

The Media Streaming Journal

April 2017



Covering Audio and Video Internet Broadcasting

Brought To You By

RADIOSOLUTION

www.radiosolution.info



The Media Streaming Journal Staff

Derek Bullard
Publication Director
info@radiosolution.info

David Childers
Editor In Chief
editor@radiosolution.info

Advertising
advertising@radiosolution.info

www.radiosolution.info

publicdomainvectors.org/en/free-clipart/Vintage-microphone-vector-graphics/6111.html

Welcome to The Media Streaming Journal

Greetings,

This marks the 24th edition of the Media Streaming Journal. What started as a small pipe dream, has fully engulfed me and became an extended quest for knowledge. This journey has allowed me to continue to explore the "magic" that makes Internet Broadcasting a reality.

I hope that my writing journey and those that have contributed to this Journal have given you the ability to understand the mysterious craft of the Inter-Webs and to gain valuable knowledge in this field.

H a p p y B I r t h d a y

Please feel free to contact either the Publication Director (Derek Bullard) or myself if you have any questions or comments regarding The Media Streaming Journal.

Namaste

David Childers

www.linkedin.com/pub/david-childers/4/736/72a

The Grand Master of Digital Disaster
(Editor In Chief)

The Media Streaming Journal

What is in this edition of the Media Streaming Journal

How to stream music from an Online Internet Radio into Second Life

Edited By
David Childers

Internet Information Resources

David Childers

How to Broadcast to SHOUTcast Live from a MAC

Derek Bullard

Updated List of Websites that allow you
to promote your online radio station

Robert Andrews

Integrated Marketing Communications

Edited By
David Childers

Magazine cover:

<https://freevintageillustrations.com/2015/05/30/free-birthday-clipart-and-vintage-illustrations/#jp-carousel-288>

**The Media Streaming Journal is licensed under the
Attribution-ShareAlike 4.0 International
(CC BY-SA 4.0)
Creative Commons License.**

www.creativecommons.org/licenses/by-sa/4.0/



RADIO SOLUTION

www.radiosolution.info

Our Mission

Let our friendly, knowledgeable staff assist you to build your project, such as an online radio station using our high end reliable video and audio streaming technologies. We want to become your partner for all your hosting needs, as well as your one stop shop for radio products such as custom DJ drops and radio ID's.

Start An Internet Radio Station

Whatever you need to start Internet radio station, we will deliver! We provide high quality Internet Radio services to make your music radio project a success. We can provide Wowza, Icecast, SHOUTcast hosting and internet radio services to hobbyists, deejays, amateurs and established professionals. No radio station client is too big or too small for Radiosolution.

Choose between complete hassle-free service packages or new features to add to start internet radio station. Benefit from customized services and the latest in internet radio technology. You will receive professional, personalized and better Internet Radio Station services than you have received up till now. If you already have an Icecast or SHOUTcast hosting provider, we can still help you transfer your radio server over to us with no hassle and at no charge.

Internet Radio Station Services

Launch your internet, digital, satellite or AM/FM radio station anywhere in the world with all of the right tools. A broadcasting specialist is on standby to help you get started with an SHOUTcast or Icecast hosting package. We have servers ready for reliable streaming in North America and Europe. Our hosting packages have all the features you need to make your radio station project a success.

If you stream live or with an Auto DJ, we can provide you with the latest in web-based Cloud technology. You will love the simple to use control panel. Discover how easy it is to manage live deejays, upload fresh music and create custom scheduled programming. You will be able to track your listeners by getting real time statistics.

Starting your own Internet radio has never been easier. Get in touch with us anytime to start your Internet radio station.

Radiosolution is a SHOUTcast hosting provider located in Quebec Canada. We also offer Icecast, Wowza and Web Hosting services. Contact us to discuss the best option available as you start internet radio station. Radiosolution can provide personalized service in English, Dutch, and French. Starting an internet radio station can be intimidating, many people want to start one, but have no idea where to start. Radiosolution will be there for you every step of the way. Everyday people are searching the internet for free SHOUTcast servers. With Radiosolution SHOUTcast hosting we will allow you to try our services for FREE. By trying our services, you can be confident that you have chosen the best radio server hosting provider. You have nothing to loose because we offer a 30 day satisfaction guarantee. What are you waiting for? Contact us now! Radiosolution offers everything you need to start internet radio station. You will not need to go anywhere else. We can create your website, market your station and help you submit your station to online directories. We also feature the voice of Derek Bullard aka Dibblebee He can create affordable commercials, DJ intros, sweepers, jingles, ids and so much more.

