

## RESEÑA/REPORT

### INTEGRATED MARKETING COMMUNICATION

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In view of the large and rapid advances that online media have made both in the lives of consumers and companies, it is a reality that the way to manage business communication has also taken an important turn and has made the brands adapt to these innovations to efficiently manage their communication strategies. In this sense, this manual provides an up-to-date, complete and practical overview of the transformation undergone by the integrated communication planning process within the business marketing strategy.

This work is oriented from a double perspective with two clear objectives. First, it adopts a business vision aimed at professionals in the sector with the aim of offering them a guide that allows them to deepen and take advantage of all the options offered by new online media. And secondly, it is also addressed to teachers, academicians, students and scholars of communication with the aim of going beyond the use and knowledge of this tool through the analysis of real cases and examples, all with a clear and simple language.

The manual is divided into seven chapters that contemplate and analyze the basic aspects and variables that make up the online communication strategy in current times. The first two chapters address marketing communication from an integrated perspective and encompass the marketing communication mix and the communication planning process, respectively. Responding to issues related to the measurement of integration in communication reached by an organization, its strategic importance or the way to achieve such integration. The other chapters deal with the study of the different communication tools through the online channel that are relevant today and whose implementation is easy for any type of company regardless of its size or the sector in which it operates. This way, chapter three is devoted to promotional marketing emphasizing the different types of promotions and channels offered by the online medium; chapter four focuses on the study of databases and direct marketing by deepening the design, typology, content and strategic use of customer databases; chapter five addresses the exciting world of

online communication. with special reference to new trends such as mobile marketing or affiliate marketing, among others; chapter six is dedicated to deepening marketing and communication through social networks, stopping in the analysis of blogs, games and more prominent social networks. Finally, chapter seven completes the study of the planning process with the help of web analytics and different models that allow us to measure the success of communication in social networks.

The real and clear examples of brands that have developed successful strategies through the implementation of online communication strategies are particularly relevant, helping the reader to better understand what has been explained through theory. Also, the language used is straightforward and simple, which makes it much easier to read and understand what the authors intend to transmit with this interesting and practical work that allows us to be up to date, to know and take advantage of the new tools that the internet puts at our disposal to increase the effectiveness of communication strategies and also the much desired engagement with the consumer.

### **Synthesis of professional curriculum of the author (s) of the reviewed book:**

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