POPULAR PLATFORMS



FACEBOOK

Great for community building and sharing updates.



INSTAGRAM

Perfect for visuals, stories, and brand engagement.



TIKTOK

Short videos that entertain, educate, and go viral.



YOUTUBE

Great for long-form videos, tutorials, and reviews.



LINKEDIN

Ideal for B2B marketing and professional content.



BENEFITS



High Customer Engagement

Interact with customers through likes, comments, shares, and messages.



Fast Communication

Deliver information instantly to reach customers quickly.



Cost-Effective

Promote your business without spending a lot of money.



Easy Content Sharing

Content can be shared widely and reach new audiences.



MALAYSIAN EXAMPLE

ZUS COFFEE

ZUS Coffee uses social media to build a strong community and create excitement around their brand.



NEW PRODUCTS

Announces new drinks and seasonal items to attract customers.



PROMOTIONS

Shares special deals and limited-time offers.



GIVEAWAYS

Runs contests and giveaways to increase engagement.



CUSTOMER ENGAGEMENT

Responds to comments and messages to build customer loyalty.



DISCUSSION

Why do businesses use social media marketing?





QUICK TIP

The key to successful social media marketing is creating **valuable content**, being **consistent**, and **engaging** with your audience regularly!





CONTENT MARKETING & SEO

Two powerful digital marketing tools that help businesses **attract**, **inform**, and **reach** more customers online.



CONTENT MARKETING

Content Marketing focuses on creating **valuable**, **relevant**, and **consistent** content to attract, engage, and retain a target audience.

EXAMPLES OF CONTENT



BLOG ARTICLES

Informative articles that educate readers.



VIDEOS

Engaging videos that entertain or explain.



INFOGRAPHICS

Visual content that simplifies information.



PODCASTS

Audio content that shares knowledge.



E-BOOKS

In-depth guides that provide value.

BENEFITS

- ✓ Builds trust and credibility
- ✓ Attracts and engages target audience
- ✓ Encourages shares and interactions
- ✓ Supports other digital marketing efforts (SEO, social media, etc.)



MALAYSIAN EXAMPLE

AirAsia creates and shares valuable travel content to inspire and guide travellers.



Travel Blog

Destination guides, travel tips, and itineraries.



YouTube Videos

Travel vlogs, destination highlights, and promo videos.



Instagram Posts

Beautiful photos, short captions, and travel inspiration.

DID YOU KNOW?

High-quality content that provides value is more likely to be shared and remembered!



SEARCH ENGINE OPTIMIZATION (SEO)

SEO is the process of **improving** a **website's** **visibility** on search engines such as **Google**.
The goal is to **rank higher** in search results.

HOW SEO WORKS



USER SEARCHES

A user types a keyword in a search engine.

Best bubble tea in Malaysia



SEARCH ENGINE ANALYSES

Google analyses websites to find the most relevant and useful results.

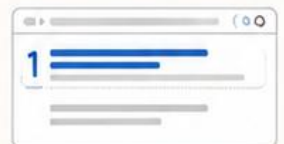
Google

Analysing...



WEBSITE RANKS HIGHER

The best and most relevant websites appear on top.



MORE VISITORS

Users click the top results and visit the website.



BENEFITS OF SEO

- ✓ Increases website traffic
- ✓ Improves online visibility
- ✓ Builds brand awareness
- ✓ Generates more potential customers
- ✓ Long-term and cost-effective results



EXAMPLE

When users search

"Best Bubble Tea in Malaysia"

Tealive's website or blog may appear on the first page of Google.



KEY TAKEAWAY

Create valuable content and optimise it for search engines to attract, engage, and reach more customers online.



DISCUSSION

1 Why is content marketing important for digital marketing?



2 What can businesses do to improve their SEO?





INFLUENCER MARKETING



Real people.
Real opinions.
Real impact!

Influencer Marketing involves **collaborating** with social media personalities to **promote products or services**.



TYPES OF INFLUENCERS

MEGA INFLUENCERS

1M+ followers



Celebrities and public figures.

MACRO INFLUENCERS

100K – 1M followers



Well-known content creators and bloggers.

MICRO INFLUENCERS

10K – 100K followers



Niche content creators with high engagement.

NANO INFLUENCERS

1K – 10K followers



Everyday people with strong local connections.