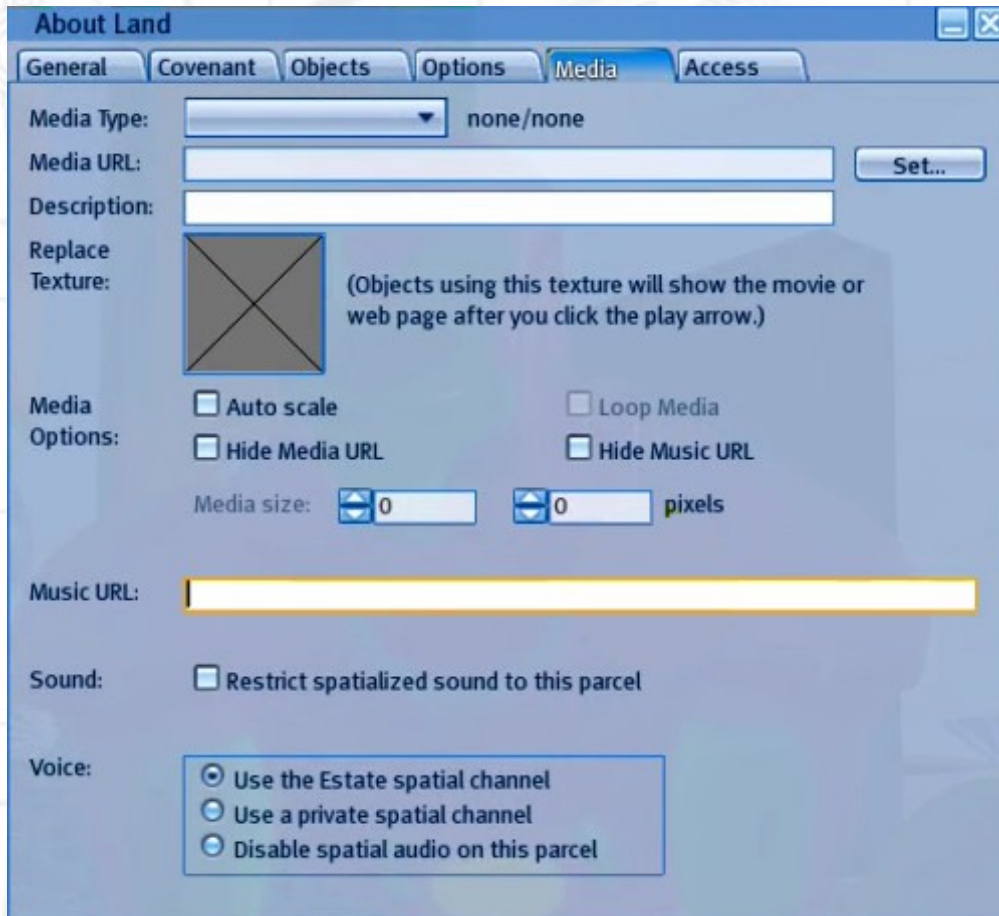


How to stream music from an Online Internet Radio into Second Life Edited By David Childers

Second life is a virtual world where users can interact with others. Users can also create places and own property within the virtual world. Second Life requires users to download and install the Second Life viewer software that allows people to interact with others and places they may encounter.

Each parcel of land within Second Life can be configured to allow music to be played on that parcel. This ability includes both audio files in addition to live audio streams. Second life streaming supports the following audio codecs: MP3 and Ogg Vorbis.

How to embed a Radio Stream to your personal property parcel on Second Life.



- Open the About Land panel
- Right click on the land.
 - Select About Land.
 - Click Media tab.
- Copy the streaming audio address of a radio station of your choice URL IE: <http://160.79.128.61:7724>
- Insert the radio station streaming audio address "URL" into the Music URL field.

http://wiki.secondlife.com/wiki/Streaming_Music

Internet Information Resources David Childers

I am an internet information junkie, and I love the idea of roaming around and find the odd bit of information. Here is my personal collection of tips and techniques to allow you to augment your information resource points.

Retrieve RSS News Feeds From Various Sources And Locally Display Them On A Single Page

Chrome Extension - RSS Feed Reader

Firefox Add-On - Bamboo Feed Reader

Chrome Extension - Feedly

Look For Information From The Web With A Single Entry Input To Different Search Engines

Chrome Extension - Multi Web Search

Firefox Add-On - Multi Web Search

Chrome Extension - Multi Search

Automation

Mautic is marketing automation application that can be used with the following tasks:

- Social media marketing
- Contact management
- Email marketing
- Forms
- Campaigns
- Reports

<https://www.mautic.org/>

Bot Libre

This is an AI engine that can be programmed to perform numerous Internet related tasks.

- Virtual agents
- Chat bots
- Twitter bots
- Facebook bots
- Telegram bots
- SMS bots
- Email bots
- Keyword, topic, response matching

<http://www.botlibre.org/>

Huginn

A framework for creating applications that can perform online automated tasks. These applications can read web pages, watch for events, and take actions on your behalf.

<https://github.com/cantino/huginn>

Search Trends On Google

<https://trends.google.com/trends/>

<https://trends.google.com/trends/hotvideos>

<https://trends.google.com/trends/hottrends>

Search Trends On Youtube

<https://www.youtube.com/feed/trending>

Post Trends On Pinetrist

<http://www.pinterest.com/categories/popular/>

Post Trends On Tumblr

<https://www.tumblr.com/explore/trending>

Post Trends On Twitter

<https://trends24.in/>

<https://twitter.com/search-home?lang=en>

<https://www.trendsmap.com/>

<https://www.hashtags.org/trending-on-twitter.html>

Post Trends On LinkedIn

<https://www.linkedin.com/topic/trends>

Export LinkedIn cotacts to a cvs file

<https://www.linkedin.com/people/export-settings>

Search Trends On Bing

<https://www.bing.com/images/trending>

Receive Notifications For Changes On A Website

<https://www.wachete.com>

<https://www.visualping.io>

<https://www.versionista.com>

<https://www.changedetection.com>

Chrome Extension - Visualping

Firefox Add-On - Distill Web Monitor

Chrome Extension - Distill Web Monitor

Firefox Add-On - Check4Change

Android Google Play - Web Alert (Website Monitor)

View Cached Captures Of A Website

<https://www.archive.org/web/>

<http://www.cachedpages.com/>

<http://www.cachedview.com/>

Check Social Media Mentions Of Specific Items

<http://www.socialmention.com/>

<https://www.sharedcount.com/>

<http://www.hootsuite.com/>

<https://www.google.com/alerts>

<https://www.social-searcher.com/social-buzz/>

<http://new.twazzup.com/>

<http://www.howsociable.com/>

<https://www.talkwalker.com/social-media-analytics-search>

Relax With The Sights And Sounds Of Nature

Scenic Television

Your Window To The World

Scenic Television is an Internet television station that broadcasts the sights and sounds of nature 24 hours a day. Savor exotic tropical beaches, or relax in a remote rain forest. Meditate at a bubbling stream, or relish the view of soft rolling waves at a lake. We have beautiful nature video from locations all around the world.

Scenic Television originates from the Gulf coast of South Alabama and broadcasts to a global audience. The television broadcast is accessible on any device with an Internet connection. Such electronic devices include desktop computers, laptops, tablets, smartphones, game platforms, and Internet-connected televisions.

<http://television.scenicradio.com>

How to Broadcast to SHOUTcast Live from a MAC Derek Bullard

The Radio Solution company has many customers who are using the MAC platform, and they ask us often; How to broadcast to SHOUTcast live from a MAC or Linux? Unfortunately, the traditional Winamp and SHOUTcast DSP plugin are not compatible with MAC or Linux, so that leaves users scratching their heads trying to figure out what they can do without having to switch to Windows. The fantastic FREE tool we are going to show you is called BUTT. Remember BUTT is used to stream your audio source or soundcard. So you will need software, external mixer or DJ controller to play your music.

