

INTEGRATED

MARKETING

RACE IN MARKETING

PRINCIPLES OF MARKETING

INDUSTRY CASE STUDY

BUBBLE BEE MALAYSIA.

GUERRILLA MARKETING

COST EFFECTIVE TECHNIQUE

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INTEGRATED MARKETING: RACE IN MARKETING

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INTEGRATED MARKETING COMMUNICATION



DECLARATION

I hereby declare that the work in this e book is my own idea except for term, quotations and summaries which have been duly acknowledged. The graphic and design is from [canva.com](https://www.canva.com) for education.

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T

This book is focuses on integrated marketing communication that meets the syllabus of Malaysia Polytechnic and is embedded with the current trend in Marketing. This book is based on our experience ideas and discussion in teaching marketing subject. The aim if for knowledge and information sharing and the publication of the book is dedicated to all the students and readers.

Nor Rahimy Khalid
Rohana Hassan Basri

ABSTRACT

Marketing communications is very significant and important in this era. Communication media is not able to stand on its own, therefore the purpose of this e-book is to focus on Integrated Marketing Communications (IMC). It is a combination of advertising, selling promotion, personal selling, public relations, direct marketing and digital marketing. In order to save marketing cost, guerilla marketing that focuses on creative content is use to attract customer's emotion. The integration is driven by current situation of social distance, technological advancement, competitive pressures and the growth of e commerce. This phenomenon of integration in marketing is boundless globally to achieve the customer's awareness and brand loyalty.

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INFORM+REMIND+PERSUADE

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INTRODUCTI

ON



Marketing is value creation. The concept for products and services.

Complete human's need and wants

Platform in within the business industry

Business environment with market, needs, wants and demand

Market, needs, wants and demand, offerings, value and satisfaction, exchange, transaction and relationship (Oxford 2013)



INTRODUCTI

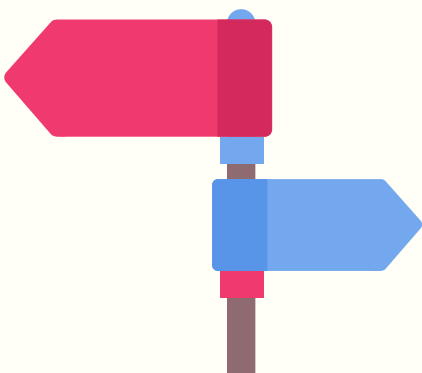
ON

MARKETING IS THE ART TO INFLUENCE CONSUMER

Consumer behavior demonstration of “searching, purchasing, using, evaluating and disposing of product and services that are expected to satisfy human needs” (Kotler 2000; Schiffman & Kanuk 2010).

Power to influence the consumers that charm the consumers through action

The end result of marketing is sales that will give profit to the company.

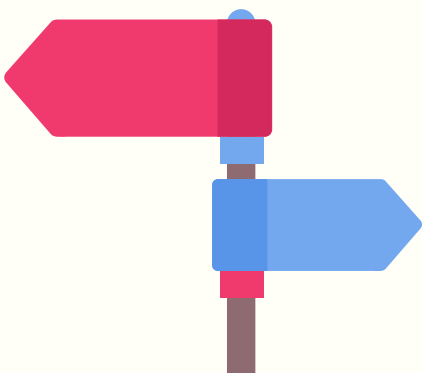


MARKETING IS THE ART TO INFLUENCE THE CONSUMER

Culture influence purchase intention, which found that ethical consumers possess ethical mind (Carrington, Neville & Whitwell 2010),

Culture impacts how consumer behaves through their attitude by the influence of family members and society.

Consumer purchase organic food due to concern of their health and environment , religiosity influence Muslim consumer preferences for Halal product



INTRODUCTI

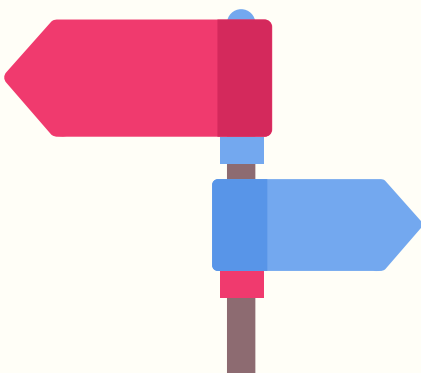
ON

MARKETING IS THE ART TO INFLUENCE THE CONSUMER

The factor that influences consumers purchase are cultural, social, personal, and psychological (Kotler 2000).