Wider Reach

Higher Engagement



HOW IT WORKS

1



BRAND IDENTIFIES

The brand chooses the right influencer whose audience matches their target market.

2



COLLABORATION

The brand and influencer agree on the campaign, message, and deliverables.

3



CONTENT CREATION

The influencer creates authentic content featuring the brand's product or service.

4



CONTENT SHARED

The content is posted on the influencer's social media platforms.

5



AUDIENCE ENGAGES

Followers like, comment, share, and may purchase the product based on the recommendation.



BENEFITS OF INFLUENCER MARKETING



BUILDS TRUST

Influencers have established relationships with their followers, which builds brand trust.



REACHES TARGETED AUDIENCES

Brands can reach specific groups based on the influencer's niche and followers.



INCREASES BRAND AWARENESS

More people get to know about your brand through authentic recommendations.



ENCOURAGES PURCHASES

Influencer recommendations can influence followers to try and buy.



MEASURABLE RESULTS

Engagement, reach, clicks, and sales can be tracked easily.



DISCUSSION

Would you **trust** a product recommendation from your **favourite influencer**?
Why or why not?



MALAYSIAN EXAMPLE

Fenty Beauty Malaysia collaborated with Malaysian TikTok creator @syedsaddiq (example style) to promote their new foundation.



INFLUENCER POST

Creator shares a review and demonstration on TikTok.



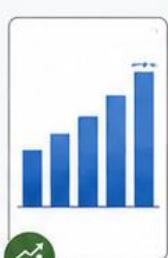
HIGH ENGAGEMENT

Followers like, comment and share the video.



INCREASED INTEREST

Followers visit the brand's website or stores to learn more or purchase.



REAL RESULTS

Brand gets more visibility, sales, and loyal customers.

DID YOU KNOW?

Micro and nano influencers often have **higher engagement rates** because they have stronger, more **personal connections** with their followers!



KEY TAKEAWAY

Choosing the **right influencer** and creating **authentic content** are key to a successful influencer marketing campaign.



ACTIVITY 9

CREATE A ONE-WEEK SOCIAL MEDIA CONTENT PLAN

Imagine you are the marketing manager of a local café.
Create a one-week social media content plan to promote the café.
Fill in the table below.



DAY	CONTENT TYPE	POST IDEA
MONDAY 	Promotional 	Special Monday! 10% off all drinks. Start your week with a good coffee!
TUESDAY 	Educational 	How is our latte made? Behind-the-scenes video of our barista in action!
WEDNESDAY 	Engagement 	Poll Time! What is your favourite coffee flavour? (Options in story)
THURSDAY 	Product Highlight 	Try our new Salted Caramel Latte! Creamy, sweet and perfect for you.
FRIDAY 	Promotion 	Friday Treat! Buy 1 Get 1 Free on all pastries (4pm – 7pm)
SATURDAY 	Lifestyle 	Weekend vibes at Brew & Co. Café. Tag us in your best café moment!
SUNDAY 	Community 	Thank you for supporting local! You make our café special.

BONUS CHALLENGE!

Create a sample caption for one of your posts.



KEY TAKEAWAY

Digital marketing tools work best when used together. Choose the right tool, create valuable content, and connect with your audience consistently.

Understand. Plan. Create. Engage. Grow!



REFLECTION

Which digital marketing tool is most effective for Gen Z?
(Tick one)

- ☐ Social Media Marketing
- ☐ Content Marketing
- ☐ SEO
- ☐ Influencer Marketing
- ☐ Email Marketing

EXPLAIN YOUR ANSWER



WELL DONE!

You have completed Tool 7: Digital Marketing.
Great job! Keep learning and applying IMC tools!

YOU DID IT!



Objectives of Integrated Marketing Communications

**UNIFY
BRAND
MESSAGING**



**BUILD
CUSTOMER
RELATIONSHIP**



TOPIC 4

OBJECTIVES
OF INTEGRATED MARKETING
COMMUNICATIONS

**DRIVE
CUSTOMER
ENGAGEMENT**



**IMPROVE
MARKETING
EFFICIENCY**



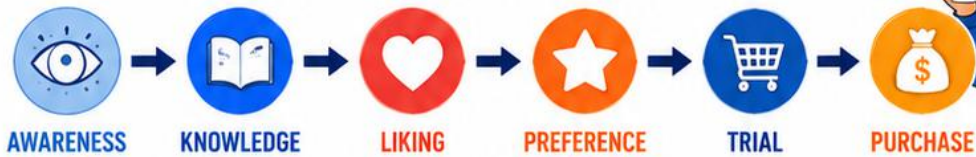
**REACH
TARGET
AUDIENCE**





FROM AWARENESS TO PURCHASE

How IMC Influences Customer Decisions



LEARNING OUTCOMES

At the end of this chapter, students should be able to:

