

Lecture 5

Emerging trends in IMC

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You must have heard these terms...

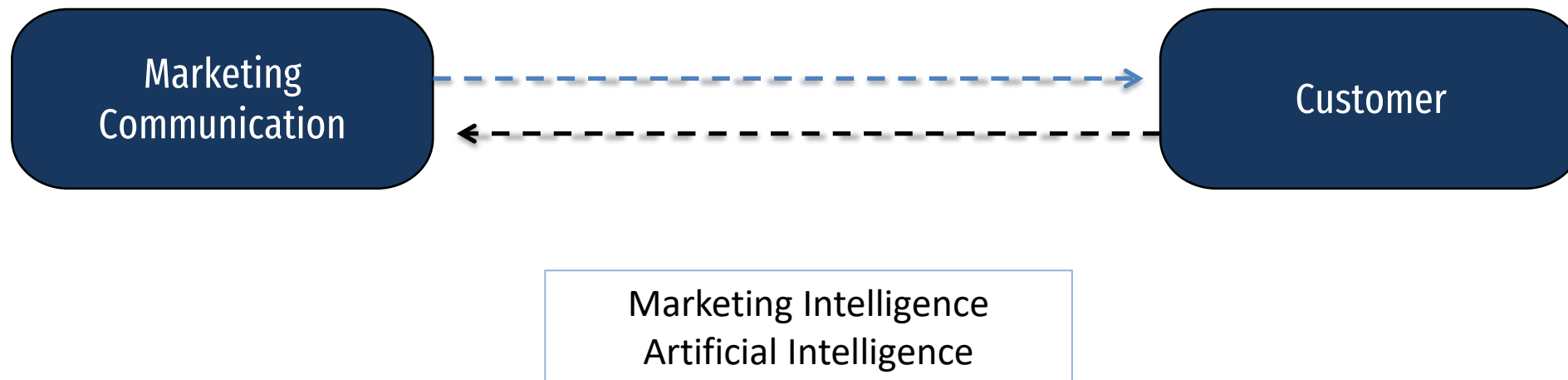
- Branded Entertainment
- Influencer Marketing
- Acupuncture Marketing
- Mobile Marketing
- Internet Marketing

What do these terms mean to IMC ?

- ✓ Marketing is deeply associated with communication.
- ✓ Effort and Mode definitely gets the attention.

Emerging trends impacting on marketers and market in the twenty-first century

- Globalization
- Market forces
- Customer/Consumer Behavior
- Interactive Environment
- Dislocation of Labour
- Capital flow
- Fragmentation of traditional Media



Emergence of a New Communication Pattern

- The basic criterion for an organization to search for you/target is wherever you are i.e., wherever you are spending your time.
- You are watching a game, news, programme on TV/Mobile/ Internet TV/ or communicating with someone.
- The basic criterion for a Customer/Employee/Prospective Beneficiary to search for is wherever the marketer is.
- Customer looks for Key Words/References/Filters/Physical Search.
- You have a ***Want*** and a ***Desire*** and.....Here you are...!
- Both the cases there is a chord-the seeker is prompted by Marketing Research and Artificial Intelligence (AI).
- Algorithms are working

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