The Butt (broadcast using this tool) software is an easy to use, multi-OS streaming tool. This free and open source software works with SHOUTcast and Icecast stream servers. This software supports the following audio codecs: aac+, mp3, Ogg/Vorbis and Ogg/Opus.

Here are the steps required to begin streaming with BUTT.



Download BUTT here

<https://www.danielnoethen.de/>

Follow the instructions to install it.

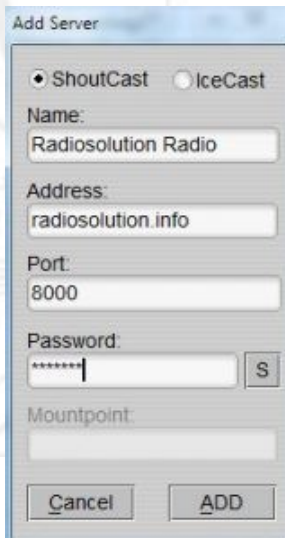
<https://www.danielnoethen.de/manual.html>

Make sure you install the BUTT software on the computer that has your audio source.

Click on the **Main** tab.

You will see three things that you can edit. Audio Device, Server, Stream Information and Connect at Startup.

Make sure you select the right sound source in Audio Device.



To add your server provided by Radiosolution click on Add underneath Server. Another window will pop up with important server details to enter.

Name: The name of your radio station

Address: Input the IP address or URL of your server

Port: Input the port provided by Radiosolution

Mount Point: Input something here only if you are using Icecast.

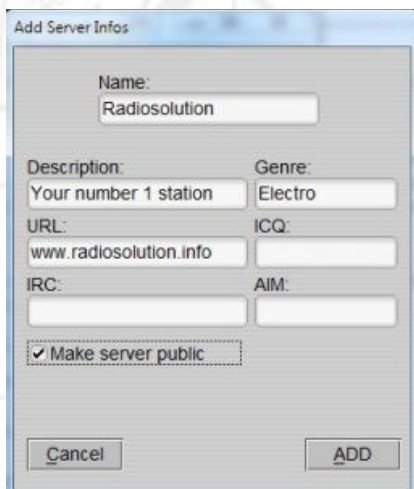
If you are using SHOUTcast (e.g. /live) then NOTHING goes here



Double check that the settings are correctly entered.

If everything is fine, then click the ADD tab and then when you get back to the Main tab click Save Settings.

Use Edit to change the settings at a later date or DELETE to remove the server.

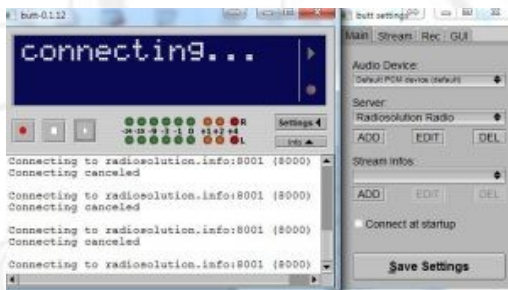


To add your server streaming information, click ADD tab under Stream Information.

You can edit stream information, such as stream title name, description, genre, website and various messenger details.

You can check off the box if you want to make your stream public.

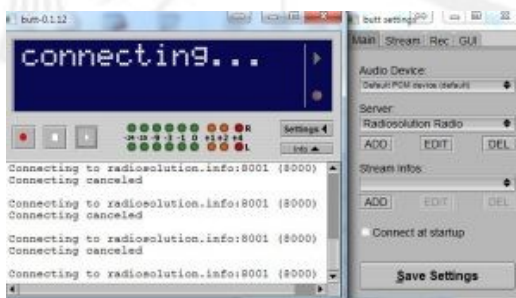
Do not check the box if you want the server to remain private.



Under the STREAM tab, you can configure your stream settings.

In the image, you will find the preset Bitrate, SampleRate, Channel, and Codec.

After you have entered these settings, click the main tab and Save Settings.



When you have completed adding your server and stream information, press 'play' to start streaming. This command will connect to the specified server that you added.

The 'stop' button is used to disconnect from the server.

**Updated List of Websites that allow you
to promote your online radio station
Robert Andrews**

<http://www.streamitter.com/>

<http://www.streamingthe.net/>

<http://www.internet-radio.com/>

<http://www.radioguide.fm/>

<http://www.streamfinder.com/>

<http://www.delicast.com/>

<http://www.streema.com/>

<http://www.radio.net/>

<http://www.radiovybe.com/>

<http://www.liveradio.ie/>

<http://www.my-radios.com/>

<http://www.onlineradiobox.com/>

<http://www.dirble.com/>

<http://www.tunein.com/>

<http://www.radioline.co/>

<http://www.rcast.net/>

<http://www.liveradiointernet.com/>

<http://www.amfmph.com/>

<http://www.radioforest.net>

<http://www.pinoyradiportal.com/>

<http://www.laradiofm.com/>

<http://www.filtermusic.net/>

<http://www.mytuner.mobi/>

<http://www.liveonlineradio.net/>

<https://www.radio-directory.me/>

<http://www.shoutcast.com/>

<http://www.pickradio.net/>

<http://www.phonostar.de/>

<http://www.liveradio.de/>

<http://www.radios.com.br/>

<http://www.centralfm.fr/>

<http://www.radioways.fr/>

<http://www.radio.pl/>

<http://www.radiovolna.net/>

<http://www.radioteka.org/>

<http://www.radio.pervii.com/>

<http://www.tuneyou.com/>

Integrated Marketing Communications

Edited By

David Childers

Integrated marketing communications (IMC) is an expansion of modern and traditional marketing strategies, to optimize the communication of a consistent message conveying the company's brands to stakeholders. Coupling various methods together is added value in creating successful communication as it harnesses the individual benefits of each channel, which when combined builds a clearer and larger impact than if used individually. To be able to achieve success through IMC, marketers will identify the boundaries around the promotional mix elements and how the effectiveness of the campaign's message will be grasped by the audience.