- ✓ Explain the objectives of IMC
- ✓ Identify the stages of customer response
- ✓ Relate IMC objectives to marketing activities
- ✓ Apply IMC objectives in real business situations



WHAT ARE IMC OBJECTIVES?

Integrated Marketing Communications (IMC) helps businesses communicate effectively with customers.

The main objective of IMC is to guide customers through different stages before they decide to buy a product or service.

Businesses want customers to:

- 1 Become aware of the brand
- 2 Learn about the product
- 3 Develop positive feelings toward the brand
- 4 Prefer the brand over competitors
- 5 Try the product
- 6 Purchase the product



CUSTOMER RESPONSE PROCESS



QUICK POLL

Which stage do you think is most important?

- ☐ Awareness
- ☐ Knowledge
- ☐ Liking
- ☐ Preference
- ☐ Trial
- ☐ Purchase



THINK & SHARE

Can you name a product you recently purchased?

Which stage influenced you the most?

.....

.....

.....



MALAYSIAN EXAMPLE: ZUS COFFEE

When ZUS Coffee launches a new drink:

	AWARENESS	Social media creates awareness.
	KNOWLEDGE	Videos explain product features.
	LIKING	Attractive content builds liking.
	PREFERENCE	Promotions encourage preference.
	TRIAL	Free samples encourage trial.
	PURCHASE	Customers purchase the drink.



KEY TAKEAWAY

IMC objectives help move customers from knowing a brand to becoming interested, trying the product, and eventually making a purchase.

When all communication tools work together, businesses can build stronger customer relationships and achieve better marketing results.



OBJECTIVE 1: AWARENESS

Awareness means customers recognize and remember a brand, product, or service.



Before customers can buy a product, they must first **know it exists**.



WHY IS AWARENESS IMPORTANT?



Introduces new products
Helps customers learn about new products or services.



Increases brand recognition
Makes your brand easy to remember.



Creates interest
Encourages customers to want to know more about your brand.



Reaches new customers
Targets people who have never heard of your brand.



EXAMPLE IN ACTION

Tealive launches Matcha Lava.
Look at how awareness is created through different channels:



Short and fun video grabs attention.



Instagram Post increase visibility.



Billboard
Reaches many people on the go.



KEY TAKEAWAY

Awareness is the **first and most important** step in the customer journey.

Without awareness, customers cannot learn, like, prefer, try, or purchase your product.



MALAYSIAN EXAMPLE: TEALIVE

When Tealive launches a new beverage, it promotes the product through various channels to create awareness.



TikTok
Short videos reach young audiences.



Instagram
Eye-catching posts and stories.



Facebook
Announcements and engaging content.



Outdoor Billboards
Large displays in busy areas.



In-Store Posters
Posters and standees in outlets.



As a result, customers become aware of the new product even before visiting a store.



INTERACTIVE ACTIVITY 1

LOGO DETECTIVE!

Identify the brand from the logo.

1

tealive

2

ZUS
COFFEE

3

PETRONAS

4

McDonald's



QUICK POLL

How did you first become aware of a new product you recently noticed?

- | | |
|------------------------------------|--|
| ☐ TikTok | ☐ TV Advertisement |
| ☐ Instagram | ☐ Friend Recommendation |
| ☐ Facebook | ☐ In-Store Display |
| ☐ Billboard | ☐ Other: _____ |



REFLECTION

Think of a new product you recently noticed.
How did you first learn about it?



REMEMBER!

Awareness is the starting point of every successful marketing communication.
Make sure your target audience **knows your brand exists**!



OBJECTIVES 2 & 3: KNOWLEDGE AND LIKING

After customers become aware of a brand, businesses need to help them understand the product and develop positive feelings toward the brand.



2. KNOWLEDGE

Knowledge means customers understand the features, benefits, and value of a product.

Businesses provide information to help customers make informed decisions.

