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Lansons

Communication is an important element of a brand's end-to-end customer experience.

For example, promotional videos that build upon the

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11 Examples of  
Marketing  
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Simplifiable  
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communications (IMC)  
is the use of marketing  
strategies to optimise the



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communication of a  
consistent message of  
the company's brands to  
stakeholders. Coupling  
methods together  
improves  
communication as it  
harnesses the benefits of  
each channel, which  
when combined  
together builds a clearer  
and vaster impact than  
if used individually. [57]

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pages are clean, intact  
and the spine remains  
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definition and meaning  
...

What is marketing  
communications  
strategy? Marketing  
communications  
strategy is the strategy  
used by a company or

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individual to reach their target market through various types of communication. It

includes your message (what is to be said), the medium (where it is to be said), and the target (to whom your message is reaching).

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communications:  
brands, experiences and

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What people hear about  
a brand is one thing.

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What they feel when they engage with a brand in the real world is another. We go beyond storytelling to help brands connect with clients and customers in tangible ways via memorable, authentic experiences.

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*Page 15/32*

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Word-of- Mouth

Marketing: It is one of  
the most widely  
practiced method of  
communication tool  
wherein customer share  
their experiences with  
their peers and friends

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about the goods and services they bought recently. This method is very crucial for the firms because the image of the brand depends on what customer feels about the brand and what message he convey to others.

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The communication objective that Apple executed fostered a positive return on investment as the marketing communications mix contained the eight significant modes of communication advertising, sales promotion, events and experiences, public

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relations and publicity,  
online and social media  
marketing, mobile  
marketing, direct and  
database marketing and  
personal selling.

How IBM Wins with  
Brand Strategy and  
Integrated Marketing ...  
content marketing.  
Every brand has a story  
to tell, ... With a unique  
blend of experience

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Marketing offers an  
integrated  
communications  
approach that focuses  
on solving our client ' s  
biggest challenges.

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Customer experience is the stimulation a company creates for the senses of the consumers, this means that the companies and that particular brand can control the stimuli that they have given to the consumers senses which

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the companies can then control the consumers reaction resulting from the stimulation process, giving more acquisition of the customer experience as expected by company.

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Communications –  
Powering Your Brand  
The fundamental  
concept of an Integrated

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### Communications

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Communications (IMC) approach is the creation of a unified and consistent brand identity and position. A brand strategy combined with an IMC approach provides the consumer with a brand and consistent messaging that is easily recognizable and relatable in any context.

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Customer experience -  
Wikipedia

## Marketing Participation

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chain management and  
other disciplines to  
make your life easier  
and results stronger.

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