
A study on integrated marketing with reference to online marketing

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ABSTRACT

Marketing activities are an integral part of running a business; regardless of how valuable a product is, if they are not balanced with effective marketing, sales will not be as high as they may be. Marketing is now recognized as crucial to increasing sales turnover in a corporate organization. Integrated marketing communications are a vital component that helps boost sales. Yet, not all company players have successfully and efficiently utilized integrated marketing communications. The result is that consumers and potential buyers do not receive the seller's intended message. Thus, the product was re-promoted. With a focus on Pure Milk, this study employs qualitative descriptive research.

KEYWORDS: Marketing, Communications, Integrated, Marketing management

1. INTRODUCTION

Running a business is inextricably linked to marketing operations; no matter how valuable a product is, it will not achieve maximum sales if matched with the appropriate marketing. Marketing is a crucial component of growing sales turnover in a corporate organization in today's business operations (Sudirman *et al.*, 2020).

A strategy is required to communicate the product's message to potential customers while selling a product, including both commodities and services. The purpose or utility of a product, the target market for the product, its price, how to obtain it, and other messages that the manufacturer wants to get out to customers are all included in the message of a product (Indah & Maulida, 2017). transmission of a message. Marketing management is an effort to plan, implement (which consists of organizing, directing, and coordinating), and supervise or control marketing activities in an organization to achieve organizational goals effectively and efficiently (Sudarsono, 2020)

The advent of the internet ushered in a new marketing era, but as social media becomes more widely used, it expands quickly. Due to the ease with which consumers may share their opinions on a product in real-time on social media, marketing communication has grown more effective due to its availability (Smith & Zook, 2019).

Each business has its marketing communication plan, and to communicate the value of the products, it must use effective integrated marketing communication (Putri & Amalia, 2020). Some of the stages in carrying out a marketing strategy are as follows.

- **Planning**

Planning involves multiple processes, as stated by French & Asifi (Abidin, 2015), specifically:

- a. Analyzing the problem
- b. Analyzing the audience
- c. Formulating the problem
- d. Selection of media and communication channels

- **Implementation**

The process of managing resources and management using a pre-planned strategy is called implementation (Amirullah & Strategy, 2015).

- **Evaluation**

Evaluation is a re-examination of the plan that has been implemented, whether it follows the planned strategy and becomes a reference for the subsequent strategy development.

Nevertheless, company actors' Ineffective use of integrated marketing communication keeps their intended message from reaching the customer. Micro, Small, and Medium-Sized Companies have not used integrated marketing communication among other business actors (MSMEs). Due to the lack of integrated communication, MSMEs must constantly struggle to remind their customers to repurchase their products. The author is interested in doing a study titled "Marketing Management's Viewpoint of Integrated Marketing Communication in Whole Milk MSMEs" in light of the context above.

2. OBJECTIVES

To study the integrated marketing communication.

3. REVIEW OF LITERATURE

Large corporations, particularly those in America, started to gradually grasp the necessity for attempts to combine their marketing promotion instruments in the 1980s to enhance sales. Large companies began to move on to integrated marketing communications, which included coordinating various elements of promotion and other marketing activities (Morrison, 2015). Integrated marketing communications aim to inform, persuade, and remind consumers about the goods they sell directly or indirectly. Communication in marketing carries out a variety of marketing tasks, including how to obtain a product, who the target market will be, how to use a product, what it does, and other elements of a product's value that need to be communicated to customers.

Both the business and potential customers can benefit from integrated marketing messaging. Integrated marketing communications can help businesses sell their goods and boost sales. This strategy can be used to assist companies in informing the products and services they offer and reminding customers of the products. Integrated marketing communications can aid potential customers in understanding the goods or services a business offers (Widodo & Zulianto, 2022).

4. RESEARCH METHODOLOGY

This study uses a case study methodology and is a sort of qualitative research. Qualitative research is used in this study to describe the views of marketing management on integrated marketing communications with a case study approach on Whole Milk MSMEs. The qualitative descriptive research method is a problem formulation that guides researchers

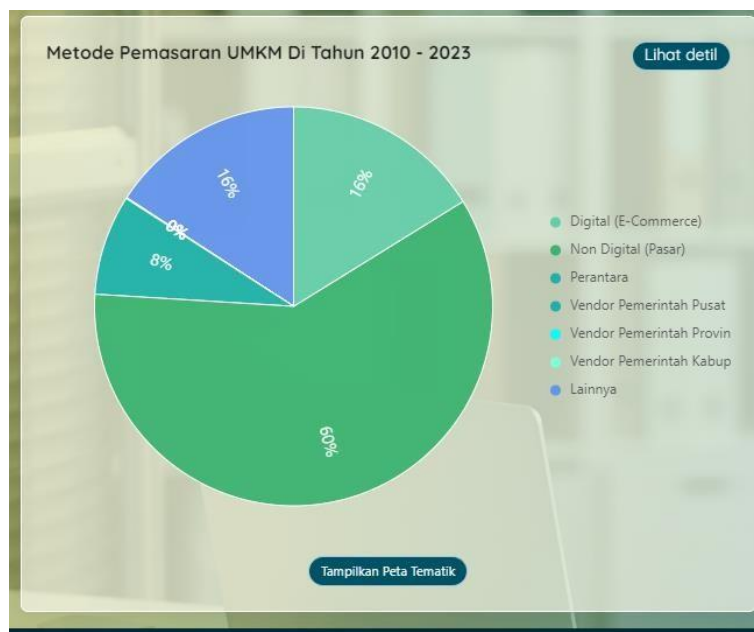
to explore or photograph social situations to be studied thoroughly, broadly, and in-depth (Sugiyono, 2016). Meanwhile, data collection techniques were carried out by speaking with the Pure Milk MSMEs proprietors and looking for relevant publications and other information.