History

Integrated communications (IMC) was first defined by the American Association of Advertising Agencies (4A's) in the early 1990s as "a comprehensive plan to further evaluate the strategic roles of a range of different communications disciplines". (Boundless, 2015) Examples include; "general advertising, direct response, sales promotions and public relations, combining these disciplines to provide clarity, consistency and maximum communications impact". (Belch, 2012) The development of IMC at this stage focused on the need for organizations to offer more than just standard advertising to its consumers. (Integrated Marketing Communications, 2013)

In 1991, Don Schultz, a professor at the Emeritus Service, Northwestern University's Medill school proposed a new definition of IMC as "IMC is the process of all sources and information managed, so a consumer or prospect is exposed which behaviorally moves the customer more towards a sale" (Kliatchko, 2005). This definition, however, leaves out the fact that IMC is also a concept and not just a process.

The faculty of Medill School of Journalism, Northwestern University began the first ever research conducted on integrated marketing communications in 1991 (Shultz, 1997). The department also opened the first graduate-level integrated marketing communications program in the U.S. after consulting the director of marketing, schools advertising and also the public relations curricula (About Medill, 2015). The study of IMC focused on understanding the concept and the importance of IMC and also to analyze the extent in which IMC was practiced in all large U.S advertising agencies (Kliatchko, 2005). The study was then followed by many other organizations not only based in U.S but all over the world, including; New Zealand, UK, USA, Australia, India, Thailand, South Africa and the Philippines, etc. The result from these studies concluded in the early definition of IMC to be "deleted" or "put aside, " and a new definition was put in place (Kitchen, P.J. 2012).

Tom Duncan introduced his first definition of IMC in 1992; it was later re-implemented as a revised definition in 1994 as "The process of strategically controlling or influencing all messages and encouraging purposeful dialogue to created and nourish profitable relationships with consumers and other stakeholders." (Duncan and Caywood 1996) Duncan explained that the reasons for his revised definition were due IMC creating more nourished and profitable relationships with all stakeholders. (Duncan and Caywood, 1996)

Contributions by Nowak & Phelps did not give a concrete definition of IMC. Instead, they conceptualized the notion of IMC. This information was based on the most "fundamental notions of the concept." These ideas include the following: One-voice marketing communications concept (implementing consistency of positioning, message and tone across different communications to reach consumers with "one voice") (Kitchen, 2014). Secondly; the "integrated marketing communications concept" which pursues both the brand image and behavioral side of the promotional methods, such as; advertising. (Kitchen, 2014) Finally, the third concept focuses on the "Coordinated Marketing Communications." This is the sum of all tools involved such as direct marketing, public relations, and advertising. The goal in this is to produce campaigns that achieve both the synergy of both increasing brand image and influences behavior response from the targeted consumers.(Nowak, 1994)

Schultz, D. & Kitchen, P.J published a new definition on IMC in the year 2000, after disagreeing with the original definition of IMC formed by Don Schultz in 1991, this is because "IMC was not just about

marketing communications but is also a strategical business process." (Kitchen P. J 2012) The new definition was given by "IMC is a strategic business process used to plan, develop, execute, evaluate and coordinate measurable persuasive brand communication programs over time with consumers, customers and prospects, and other that are targeted, relevant internal and external audiences". (Schultz, 2000)

Finally, Raman and Naik defined IMC in 2005 as "an IMC program plans and executes various marketing activities with consistency so that its total impact exceeds the sum of each activity. It is a strategy in which different communication tools like advertising, public relations, sales promotion, direct marketing and personal selling work together to maximize the communication impact on target consumers." (Naeem, B 2013)

Integrated marketing communications

Initially, marketing was focused around the 4P's (product, price, place, and promotion) which narrowed companies perspectives to concentrate on their internal concepts. There needed to be a change of direction as the McCarthy's model was outdated. The idea of integrated marketing communications was first instigated in 1993 by Don E. Schultz, a professor most notable for his study and contributions toward IMC (Gambetti & Schultz, 2015). Schultz revolutionized the 4P's concept by changing it with the 4C's model. The four parts include consumer, communication, convenience, and cost. This switched the attention towards a consumer orientated outlook which took into consideration their needs and wants. Weak and everyday messages were evolving towards a larger scale platform that allowed for creativity between the fusion of marketing and communications. Integrated marketing communications accomplished synergy when each element was executed in agreement with the overall vision of the organization's campaign, which allows the message to be run efficiently. Businesses are now able to implement IMC strategically within their business practice as it has progressed towards a holistic analysis from audiences internally and externally. Companies started to take a different angle when approaching the questions concerning the preferences of consumers. Finding out who the target market is to answer the 4C's and study what products they're willing to purchase. This information includes the ready amount of money they will spend for it, how the product will fulfil their needs and wants, the accessibility consumers have to purchase the product and communication for ease of correct information being transmitted (Nagra, Kumari, Gopal, & Manjrekar, 2012). Changing the emphasis onto what consumers desire leads to a higher success being attained through IMC, as it is being influenced by not only internal stakeholders but also external ones.

Expanding from this, Tom Duncan and Sandra E. Moriarty formed the concept of communication-based relationship marketing. This model developed from the idea of the general one way, business influencing consumers what to believe scenario (Lucia, del Barrio-Garcia, & Kitchen, 2012). However, Duncan and Moriarty reasoned that communication between business and consumers was the key to developing a strong consumer orientated marketing endeavors. As they pursued their studies, they found a strong and positive correlation between the interaction of communication and marketing as they both interconnected to create a dynamic element of marketing. The process of IMC through communication-based marketing goes through a subsequent three stage process. Organizations begin with choosing an effective mixture of communication methods, in addition, the marketing methods are selected, after that the best of each element is fused and integrated together which thence is channeled from the organization to the audience using a concise and efficient method (Vladmir, Miroslav, & Papic, 2012). Subsequently, these findings shaped the way for modern marketing as it is known for today as being an interactive two-way approach that builds rapport with stakeholders. Developments from integrated marketing communications have evolved into three categories; inside-out approach, outside-in approach and cross-functional strategic approach.

