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Advertising and Integrated
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by Thomas O'Guinn (Author),
Chris Allen (Author),
Richard J. Semenik (Author)

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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.

Integrated Marketing: The
Importance for Branding |

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BRIDGE . . . Promotion

Integrated 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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custom program offerings to
support and drive the sales
process.

Manager, Integrated
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