EXAMPLES OF INFORMATION SHARED

Features	Benefits	Value	Proof
What the product can do.	How it solves customer needs.	Why it is worth buying.	Testimonials, reviews, awards.

Example: A smartphone company explains:

Camera quality	Battery life	Performance	Storage capacity	Connectivity speed

INTERACTIVE ACTIVITY 1

KNOWLEDGE OR LIKING?

Drag and drop each statement to the correct column.

KNOWLEDGE (Information Based)	LIKING (Emotion Based)

Shows how a product works	Creates positive feelings
Explains product features	Tells an emotional story
Provides facts and details	Makes the brand look attractive

Drag me!

QUICK POLL

How does the advertisement make you feel?
Tick (✓) your reaction.

☐	☐	☐	☐	☐
Inspired	Happy	Emotional	Surprised	Neutral

3. LIKING

Liking occurs when customers develop positive feelings toward a brand.

Businesses use emotional messages, attractive visuals and engaging content to build customer interest and trust.

WAYS TO BUILD LIKING

Emotional Storytelling	Attractive Visuals	Engaging Content	Consistent Brand Image

MALAYSIAN EXAMPLE: PETRONAS HARI RAYA CAMPAIGN

PETRONAS connects with Malaysians through emotional storytelling that reflects our values and traditions.

- ✓ Touching stories during Hari Raya
- ✓ TV commercials and digital videos
- ✓ Strong social media engagement
- ✓ Creates positive feelings and pride among Malaysians



INTERACTIVE ACTIVITY 2

Scan the QR code to watch a PETRONAS Hari Raya advertisement.



After watching, answer the questions below.

- What is the main message of the advertisement?
- Which part of the advertisement created the strongest emotional impact for you?



THINK & REFLECT

Why do emotional advertisements often attract more attention than factual advertisements?



OBJECTIVE 4: PREFERENCE

Preference occurs when customers choose **one brand** over other competing brands.



At this stage, customers have a favourite brand because they believe it is the best choice for their needs.



WHY IS PREFERENCE IMPORTANT?

- ✓ Helps the brand stand out from competitors.
- ✓ Increases the chance of customers trying and buying the product.
- ✓ Builds stronger brand loyalty.
- ✓ Encourages repeat purchases.



WHAT INFLUENCES YOUR PREFERENCE?

Tick (✓) all the factors that influence your choice.

- ☐ Price
- ☐ Quality
- ☐ Taste / Flavour
- ☐ Promotion / Discounts
- ☐ Brand Reputation
- ☐ Recommendation (Friends, Family, Influencers)
- ☐ Store Location / Convenience
- ☐ Packaging / Appearance
- ☐ Other (Please specify): _____



QUICK POLL

How important is brand preference in your decision to buy a product?



☐ Very Important



☐ Important



☐ Neutral



☐ Not Important



☐ Not Important At All



MALAYSIAN EXAMPLE: ZUS COFFEE



Customers compare different coffee brands before deciding which one they prefer.



ZUS Coffee builds preference through quality, taste, price, promotions, and good service.



INTERACTIVE TOOL 1: BRAND CHOICE CHALLENGE

Imagine you want to buy a cup of coffee.

Which brand would you choose?

(Choose ONE option)

ZUS
COFFEE



STARBUCKS



tealive



LOCAL
CAFE



INTERACTIVE TOOL 2: COMPARE & CHOOSE

Compare the three coffee brands below.

Rate each brand based on the factors.

(1 = Poor, 2 = Average, 3 = Good, 4 = Very Good, 5 = Excellent)

FACTOR	ZUS COFFEE	STARBUCKS	TEALIVE
Price	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Taste	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Quality	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Promotion	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Service	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Overall Preference	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5



REFLECTION

What influences your preference the most?

Do promotions change your preference?

☐ Yes ☐ No

Why? _____



KEY TAKEAWAY

When customers prefer your brand, they are more likely to try, buy, and stay loyal to your products. IMC helps build strong brand preference.





OBJECTIVE 5:

TRIAL

Trial happens when customers try a product for the **first time**.
It is an important step before purchase.



WHY TRIAL IS IMPORTANT

- ✓ Helps customers experience the benefits of the product.
- ✓ Reduces uncertainty before purchase.
- ✓ Increases the chances of future purchases.
- ✓ Turns new customers into loyal customers.