The theory of marketing has morphed into a multi-dimensional with techniques analyzing all aspects of the organization, where integration has become customary (Lucia, del Barrio-Garcia, & Kitchen, 2012). The evolving nature of integrated marketing communications will continue to transform its concepts especially with technologies being developed at a fast pace. Organizations are seeking strategic approaches to gain a competitive advantage which IMC delivers through combining the most dynamic elements and incorporating mediums such as social networks and media enable marketing communications to interconnect globally. As we have identified that the cross-functional approach holds an advantage tactically nevertheless needs the supervision of all departments and senior management

to identify internal and external weaknesses so they're rectified to succeed in integration.

Integrated marketing communication categories

Inside-out approach

The inside-out approach to integrated marketing communications has a one-sided viewpoint as it combines the elements of communication and marketing to create a single unified message (Lucia, del Barrio-Garcia, & Kitchen, 2012). Granting this approach is solely based on the organization's perspective. It demonstrates poor customer orientation. This method is deprived of the organization's strategic notion. The term used to describe the integration of marketing communication is the "one voice" which represents the one clear message groups are wanting to achieve when communicating to consumers. IMC changes when applied to different organizations; however, the inside-out approach is weak due to the stagnant, outdated method.

Outside-in approach

The outside-in approach of integrated marketing communications seeks to understand the needs and wants of the consumer (Lucia, del Barrio-Garcia, & Kitchen, 2012). In addition to the previous category, this approach establishes significant progression. Organizations can gain in-depth knowledge based on consumers and therefore can accommodate the way they approach to fulfill their requirements. Relationship marketing aids in building up a history of constant conversation between organizations and stakeholders which will create trust (Gambetti & Schultz, 2015). Communication builds rapport that could prove to be profitable as they retain clientele. IMC approaches in a unique way as it operates backward by concentrating on customers first, then determining the most efficient course of marketing and communication methods to implement. Efficiently managing the strategic business process is crucial as it defines the steps to follow which ensure brand value is upheld.

Cross-functional strategic approach

The cross-functional strategic approach to integrated marketing communications diverges away from the other two categories; it does not center around the concept of marketing promotional elements. Instead, the focus has shifted toward restructuring the organization to increase a customer-centric environment (Lucia, del Barrio-Garcia, & Kitchen, 2012). Investing for the reorganization sparks change where all departments interconnect to work cohesively toward managing and planning all stages of a brand's relationship. As a unified organization, the cross-functional process is a competitive advantage as they can achieve profitable relationships with customers and stakeholders. This can be achieved through improving the relation amongst messages sent from all departments through channels to the receivers. By sending strategic messages and monitoring any external reaction, it encourages the prospect of gaining feedback data from consumers. The process is circular, not linear. In the beginning both the organization and consumer communicate by interacting and dialogue which ignites the relationship, over time trust is earned, and the consumer may continue to purchase, which in turn increases sales and profitability for the organization, and finally, the relationship is strong, and the organization retains clientele. Two-way communication is advantageous for a cross-functional approach to the business and consumer should interact for brand communication. This should also include evaluating and planning to fulfill both of their needs and wants (Valos, Habibi, Casidy, Driesener, & Maplestone, 2016). Implementing IMC is a flexible process due to the changing nature of the marketing dynamics therefore by eliminating borders within the organization it allows for this notion.

Shifts that enable it

Determining on the way business in the market uses integrated communications, the business itself can change the way aspects of integrated communicational marketing as it spreads to ones targeted audience. This can be analyzed through the differing shifts of integrated marketing communication channels, from beginning to end of the product's development. By using feedback from consumers, a business final status throughout the marketing of the product and connectivity from advertising to the consumer.

- Traditional marketing to digital market

- Mass media to specialized media
- Poor accountability in market spending to high accountability in market spending
- Limited marketing connectivity to pervasive marketing connectivity
- Mass advertising to niche marketing

Therefore, developing more cost effective marketing channels, from the business to consumer. Thus delivering value to the consumer and finally improving the business or marketed product, hence enabling the company to reach the perfect competition within the market.

Within advertising agencies

As a large portion of successful integrated marketing communications is the synergy of all promotional tools, advertising agencies are an important catalyst to the achievement of harmoniously, integrated marketing relationships within organizations (Laurie & Mortimer, 2011). With the constant growth of technology sparking a need for evolving views on integrated marketing, agencies and practitioners have begun shifting their mode of thinking. This is changing from an attitude of "if it's not advertising, let someone else do it" to "if it is anything to do with communication, we can do it" (Olatunji, 2011). Agencies have begun to conform to the more recent developments in integrating marketing communications by bringing forth multi-level organizational strategies to integrate branding throughout an organization as a whole while they are moving away from the traditional integrated marketing approach of only linking branding through media outlets, (Laurie & Mortimer, 2011).

Exploratory research was conducted by Campaign; a weekly magazine for the communications industry in the United Kingdom. The purpose was to gauge this development in 2010. It was aimed at analyzing 10 essays about where integration is headed from a variety of advertising industry leaders within the London sector against a checklist influenced by Kliatchko (2008), and Duncan & Moriarity (1998).

The checklist was as followed:

- Level of integration 1, 2, or 3
- Branding issues
- Customer-centric
- Involvement of internal staff
- Media synergy

The results of this study showed that while there had been growth in the understanding of the strategic approach to integrated marketing communication among advertising industry leaders in the United Kingdom especially in fields of media synergy and branding), 6 out of 10 industry leaders discussed the change in the customer role in integrated marketing communication. Only 3 out of 10 explained the importance of internal staff being involved in strategic branding (Laurie & Mortimer, 2011).

Another example of research focused on assessing utilization of integrated marketing communication within advertising agencies was conducted by a form of a questionnaire in Nigeria in 2011. Participating companies were required to complete a survey asking the following questions:

- What is the pattern of integration adopted by advertising agencies in Nigeria?
- What are the dominant integrated marketing communication tools in use by advertising agencies?
- In what ways have the adoption of integrated marketing communications influenced advertising agency practice in Nigeria?