The most effective marketing promotion strategy at one time was mass media advertising. Because of this assumption, mass media advertising has dominated a company's promotional activity over the past few decades. Sales promotion and direct marketing are just two more types of marketing communication that are only used in specific circumstances.

5. DATA ANALYSIS

According to data from the Ministry of Cooperatives and SMEs, 16% of MSMEs in Indonesia carry out digital marketing methods. This demonstrates that MSMEs have not yet benefited from integrated marketing communication.

Information in 2023 about MSME marketing techniques in Indonesia Both large and small organizations have applied incorporated marketing communications, particularly in MSME situations. By making changes to the available



funding, MSMEs may use this programme. Brochures, banners, discounts or free samples of the products, and web marketing, which can be utilized as a low-cost promotional tool, are just a few examples of the simple integrated marketing communications plan that may be used to advertise their products to customers. MSMEs can use integrated marketing communications, though not at their best yet. Promotional activities carried out by MSMEs are still constrained by costs; the very minimal promotional ability is caused by the absence of expenses so that only a few elements in integrated marketing communications can be applied by MSMEs, namely: Advertising, publicity, sales promotion, and direct marketing (Chrismardani, 2014).

Since they were founded in 1987, the second generation is currently in charge of the Pure Milk MSMEs. MSMEs that sell pure milk may be found in West Java, Bandung, and Arjasari. One-litre and half-litre bottles of cow's milk are sold by Pure Milk MSMEs, who also offer a location for individuals who wish to consume it right away.

Marketing staff, specifically face-to-face interactions between sellers and buyers, are the marketing strategy employed by Pure Milk MSMEs. Moreover, word-of-mouth advertising is carried out by customers to their neighbours, acquaintances, and relatives. Meanwhile, integrated marketing communications that Pure Milk MSMEs have not implemented are advertising, sales promotion, events and experiences, public relations, mail marketing, and interactive marketing. Sales of Whole Milk MSMEs that don't use integrated marketing communications tend to decline since they are less competitive with competitors with more robust marketing communication strategies.

Of the many marketing communication strategies, Fresh Milk MSMEs mostly use personal sales, word-of-mouth marketing, and interactive marketing as their primary marketing communication techniques. First is interactive marketing, in which MSMEs build Facebook pages to advertise their existence, add locations to Google Maps so that customers can find them easily, and establish commercial relationships (WhatsApp). By doing word-of-

mouth marketing, this communication has been running for many years so that sales activities continue to be sustainable and have increased due to word of mouth to neighbours, relatives, friends, or family. They discussed their purchases and usage of Whole Milk MSME items.

A 4P marketing communication mix, which combines the concepts of product, price, place, and promotion with a variety of advertisement, sales promotion, public relations, personal selling, direct marketing, and web marketing, are examples of marketing communication tools used by Martabak Mertua to achieve its marketing communication goals. Meanwhile, other MSMEs who had previously conducted research obtained similar results (Utama & Sanusi, 2022).

Moreover, MSME Sambal Pecel Tanding Roso from Madiun uses social media, specifically Facebook and Instagram, as their sole method of marketing communication. This MSME aggressively engages in marketing by responding to comments, so customers are drawn in by its quick response time.

Pure Milk MSMEs can make an effort to develop integrated marketing communications by adding marketing tools like running promotions on social media. So that it can provide benefits, namely increasing brand awareness and can increase sales.

In addition to only focusing on direct sales, it would be nice to optimize the use of social media, e-commerce, and other digital marketing tools so that you can get optimal results from implementing an integrated marketing communication strategy (Dermawansyah & Rizqi, 2021).

The following are some advantages of digital marketing. First, any organization can do it, whether they are MSMEs or significant corporations. Second, unlike print and broadcast media, there is no space restriction. Thirdly, it is very rapid and straightforward to access information. Fourth, anybody and anyone can visit the website. Fifth, without having to go to the store, shopping is quicker and simpler (Adha & SE, 2022).

It will build brand equity by utilizing integrated marketing communications. One is employing personal branding that demonstrates online and offline behaviours to influence how many people perceive the products (Fazri, 2022). Marketing communication plays a significant role in projecting a specific image for businesses.

6. CONCLUSION

Given the preceding discussion, a critical aspect of marketing management, integrated marketing communication, can be extrapolated to require careful consideration when conveying a product's value proposition. Every MSME can employ various marketing communication tactics, but due to the restricted resources available to Pure Milk MSMEs, not all of these strategies will be effective.

Due to a lack of integrated marketing communication, buyers are unaware of what MSMEs are attempting to convey to them. The only physical enterprises on which traditional sales strategies still rely prevent them from reaching online customers. There has been no improvement in promotion and integrated marketing communication. Communication is essential because financial issues and a lack of understanding of integrated marketing strategies frequently constrain Whole Milk MSMEs.

Lack of initiative from MSME owners to take advantage of existing social media. Because marketing communication in this digital era does not always have to spend money to carry out marketing communications, many ways can be used to do promotions for free.

- Expand the reference knowledge regarding integrated marketing communication so that you better understand what will be conveyed when applying marketing communication science to MSMEs
- Expand the integrated marketing communication strategy in addition to those implemented and improve the quality of ongoing marketing again.
- Encourage an entrepreneurial mindset and optimistic thinking so that Pure Milk MSMEs can expand and thrive in the future to meet the need for cow's milk.

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