MALAYSIAN EXAMPLE: WATSONS MALAYSIA

watsons

Watsons encourages customers to try new products through different promotions.



Free samples at the store



Buy 1 Free 1 offers



Discount coupons on the app



Members enjoy special trials and exclusive deals



These activities lower the risk for customers and encourage them to try the product.

COMMON TRIAL TECHNIQUES



Free Samples

Customers try a small amount for free.



Discounts

Lower prices encourage customers to try.



Coupons

Coupons make it easy for customers to try.



Buy 1 Free 1

Customers feel they get extra value.



Loyalty Rewards

Points and rewards encourage trial.



INTERACTIVE TOOL 1: PROMOTION SIMULATOR

Which promotion would encourage you to try a new product?
(Choose ONE option)



Free Sample



Buy 1 Free 1



Discount Coupon



Cashback



Loyalty Points



Other



INTERACTIVE TOOL 2: DESIGN YOUR OWN TRIAL PROMOTION

Design a trial promotion for a product you like.



Product:



Promotion Idea:



What is the goal?



Who is your target customer?



How will you promote it?



INTERACTIVE TOOL 3: QR ACTIVITY

SCAN ME!



Watch a short video: "Free Sample" Campaign

After watching, answer the questions below.

- 1 What product is being promoted?

- 2 What type of trial technique is used?

- 3 What message encourages you to try the product?



REFLECTION

Why do you think businesses encourage customers to try their products before buying?



KEY TAKEAWAY

Trial helps customers experience the product and reduces their risk. Effective trial promotions can turn new customers into loyal customers. IMC tools such as sales promotions, samples, and digital marketing play a key role in encouraging trial.



TRY NOW!



OBJECTIVE 6:

PURCHASE

What is Purchase?

Purchase occurs when customers decide to buy a product or service.

At this stage, customers have already:



Now they are ready to make a buying decision.



WHY IS PURCHASE IMPORTANT?

Benefits to Businesses



- ✓ Generates revenue
- ✓ Increases sales performance
- ✓ Supports business growth
- ✓ Creates opportunities for repeat purchases
- ✓ Helps achieve marketing objectives

CUSTOMER DECISION JOURNEY

From Awareness to Purchase



FACTORS THAT INFLUENCE PURCHASE DECISIONS

PRODUCT FACTORS

- Quality
- Price
- Packaging
- Brand Reputation

MARKETING FACTORS

- Promotions
- Advertising
- Direct Marketing
- Influencer Reviews

CUSTOMER FACTORS

- Age
- Lifestyle
- Income
- Personal Preferences

REAL-LIFE EXAMPLE: ZUS COFFEE

When ZUS Coffee launches a new drink, customers may decide to purchase because of:



Attractive product images



Social media promotions



Discount vouchers



Positive customer reviews



Convenient outlet locations

These factors work together to encourage purchasing decisions.



MALAYSIAN EXAMPLE:

WATSONS MALAYSIA

How Watsons Encourages Purchase
Watsons uses multiple IMC tools to encourage customers to buy products.



- Email Promotions
- Mobile App Notifications
- E-Vouchers
- Watsons Rewards Programme
- Social Media Promotions
- In-Store Displays

Example Campaign

BUY 1 FREE 1 on Selected Skincare Products



Customers receive:

- ✓ Promotional emails
- ✓ App notifications
- ✓ Social media advertisements
- ✓ In-store promotional displays

As a result, customers are encouraged to make a purchase.

PURCHASE DECISION MODEL

Before Buying, Customers Often Ask:

- ? Is the product useful?
- ? Is the price reasonable?
- ? Can I trust the brand?
- ? Is there a promotion available?
- ? What do other customers say?



When the answers are positive, customers are more likely to buy.



KEY TAKEAWAY

Purchase is the final objective in the customer response process. Successful IMC campaigns guide customers from awareness to purchase by delivering consistent messages through multiple communication channels. When businesses communicate effectively, customers are more likely to buy and become loyal customers.





CHAPTER SUMMARY

IMC IN ACTION – BRINGING EVERYTHING TOGETHER



Integrated Marketing Communications (IMC) helps businesses guide customers through a series of stages before making a purchase decision.

Successful organizations use different IMC tools to communicate a clear and consistent message throughout the customer journey.