Results from this study showed that while these organizations had full intention of being a fully integrated marketing communications team, they did not possess the financial capabilities of doing so; however, this is not to diminish the fact that majority of these organizations had adopted necessary steps in the shift towards fully integrated groups.

Such studies clearly indicate that while there has been major growth in the advertising sector towards becoming and providing full-service integrated marketing communication services for clientele, there is still a remaining divergence between academic ideals of integrated marketing communication practices versus practitioner actions which are not necessarily at the fault of the agencies themselves. According to Laurie et al. (2011) "it is clear that a number of viewpoints of the definition of IMC and its meaning still exist in the literature, which is not helpful for client or agency advancement...". Also, the "evidence suggests that confusion and misunderstandings are still a significant barrier to [integrated communication managements'] implementation at the higher levels of an organization."

Customer-focused versus customer-centric

A recent revelation in integrated marketing communication is the change in the role of the customer within the business world. Due to the fast-paced growth of technology, customers are rapidly gaining more power through forums such as word of mouth; now with capabilities of reaching a much wider audience through the use of social media. Organizations have begun to re-evaluate their common marketing strategies and customer approaches from the traditional customer-focused attitude to the wide-spreading customer-centric method to develop a more integrated strategy due to the recognized power shift.

A customer-focused approach can be defined as "when an organization learns more about the habits of the customer so that they can identify opportunities for cross-selling etc." (Laurie & Mortimer, 2011). While this type of approach can be viewed as entirely satisfactory, Kliatchko (2008) introduced a contrasting concept which concentrates on "working from the outside in" and promotes a different perspective on organizations. When an organization adopts a customer-centric technique, they forgo the view that customers are only passive receivers of marketing techniques and focus on listening to what their needs are and striving to satisfy them; integrating the customer into the process (Laurie & Mortimer, 2011). Many organizations are yet to relinquish such control, as shown by research conducted by Campaign magazine, which can only be suspected to be due to the fear that it could potentially diminish the marketing profession (Laurie & Mortimer, 2011). This view, however, is rebutted by Saihtiri et al. (2014) who claims that "achieving superiority in customer-centric performance is then rewarded through stronger brand performance in the marketplace".

Synergy

Integrated marketing communication can be defined as "[a] concept of marketing communications planning that recognizes the added value of [a] comprehensive plan that evaluates the strategic roles of a variety of communication disciplines. An example of this is general advertising, direct response, sales promotion, and public relations. This general advertising combines these disciplines to provide clarity, consistency, and maximum communications impact" (Prasad & Raman, 2003). This definition highlights two key factors which are essential to successful integrated communications marketing. These factors are clarity and consistency. The focus of integrated marketing communications is heavily based on a coherence throughout all areas of the organization; "one voice across everything" (Laurie & Mortimer, 2011). By linking all communication in each media outlet, and therefore creating synergy, thus, enabling organizations to create a higher impact with their message. As according to Laurie et al. (2011), "a variety of media can have a substantial impact on the overall effectiveness of a campaign, and one medium can improve the effectiveness of another". In laments terms, while an individual media outlet may not have a substantial impact as a single media source when integrated into a larger-scale harmonious relationship with multiple other media platforms, the said media outlet has a stronger impact and benefits the marketing campaign by continuing consistency and reaching a wider audience.

Successfully coordinating synergy among all media platforms is not the final step in a rewarding integrated marketing communications plan. As according to Hughes "creating customer value is dependent on the synergistic coordination of many parts of the organization, wherein internal resources and capabilities are effectively harnessed to create a competitive advantage", this meaning that synergy

must exist across all levels of the organization including organizational culture, branding, and staffing. It is evident from previous integrated marketing communications research that the role of external and internal staff is essential in reaching the highest level of integrated marketing communication planning; it helps to coordinate and encompass all levels of the organizations (Laurie & Mortimer, 2011). With the synergistic coordination of all internal and external staff, the organizational branding is exuded through all possible forefronts, therefore reaching maximum impact.

Barriers

No support from senior management

It is vital for an organization who implements integrated marketing communications to have the commitment from all levels of employees, including senior management. The union between both marketing and corporate goals should coincide and support simultaneously. The lack of involvement from senior management could lead to IMC being deprived of resources which will prevent the full potential that IMC can deliver for the organization to benefit from (Valos, Habibi, Casidy, Driesener, & Maplestone, 2016). Higher levels of the business need to coincide with the efforts of staff in the strategic planning to grasp that IMC's program is valuable.

Clients are confused about the concept

Some companies such as advertising agencies could take advantage of the integrated marketing communications model, due to the stress they receive from clients and budgets being reduced. The introduction of new technology broadens the boundaries for advertising elements to endeavor with such avenues like the internet. Their focus may stray from the core principles of IMC which is to integrate the elements together, as they're less efficient individually. Also, their clients may not grasp the IMC concept as an essential attribute. Therefore, they perceive IMC as saving money due to the strategic juxtaposition.

Organization is too specialized

One of the core fundamentals of integrated marketing communications is that of the focus aspires toward a customer orientation. In spite of that, the purpose of some organizations have not adopted the framework and are still task orientated. Examples include public relations, direct marketing, and advertising.

Conflict within organization

Trying to implement integrated marketing communications into strong hierarchy structured organizations may cause staff resistance due to the nature of horizontal communication causing disagreements amongst staff. Staff may not perform their tasks and functions which jeopardize the work environment. For IMC to be successful the culture of the organization needs to accommodate an open perspective where communication amongst the different departments are managed tactically (Valos, Habibi, Casidy, Driesener, & Maplestone, 2016). Individuals reactions toward the new restructure will differ, as some become custom to the process and enjoy the borderless integration, on the other hand, some may feel threatened from the absence of control that once maintained order and power within the previously structured organization (Vladmir, Miroslav, & Papic, 2012). A corporate structure may not necessarily invite IMC due to their culture being incompatible for the integration.

Components of solving barriers

Integrated marketing communication is the process of communicating an idea to attract customers using an array of tools. It is the process of sending out a message to a receiver (Communications, 2016). Depending on the company values and the type of product or service they offer, the most appropriate message to deliver will depend on the brand and consumer. Three main areas will be discussed to understand how integrated marketing communication can benefit business. These areas being who the Sender is? Who is the Receiver? And what tools can the sender use to pass a message on to the receiver?

