

INTEGRATED COMMUNICATION – CREATING THE RIGHT RELATIONS WITH THE RIGHT CUSTOMERS TITLE

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ABSTRACT: Integrated marketing communication is an essential concept used in clarifying and managing lucrative relations with the employees, consumers and shareholders and sending a uniform message to provide coherence and the maximum impact of communication as far as organization and its products in all the relation points.

In order to provide the success of such an approach the person doing the marketing communication must be headed for observing the steps, as follows: recognizing the target audience, setting communication objectives, creating the message, structuring integrated efficient communication and promotion programs, by choosing both the personal and impersonal communication paths of the message, in order to emphasize the expected feedback from potential and present customers. Hence, the purpose of integrated marketing communication is the simplicity of the message and the use of various online and offline communication means by improving the potential of the company so as to send the right message to the right customers at the right time and place.

Key words: customer, feedback, integrated marketing communication

JEL codes: M 31, M37