



INTEGRATED MARKETING

Consumer Influence Tactics

CONTACTS FOR CONFIDENTIAL INTEGRATED MARKETING DISCUSSIONS:

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TARGET, ATTRACT, TRANSACT™

HUMANISTIC DECISION PROCESS:

"PROBLEM RECOGNITION"

"INFORMATION SEARCH"

"EVALUATION OF ALTERNATIVES"

"PURCHASE DECISION"

"POST PURCHASE BEHAVIOR"

OVERVIEW: INTEGRATED MARKETING

DEFINITION:

True integrated marketing should encapsulate the meaning of the word integrate, being - "to bring, fit, together to form a whole". In essence it should encapsulate, where possible, the whole market mix of above and below the line activities (ATL & BTL). The opposite is simply relying on only a few tactics throughout the purchase decision process, thereby becoming highly vulnerable to competitor marketing tactics in the channel.

BENEFITS:

In general, most marketing tactics are often ineffective because conformity to the basic sales cycle principals become lost, forgotten or disregarded. By leveraging multiple marketing tactics in a simultaneous fashion, manufacturers can improve brand retention and product messaging with customers, leading to increased sales.

ACTION	THREAT
Media advertising	Competitor sales promotions, sales incentives, POS merchandising
Merchandising	Competitor sales Incentives, lack of merchandising conformity or procedure controls
POS Merchandising	Competitor sales incentives, other factors - i.e. stock & logistics.
Sales Incentives	Competitor sales promotion, accompanying brand Advocates
Sales Training	Competitor sales promotion, competitive 3rd party sales incentives, brand advocates

No manufacturer can afford to have millions of Euros in media advertising undermined at the point of sale by poor merchandising, lack of promotional offers, ineffective sales training, or a competitors sales force incentive.

At Chimaera, we make integrated marketing simple. Contact us for our overview that will guide you towards understanding why an integrated marketed plan is key to successful selling.

ACTION:

Review if your marketing plan engages consumer along the five-step purchase process:

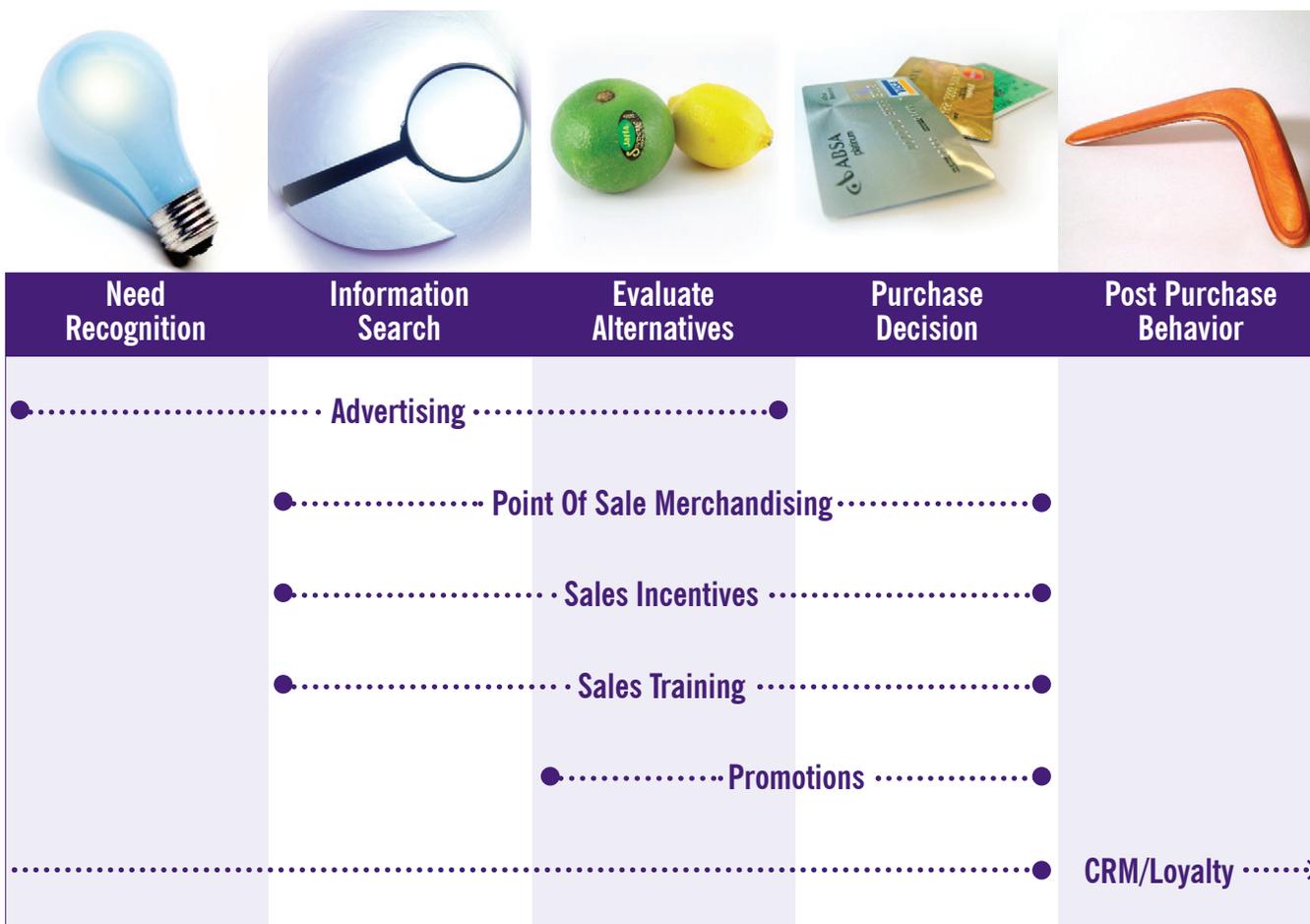
- 1 - Problem Recognition
- 2 - Information Search
- 3 - Evaluation of Alternatives
- 4 - Purchase Decision
- 5 - Post Purchase Behavior

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TACTICS TO INFLUENCE CONSUMER PURCHASE BEHAVIOR

Employing multiple, simultaneous marketing tactics is necessary to influence consumers at each step of the purchase process. True integrated marketing produces synergy by leveraging multiple points of influence with consumers so that they select and purchase your brand. Using a "strength in numbers" approach, it reduces the risk of any one marketing tactic being undermined or neutralized by a competitor, whilst the consumer progresses through the purchase decision cycle.



Knowing what tactics to employ, and when, is critical to influence consumers at each stage of the Five-Step Purchase Process. Influencing one stage while neglecting the others, is often ineffective and fails to produce maximum ROI.

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