Consumers are end users of product and services, who display dynamic behavior in consumption process.

Culture is the main factor that influence the consumers' attitudes, behaviors and lifestyles,



INTEGRATED MARKETING COMMUNICATION



Commercial content create by the company that combine promotion mix

Communication objective is to inform, remind and persuade

Integrate the promotion mix to deliver clear, consistent and exciting message on all communication channel (Koltler and Armstrong 2015)



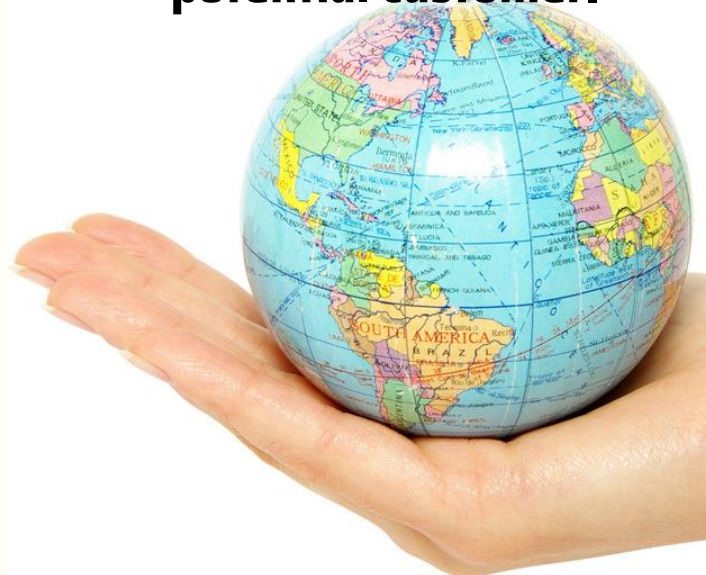
INTEGRATED MARKETING COMMUNICATION



IMC is important to boost the effectiveness of brand and to build maximum impact amongst target audiences (Nankali et al., 2020).

IMC is link to brand belief, brand reputation, brand love, brand loyalty, brand likeability, brand satisfaction and re-purchase intention (Nankali et al., 2020)

The aim is to send the correct message to potential customer.



ADVERTISING

Advertising fact



Advertising is communicating activity created by a company to increase its brand value proposition. This method uses paid media to inform, persuade, and remind consumers

It is a form of paid and nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.



Advertising is usually used mostly by business firms that require a huge amount of cost and budget



Advertising aim for specific communication task that design for specific target audience in a plan time frame.



ADVERTISING

Advertising fact



Bubble bee is a local ice cream and yogurt drink with beehive by Shuib Sepahtu



Billboard is one form of advertising that will communicate with the customer in specific geographical area. Specifically at the business location that it operate.

**This will increase consumer awareness about the brand that lead to brand loyalty
Billboard require a license from local authority**

SALES

PROMOTION



Sales promotion is a short-term incentives to encourage the customer to purchase a product or a service.



This method of promotions try to push for short-term customer buying or boost customer– brand engagement.



Objectives of sales promotions for business is to encourage retailers to carry new items and more inventory and promote the company's products

Business promotions are used to generate business leads, stimulate purchases, reward customers, and motivate salespeople

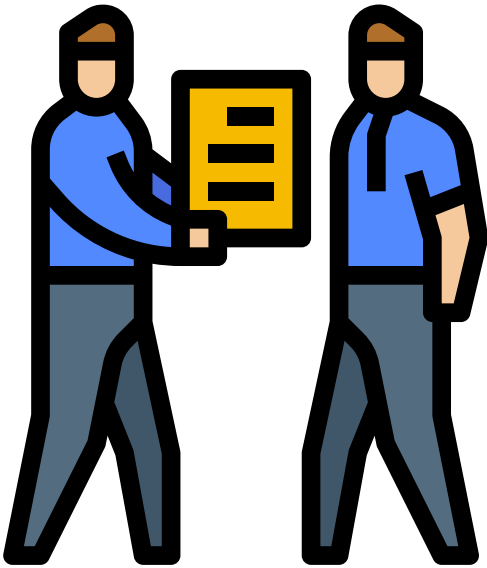


SALES PROMOTION



- Bubble bee is offering a promotion buy 3 free 1. This is to encourage the customer to buy more cup of the delicious drink and boost the sale. It is a short-term incentive that boost customer-brand engagement that will lead to brand loyalty.

