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Integrated marketing, or
integrated marketing
communication, is the process of
aligning all of the various
promotional mix elements
(advertising, direct marketing,
digital marketing, sales
promotion, public relations and
personal selling) and marketing
elements used to communicate
with your target market and
customers.

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Brand Promotion (IBP)

is a holistic method of coordinating your messaging and your value proposition across all elements of the marketing mix. A successful IBP effort ensures your PR actually leads to publicity, your advertising messages match your front-line sales promotion messages, and your social media output enhances customer relationships.

Integrated Brand Promotion -

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Most of the organization's marketing communication program is a well-controlled and well-planned promotion program [2]. Integrated Marketing Communication (IMC) is the guiding principle for the ...

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An Integrated Marketing ...

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LDBnyc. Terms in this set (19)

Advertising. 1. PAID, 2. mass-

mediated 3. attempt to persuade.

Integrated Brand Promotion. the

process of using a wide range of

promotional tools working

together to create widespread

brand ...

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Integrated Marketing Manager,

Finance: Dow Jones: New York,

NY: \$45K-\$85K: Senior Manager,

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Manager, Integrated Marketing (New York) RESPONSIBILITIES: Reporting to the Sr. Director of Integrated Marketing, the Manager of Integrated Marketing will be responsible for crafting sales strategies in response to RFPs and creating a roster of off-the-shelf and custom program offerings to support and drive the sales process.

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(New York)

Sr. Director, Integrated Marketing
(New York) SUMMARY: Reporting
to the Sr. Vice President, One
Solution, the Sr. Director's
primary focus will be to help lead
and implement the strategic and
creative development as well as
management of revenue-
generating marketing solutions
for existing and prospective
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