Practical solutions towards improving marketing strategies by using integrated marketing communications can be done through two differing marketing concepts the four P's (price, product, place, and promotion) or the four C's (consumer, cost, convenience, and communication). Also, the uses of encoding and decoding should be followed, all of which intertwine to form growth in sales financially for business.

A sender is someone who is aiming to communicate an idea to a receiver (Oxford, 2016). This can be an individual or a group. It is a person who is seeking to offer a product or a service. Marketers must first understand who the brand is to implement marketing communications successfully. Who is Staples? (Staples, 2016) To answer this, one must consider what value they offer their customers. What this company proposes is that it is a 'one-stop' shop for all office needs. They offer a wide variety of office supplies, safe and on time delivery, competitive pricing, and excellent customer service. Staples focuses its marketing efforts on advertising those values. Their slogan "To make more happen, every day". This theme is the most appropriate because it attracts their target audience. Workers have little time on their hands, the product they offer will give them the ability to make life easier; by doing so, they save time. In today's fast-paced lifestyle, if a service is convenient, customers will most likely use the product. Staples have successfully taken the necessary steps to communicate their values to their customers. They have done this through understanding who they are and who they should be targeting.

Branding plays a significant role in marketing communications. It is the process of establishing the identity of a product or service within the market, as well as differentiating itself from its competitors (WebFinance, 2016a). The conglomerate must understand what their brand stands for and who their target market is to identify which tool should be used in communicating a business's vision.

The consumer is this person (Collins, 2016). People receive messages in two different ways: central (MedicineNet, 2016) and peripheral (Linde, 2016). Central receivers require extrinsic motivation (WebFinance, 2016b) to be attracted, some of the commonly used tools to capture this type of audience are catalogs and discount advertisements. Peripheral deals with the use of emotion to get a customer interested. For example, ADIDAS sponsoring the All Blacks (AIG, 2016). The customers will purchase ADIDAS products simply because the team they love wears them. All they need to do is advertise their sponsorship. However, it is important to note that consumers can be both extrinsically and intrinsically motivated into utilizing a product or service regardless of what is being offered.

To take advantage of the first, aggressive advertising of factual information must be conducted and 'on sale' type deals must be offered. This is because someone who receives a message centrally listens to reason, knows a lot about the industry or does not know why he needs the product or service yet. If the best deal is offered, we can expect that the customers will take part in the service. Businesses who sell a product that is not a necessity should use this strategy. Conglomerates within a highly competitive industry should use this theory as well. We'll use the sports shoe consumers as an example. This product is in the maturity stage of the product lifecycle. As a result, there is a high level of competition. The consumer gains the advantage of choice and access to options and information. Aggressive advertising will reach those who buy on impulse and discounts will attract those who are looking for a deal. Retailers should implement these two strategies to highlight reasons a customer should visit their store.

To intrinsically motivate (Harackiewicz, 2000) someone into taking part in a service, one must use emotion. There are several ways for a business to do so, one example is the direct comparison of a product to a familiar context, for example, a movie. A good illustration of such advertisement is the Brokeback Speights commercial (Speights, 2006).

What are some communication tools and how can they use them? The most effective marketing tool today is the use of social media (Technopedia, 2016). Twitter, Facebook and other services provide businesses with access to consumers all over the world. What methods can marketers use to take advantage of these services? They can use key opinion leaders (Matter, 2016). These people usually have adequate knowledge of the industry, hold credible titles for example members of parliament or have a large number of followers. Therefore, consumers are likely to follow the opinions they post about a product or service.

Key opinion leaders drive current thoughts. They take the lead in voicing opinions - for example, Donald Trump, who is currently running for a chance to be the leading candidate of the Republican Party (Team,

2016). UPDATE (2017) - He is the current President of the United States. One of his strategies is to target the issue of immigrants entering America. He states that he's going to build a bigger wall to keep them out. Although his approach raises controversy, many Americans have that same thought in their minds: immigrants are taking jobs and opportunities, therefore, making it harder for citizens to live in their own country. Some like-minded people will agree with Donald Trump's views because it is an opinion that resonates with citizens. Leaders also have the ability to invoke thought to those who know little about a product or service. The opinion does not have to be an existing one. They have the potential to convince consumers that a product or service that they know nothing about satisfies a daily need (for example, voters who did not know that immigration was a problem in America).

Other tools which businesses can use are touch points (SurveyMonkey, 2016), other languages, artwork for example logos and slogans. An example of the first is the student service center at the Auckland University of Technology (Technology, 2016). The service enables students to interact with the university. Other examples are Facebook group pages. In other words, the touch point is the process of creating a service which allows consumers to communicate with the brand. Retail stores are another good example of touch point communications.

Nike specializes in the sale of sports gears ranging from shoes to apparel (Game, 2016). Initially, they established themselves as a business that offers special footwear. Today, they are known globally and have a following loyal to their brand. Consumers now, generally purchase their products because of the brand rather than the technical aspects it offers. Whether it be through sponsoring players or the event itself, this is an example of the use of Key Opinion leaders. Sports is an activity that a large population is interested in - an event that creates role models such as Michael Jordan (Rovell, 2016). In his early days, Nike was successful in gaining Jordan's endorsements, thus ensuring that loyal fans would follow what he said or what he wore. For example, the introduction of the Nike Air Jordan (Liquidrice, 2006) saw an increase in the consumption of Nike products only because it was designed by a key opinion leader.

Artwork is a form of communication that engages with the consumer's emotions. Logos need to be carefully designed because they are a representation of who a company is (Newspapers, 2016). Kathmandu (Ltd, 2016) have over the years, changed their logo many times. Why have they done this? The scope of their target audience was changing and therefore to ensure that consumers knew this, they changed their logo as well. They were not just changing their logo but also what they stood for.