PERSONAL SELLING



Personal presentations by the firm's sales force for the purpose of engaging customers, making sales, and building customer relationships.



Sales force creates and communicates customer value by personally engaging customers and building customer relationships



Personal selling is the interpersonal arm of the promotion mix. The activities involve: prospecting, communicating, selling, servicing, information gathering, and relationship building.

PERSONAL SELLING



Shuib personally serve the customer in the café that make the customer feel special. Lead to long term relationship with customer and build brand loyalty.



Bubble bee engaging personal selling techniques for customer to order the menu. That offer better advantage, where the sales person can great the customer. The environment create a personal touch that make customer feel more appreciated

PUBLIC RELATION

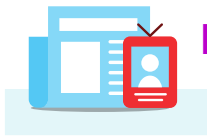
Product and brand publicity

Press relations

Public Relation

Public affairs

Lobbying



Investor relations

Donation

Companies use PR to build good relations with consumers, investors, the media, and their communities.



PR is often used to build support for newsworthy company events and actions

Public relations consists of activities designed to engage and build good relations with the company's various publics



Public relations is used to promote products, people, places, ideas, activities, organizations, and even nations.



PUBLIC RELATION



Bubble bee organize a program known as Bee Prihatin as one of the donation activities to engage and build good relationship with the community. This program is conducted during covid 19 pandemic.

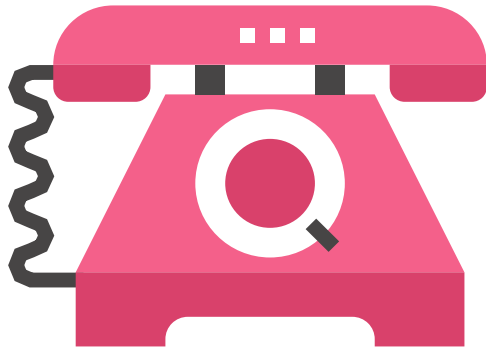
The company show it concern toward the community that may be impacted due to the pandemic. This program will enrich their brand among customer.

DIRECT MARKETING



Direct marketing is targeted to individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships.

Direct marketers is a form of catalog, direct mailers, and telemarketers that gathered customer names and sold goods mainly by mail and telephone. ^D



DM tailor their offers and content to the needs and interests of narrowly defined segments. That build customer engagement, brand community, and sales

The rapid use of internet makes direct marketing more efficient.



DIRECT MARKETING



Bubble bee provide product information about menu and operation hour.



- **Bubble bee engage direct marketing by providing information to the customer about the product either online or off line. That create the customer awareness and attract them personally though mail or social media page. This is to increase the customer engagement and generate sales**

DIGITAL MARKETING



Digital marketing specifically targeted to individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships.

The power of social media is it multiple the company promotion as people share the information



Digital technologies link to usage of smartphones, tablets, and digital devices to online social and mobile media. Opportunity of the company to serve the large market in the whole world

DIGITAL MARKETING



Bubble bee utilize the digital marketing specifically social media by provide creative content about Shuib personal life and focus on delicious Bubble Bee product. That is targeted to current and potential customer with the effort to build lasting customer relationships.

bubblebeemalaysia_hq

555 Posts 260 k Followers 276 Following

Bubblebee Malaysia by Shuib
Halal Restaurant
MINUMAN BOBBA MADU PERTAMA 🏆
DI MALAYSIA 🇲🇾
WAKTU OPERASI SETIAP HARI
9:00AM-9:00PM... more
www.bubblebee.com.my/
G-08, Menara U2, Jalan Boling Padang 13/62, Seksyen 13, Shah Alam, Malaysia
Followed by animahsuri, bryan_loob and 14 others
See Translation

