

MVŠO

MORAVSKÁ VYSOKÁ ŠKOLA OLMOUC 

Integrated Marketing Communication

Tomáš Jelínek

Olomouc, 2025/2026

Integrated Marketing Communication (IMC)

- Integrated Marketing Communication (IMC) is a **strategic approach that coordinates and integrates a brand's marketing channels and messages** to deliver a consistent, unified experience to the target audience. It ensures that advertising, public relations, digital marketing, social media, sales promotion, direct marketing, in-store/point-of-sale activities and any other touchpoints **work together** around a single core message and objectives.
- Key goals: consistent brand positioning, clearer customer journey, higher impact and efficiency, improved measurement and stronger relationships with customers.

Create consistent Integrated Marketing Communication

- Define a single clear brand proposition
 - One core value/benefit and tone that all messages support.
 - Create a short brand positioning statement for reference.
- Develop unified messaging and creative guidelines
 - Key messages, taglines, value pillars, proof points.
 - Visual identity rules: logo usage, colors, typography, imagery style.
 - Tone of voice dos/don'ts and example copy snippets.
- Produce a central brand/communications playbook
 - Combine positioning, messaging, visual and editorial guidelines, campaign templates, approved media and partner lists.
 - Make it accessible (cloud drive, intranet) and required for all agencies and teams.

- Appoint a single IMC owner or steering team
 - Central coordinator (brand manager/CMO) with authority to approve creative and channels.
 - Regular cross-functional meetings (marketing, PR, sales, digital, trade) to align plans.
- Use templates and modular creative assets
 - Preapproved layouts for ads, social, PR releases, POS, email.
 - Modular assets (copy blocks, image variants) for quick channel adaptation while keeping consistency.
- Establish channel playbooks with clear adaptation rules
 - Explain how core messages map to paid, owned, earned channels; list examples of acceptable edits.
 - Provide social media scripts, influencer brief templates, and crisis messaging blocks.
- Vet and onboard partners/agencies tightly
 - Share the playbook at kickoff, require sign-off on concepts, and include brand compliance checkpoints in briefs and contracts.

- Implement an approval workflow and brand governance
 - Defined review stages, approvers, and timelines (creative > legal > brand).
 - Use a DAM (Digital Asset Management) system to control approved assets and versions.
- Train internal teams and partners
 - Workshops, quick reference cards, monthly check-ins, and onboarding sessions for new hires/agencies.
- Monitor, measure and iterate
 - Track brand metrics, message recall, channel KPIs and compliance.
 - Run regular audits of live materials; correct deviations quickly and log learnings.
- Maintain a single source of truth for customer data
 - Unified CRM and audience segments to ensure targeting and personalization remain consistent across channels.
- Plan for contingencies and message continuity
 - Prewritten crisis lines, campaign extensions and evergreen content to preserve consistency during disruptions.

Motivation to use IMC

Four **E** benefits:

- *economical*
- *efficient*
- *effective*
- *enhancing*

Four **C** benefits:

- *coherence*
- *consistency*
- *continuity*
- *complementary communications*

The phase of implementing IMC into the organization

1. Phase: Tactical coordination of all tools in the communication mix within the company
2. Phase: Redefinition of content, scope, and coordination of marketing communications within the company
3. Phase: Application of IT, utilization of new media and platforms
4. Phase: Financial and strategic integration