

## Koekemoer Marketing Communications

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Ludi Koekemoer is the author of Promotional Strategy. He is the managing director and principal of the AAA school of advertising, a marketing SGB member, and a member of the American Advertising Academy.

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Koekemoer, L Enquire Now ... While offering the main marketing communication tools, Marketing Communication: An integrated approach deals with the past, present and future of IMC and the impact this has had on the pace and demands of effective persuasive communication in the current digital age. It is also the first IMC textbook to cover in ...

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Marketing Communication - An Integrated Approach (Paperback) / Photographer: Ludi Koekemoer ; 9781485102175 ; E-commerce, Business & management, Business & Economics, Books

*Marketing Communication - An Integrated Approach ...*

There are different criteria against which the success of a marketing campaign can be assessed. According to Koekemer and Bird (2004) integrated marketing communication assessment criteria include customer loyalty, market share, and the amount of revenue that were generated as a result of the marketing campaign.

*Coca-Cola Marketing Communications: A Critical Analysis*

An integrated marketing communication strategy (as part of integrated marketing) would thus involve choosing marketing communication options that reinforce and complement one another (Kotler & Keller, 2006:19).

**CHAPTER 2: INTEGRATED MARKETING COMMUNICATION**

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Marketing communications is an integral part of the overall marketing program for most companies and organizations. However, these firms recognize that the way they must communicate with consumers and other relevant audiences to promote their products and services is changing rapidly. The fragmentation of mass markets, the

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