Follow Message Contact

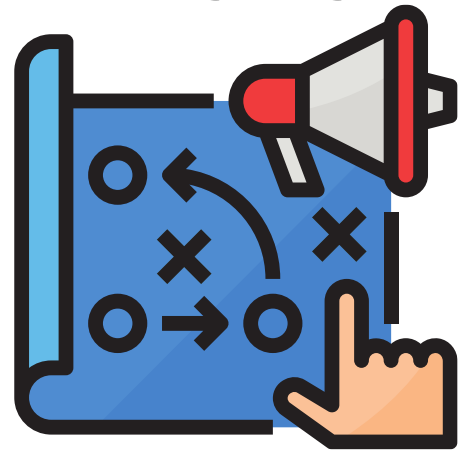
SELEBRITI HOT ITEM!! #GENGBUB... OUTLET KA... EVENT



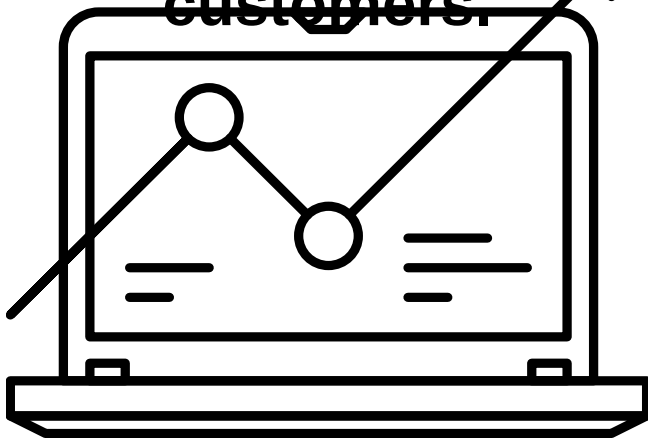
GUERRILLA MARKETING



Guerrilla marketing is an innovative and distinct types of advertisements with a very low marketing budget.



The aim is to build and sustain a good relationship with the existing and potential customers.



Guerrilla marketing targets the emotional aspects of a buying decision by differentiating a product on an ideological level rather than a functional level.

Communication with the target audience with creative and sensational means with the element of surprise



GUERRILA MARKETING



Bubble bee do applied guerrilla marketing techniques that utilize the number of follower that Shuib has on the social media. Emotional is the key aspect that attract the consumer. The main interest is to maintaining a good relationship with the existing and potential customers.



Liked by fhzwani_ and 1,521 others

bubblebeemalaysia_hq Alhamdulillah esok kami akan beroperasi di Setia Alam. InsyaAllah wajah baru, menu baru dan tempat yang selesa untuk anda menikmati... more

View all 53 comments

BUBBLE BEE STORY



Bubble Bee is a honey base drink by Shuib. The business focus on integrated marketing communication and marketing channel activity that involve producing, storage and delivering the product to the end user. The business model focus on distribution channel to Bubble Bee outlet in Malaysia. Social media and public relation were actively utilize to build a strong consumer engagement. Bubble Bee expend the business by open more outlet to reach more consumer in various geographical location



BUBBLE BEE STORY

WHAT TYPE OF Cheat Days DO YOU HAVE ?

SWEET

JUST SNACKING

CAFFEINATED

ALL OUT

www.bubblebee.com.my

FIND US ON



We're not drooling, YOU ARE !

www.bubblebee.com.my

FIND US ON

Can you spot the difference between these two ice-cream?

TIPS FOR CREATIVE CONTENT



FOOD REVIEW

Product
review

VACATION &
TRAVEL

PERSONAL LIVE
STYLES

Product
experience

PERSONAL
HOBBIES

TUTORIAL QUESTIONS



Answer all question.

- 1. Identify a suitable promotion mix for a product that just enter the market.**
- 2. Examine the effective promotion mix that require low marketing budget?**

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Integrated Marketing communication is a combination of marketing mix that targeted to potential customer to lead to relationship marketing

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Marketing for live

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