Slogans (Taube, 2014) are a quick and easy way to communicate what a business stands for. However, finding out which slogan best appeals to the target market is difficult. An example of a motto that works is video game developer EA Games' "challenge everything". Playing an EA game - for instance, NFL 2016 - is almost like playing a real game of football. The strategies used to win is relatively the same although it can be usually predictable. "Challenge everything" means that in the cyber world, anyone can be experts at any sports, as long as they're willing to take up the challenge. It means that the dreams that people had about being the best at a sport can become a reality as long as they play their games. This is an example of an effective slogan because it tells the consumer what they stand for and resonates with many consumers.

Previously there were four P's, but now it has been recognized there are more than four (Belch et al., 2014)

Seven P's of marketing

Price - An amount the consumer is willing to pay for the item

Place - Location

Product - A tangible or intangible good or service

Promotion - Strategic communication methods, to increase sale/exposure of a product

People - Part of delivering the service

Process - Activities are undertaken as part of providing the product

Physical Evidence - Tangible presentation

Four C's of Marketing

Consumer - Targeted audience intending to purchase the product

Cost - The amount the consumer is willing to buy the product for

Convenience - An item value to the consumer

Communication - Touchpoints of communication

Encoding conveys the meaning of a brand or messages meaning through differing words, colors, pictures, signs, symbols or music. Therefore, the differing channels of communication act as a ladder towards the consumer understanding the message being produced by the business/brand. This is related to the concepts of the four P's, price, product, place, and promotion. By the encoding of differing advertisements by their placement/where the consumer will notice the product, and advertising such as billboards, pamphlets, and free samples.

Decoding is the process of interpreting messages and relies on the power of correct encoding and the ability of the targeted audience to deconstruct the meaning or meanings of a product, or items given message. Therefore, making feedback a two-way street depending on the intended reaction of integrated marketing communications, from the target market to business. This is where co-creation for business helps in ways of transforming/problem solving different modes of interaction, personalization, customization and reconfiguration of the businesses item of delivery to the targeted audience. The communications of the product's message will not take place nor expand if the frame of reference from the sender is not understood by the target market.

Once these distinct aspects have been achieved or avoided the brand will be able to perform successful uses of integrated communications, by efficiently intertwining cross channels of communication the four P's, four C's, encoding & decoding. Therefore, reaching a greater impact financially in the marketing of the product.

Linear communication model

The Linear communication model can inspire a business in the long term by the format of different information, ideas and emotions to the target market, the model itself shows how the differing components of encoding, decoding, noise, and feedback can contribute to how the message of a product is produced. And can determine if the message will be successful in the market, by the realm of understanding. As encoding creates the message, which then can be interpreted by the formation of decoding by the target market, therefore avoiding noise and accomplishing the understanding of an integrated communication message to the targeted audience.

Origins

First defined by the American Association of Advertising Agencies in 1989, IMC was developed mainly to address the need for businesses to offer clients more than just standard advertising. The 4As originally coined the term the "new advertising"; however, this title did not appropriately incorporate many other aspects included in the term "IMC" - most notably, those beyond traditional advertising process aside from only advertising.

Overall, an influx of new marketplace trends in the late 20th century spurred organizations to shift from the standard advertising approach to the IMC approach:

Decreasing message impact and credibility: The growing number of commercial messaging made it increasingly more difficult for a single message to have a unique effect.

Decreasing costs of databases: The cost of storing and retrieving names, addresses and information

from databases significantly declined. This reduction allowed marketers to reach consumers more effectively.

Increasing client expertise: Clients of marketing and public relations firms became more educated regarding advertising policies, procedures, and tactics. Clients began to realize that television advertising was not the only way to reach consumers.

Increasing mergers and acquisitions of agencies: Many top public relations firms and advertising agencies became partners or partnered with other communication companies. These mergers allowed for more creativity, and the expansion of communication from only advertising, to other disciplines such as event planning and promotion.

Increasing global marketing: There was a rapid influx of advertising competition from foreign countries. Companies quickly realized that even if they did not conduct business outside their country, they were now competing in global marketing.

Increasing media and audience fragmentation: With the exception of the decline of newspapers, media outlets, such as magazines and television stations, rose from 1980 to 1990. Additionally, companies could use new technologies and computers to target specific audiences based on factors such as ethnic background or place of residence.

Increasing number of overall products: Manufacturers flooded retailers with a plethora of new products, many of which were identical to products that already existed. Therefore, a unique marketing and branding approach was crucial to attract customer attention and increase sales.

Model and stages

Tactical marketing communications

Mixed elements of "sight and sound" related communication channels give a business the beginning of the implementation towards becoming an integrated marketing company to its target market. Once this stage is triggered, the company ought to aim into progressing into understanding the consumer's requirements based on market trends at the time of development. This produced through key marketing skills of advertising, promotions, direct selling and personal events. Therefore, increasing the chance of sales in the competitive market, through the channels/touch points of integrated marketing communication. Therefore, encouraging sales to the target market to avoid the chance of a decline in the companies marketing position.

Redefining integrated marketing communication

Elements of tactical Integrated marketing communications is primarily focusing on one's businesses marketing strategy of advertisement. This including mostly promotional work, the public relations the business has with the market and the direct response of the businesses promotional work to its customers. The strategy itself connects to "Tactical marketing communications" by the aspects of "sight and sound" therefore, starting the beginning of specialization within the market and the targeting of core values of the consumer within the market, as well as brand equity.

Applications of strategic marketing integration

Firms are becoming highly practical with their approach to marketing communication as their primary performance strategy, eventually, gain more sales financially compared to differing businesses. Also, motivating the target market to purchase the item repetitively or more-so over another businesses item. Financially the achievements of a businesses pricing of a product can fluctuate the demand of a product, this avoiding downfalls in the market.

Financial and strategic integration

The final stage shows the highest level of integration by the evaluation of marketing strategies and the strategic planning of one's target market understanding. Therefore, making the business re-evaluate its

financial infrastructure, marketing expenditures, and its marketing communication accomplishments to create growth and value externally and internally throughout one's company.

Evaluation

- Have objectives been meet?
- Evaluate alternatives
- Develop efficient and effective communication
- Help defend budgets
- Enrich planning and managing
- Provide controls

https://en.wikipedia.org/wiki/Integrated_marketing_communications



https://commons.wikimedia.org/wiki/File:His_Master's_Voice.jpg