OBJECTIVES AT A GLANCE

Objective	Purpose
Awareness	Make customers aware of the brand
Knowledge	Provide product information
Liking	Build positive feelings
Preference	Encourage customers to choose the brand
Trial	Encourage first-time use
Purchase	Convert interest into sales

HOW IMC TOOLS SUPPORT THE OBJECTIVES

 ADVERTISING Creates awareness and interest.	 DIGITAL MARKETING Builds awareness, knowledge, and engagement.	 SALES PROMOTION Encourages trial and purchase.	 PUBLIC RELATIONS Creates trust and positive brand image.	 PUBLICITY Generates credibility through media coverage.	 DIRECT MARKETING Provides personalized communication.	 PERSONAL SELLING Helps customers understand products and make decisions.
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IMC SUCCESS FORMULA



FINAL THOUGHT

In today's competitive business environment, customers interact with brands through many communication channels.

Integrated Marketing Communications ensures that all communication tools work together to deliver a clear, consistent, and effective message.



THE IMC OBJECTIVES JOURNEY



MALAYSIAN SUCCESS STORY: ZUS COFFEE



How ZUS Coffee Uses IMC



As a result, ZUS Coffee has become one of Malaysia's fastest-growing coffee brands.



KEY TAKEAWAY

IMC is not about using one communication tool. It is about combining multiple tools to guide customers from awareness to purchase while delivering a consistent message at every stage of the customer journey.



CONGRATULATIONS!
You have completed Chapter 4!

Great job! You now understand how IMC objectives work together to create successful marketing results.



PENUTUP



YOUR IMC JOURNEY STARTS NOW!



Congratulations!

You have successfully completed this eBook on Integrated Marketing Communications (IMC).

Throughout this book, you have learned:

- ✓ The meaning and importance of IMC
- ✓ The benefits of IMC for businesses
- ✓ The main IMC tools
- ✓ The objectives of IMC
- ✓ How businesses use IMC to communicate with customers effectively



WHAT HAVE YOU LEARNED?

Successful marketing is not about using only one communication channel. Modern businesses must integrate different communication tools to deliver a consistent message and create meaningful customer experiences.

When different IMC tools work together, businesses can:



Build stronger brands



Create better customer relationships



Increase sales opportunities



Achieve long-term success

INTEGRATED MARKETING COMMUNICATIONS (IMC)

DEFINITION

Understanding what IMC is all about.

APPLICATION

How businesses apply IMC in real-world situations.



OBJECTIVES

The customer response process from awareness to purchase.

BENEFITS

How IMC helps businesses grow and succeed.

TOOLS

The main IMC tools used by organizations.



IMC IN THE REAL WORLD – MALAYSIAN BRANDS USING IMC



tealive



Uses social media, in-store promotions, and influencer marketing to build awareness and drive sales.



Combines digital marketing, app promotions, and customer loyalty programmes to create strong engagement.



Uses advertising, public relations, and sponsorships to build brand trust and corporate reputation.

watsons



Integrates promotions, app notifications, loyalty rewards, and in-store displays to encourage purchases.

airasia



Utilises digital marketing, promotions, email marketing, and PR campaigns to reach customers effectively.

FUTURE MARKETERS, FUTURE LEADERS



As future marketing professionals, entrepreneurs, and business leaders, you can apply IMC principles to:

- ✓ Promote products and services
- ✓ Create effective digital campaigns
- ✓ Reach target customers
- ✓ Build strong brands
- ✓ Develop innovative marketing strategies

IMC SUCCESS FORMULA



ONE MESSAGE

+



MULTIPLE COMMUNICATION CHANNELS

+



CUSTOMER ENGAGEMENT

+



CONSISTENT BRAND EXPERIENCE

=



MARKETING SUCCESS

When these elements work together, businesses can build stronger brands, satisfied customers, and long-term success.



FINAL MESSAGE

Marketing is constantly evolving, but one principle remains the same:

“Customers remember brands that communicate clearly, consistently, and meaningfully.”

By understanding and applying Integrated Marketing Communications, you are now better prepared to create marketing campaigns that inform, engage, and inspire customers.

Thank You!

Thank you for reading this eBook. We hope the knowledge gained from this book will help you become a more creative, strategic, and successful marketer.

*Keep Learning. Keep Creating.
Keep Communicating.*



The End

See you in your next learning adventure!

