

## IMPORTANCE OF INTEGRATED COMMUNICATION

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### **ABSTRACT: -**

Integrated communication is an important part of modern business operations. It refers to the coordination of all aspects of communication – from advertising and promotions to public relations, customer service, and internal communications – to ensure a consistent message is being delivered to all stakeholders. Integrated communication helps businesses remain competitive in today's increasingly globalized market. Integrated communication is important for businesses because it can help them reach a broader audience, build trust with stakeholders, and create a unified brand image. By coordinating all communication activities, businesses can ensure that their messaging is consistent across various channels and platforms. This can be beneficial for building customer trust and loyalty, as customers will recognize the same message regardless of the medium they use to access it. Integrated communication also helps businesses remain competitive in a crowded marketplace. By coordinating messaging across multiple channels and platforms, businesses can reach a wider audience and ensure their message is seen and heard by potential customers. This increases the chances of customers engaging with their product or service and ultimately leads to increased sales and profits. Finally, integrated communication helps businesses create a unified brand image. By coordinating messaging across all communication channels, businesses can ensure that their image is consistent and recognizable by customers. This helps customers identify and trust the company, increasing their chances of making a purchase. In conclusion, integrated communication is an important tool for businesses to remain competitive in today's increasingly globalized market. It helps businesses reach a broader audience, build trust with stakeholders, and create a unified brand image. Ultimately, integrated communication can be beneficial for businesses as it increases the chances of customers engaging with their product or service, leading to increased sales and profits.

**INTRODUCTION:**

Integrated communication is a critical aspect of any successful business. It is the process of using a variety of communication channels to reach different target audiences with a consistent message. Integrated communication is essential for achieving business objectives, strengthening relationships with customers, and engaging employees. Integrated communication ensures that all stakeholders, from customers to employees, receive accurate and timely information. It helps to ensure that a business's message is delivered in an effective and consistent manner. By utilizing multiple channels, such as print, radio, television, and digital media, integrated communication helps to reach a wider audience and ensures that the message is heard by the right people. Having a consistent message across all communication channels is essential for creating brand recognition and trust. When customers encounter consistent messaging, they are more likely to trust a brand and to stay loyal to it. Integrated communication also helps to create a unified brand identity, which can be used to differentiate a business from its competitors. Integrated communication is also essential for engaging employees. By using multiple communication channels, a business can ensure that employees receive the same message from the same source. This helps to ensure that employees understand the company's goals and objectives, and are motivated to work towards them. Integrated communication is also an important tool for managing customer relationships. By consistently delivering accurate and timely information, businesses can build loyalty and trust. This can lead to more sales and a better customer experience. In conclusion, integrated communication is essential for any successful business. It ensures that the right message is communicated to the right audience and helps to create brand recognition and loyalty. It is also an important tool for engaging employees and managing customer relationships.

**OBJECTIVES: -**

Integrated communication is an essential component of modern business operations and is used to create a unified message across all platforms and channels. It is designed to ensure that all stakeholders, including customers, employees, and partners, receive consistent and up-to-date information. This unified approach can help ensure that all stakeholders are aware of and engaged with the business.

The main objectives of integrated communication are to:

1. Create a consistent brand identity and message: Integrated communication helps to ensure that the same message is being communicated across all channels and that the brand identity is consistent. This can help to create a sense of trust and reliability.
  2. Enhance customer experience: By using integrated communication, businesses can ensure that customers receive a consistent, positive experience regardless of the platform or channel they use.
  3. Increase reach and engagement: Integrated communication allows businesses to reach more people with their message and to engage them more effectively. This can help to increase sales and awareness of the brand.
  4. Improve customer relations: By providing consistent, up-to-date information, customers are more likely to feel engaged and valued by the business. This can help to build relationships and loyalty.
  5. Enhance internal communication: Integrated communication can help to ensure that all employees are aware of the latest company news and updates. This can help to create a sense of unity among employees and can help to increase motivation and productivity.
  6. Increase efficiency: By providing a unified message across all platforms, businesses can ensure that their message reaches the right people in a timely manner. This can help to reduce costs and improve efficiency.
- Overall, integrated communication is an important part of modern business operations. By following the above objectives, businesses can ensure that their message reaches the right people in the most effective way. This can help to increase sales and loyalty, as well as create a unified brand identity.

## DATA ANALYSIS:

For this research we have considered sample of 40 responses, from the results we can analyse the importance of communication.

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
1. Do integrated communication is important your organization?	1.50	.923	38
2. does integrated communication improve the effectiveness of your marketing efforts?	1.71	.654	38
3. do you currently use integrated communication in your organization?	1.74	.795	38
4. Do you think key performance indicator is success of your integrated communication campaigns?	1.82	.955	38
5. Does integrated communication help to build and maintain customer relationships?	1.37	.786	38
6. Do you believe that integrated communication leads to a more cohesive brand image?	1.84	.973	38
7 . does integrated communication help to streamline internal communication and collaboration within your organization?	1.87	1.119	38
V8	1.71	.927	38
V9	2.00	1.139	38
10. do you plan and strategize for integrated communication campaigns is helpful ?	1.47	.830	38

For each of the 10 separate variables in descriptive statistics, the average and standard deviation are calculated. As you can see, the analysis N sample size is 38.

Correlation Matrix<sup>a</sup>

	1. Do integrated communication is important your organization?	2. does integrated communication improve the effectiveness of your marketing efforts?	3. do you currently use integrated communication in your organization?	4. Do you think key performance indicator is success of your integrated communication on campaigns?	5. Does integrated communication help to build and maintain customer relationships ?	6.Do you believe that integrated communication leads to a more cohesive brand image?	7. does integrated communication help to streamline internal communication and collaboration within your organization?	V8	V9	10. do you plan and strategize for integrated communication campaigns is helpful ?	
Correlation	1. Do integrated communication is important your organization?	1.000	.605	.516	.445	.559	.361	.484	.268	.463	.530
	2. does integrated communication improve the effectiveness of your marketing efforts?	.605	1.000	.318	.432	.318	.181	.168	.304	.544	.309
	3. do you currently use integrated communication in your organization?	.516	.318	1.000	.362	.333	.329	.507	.261	.388	.235
	4. Do you think key performance indicator is success of your integrated communication campaigns?	.445	.432	.362	1.000	.309	.462	.331	.518	.373	.250
	5. Does integrated communication help to build and maintain customer relationships?	.559	.318	.333	.309	1.000	.573	.425	.521	.483	.720
	6.Do you believe that integrated communication leads to a more cohesive brand image?	.361	.181	.329	.462	.573	1.000	.551	.457	.414	.497

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	183.231
	df	45
	Sig.	.000

The KMO test determines whether river data are appropriate for factor analysis.

The Spritely batter test The significant statistical test, which is often less than 0.05, is used to determine whether the correlation matrix is an identity matrix. It demonstrates that the null hypothesis has been rejected as evidenced by the average table, proving that the correlation matrix is not an identity matrix.

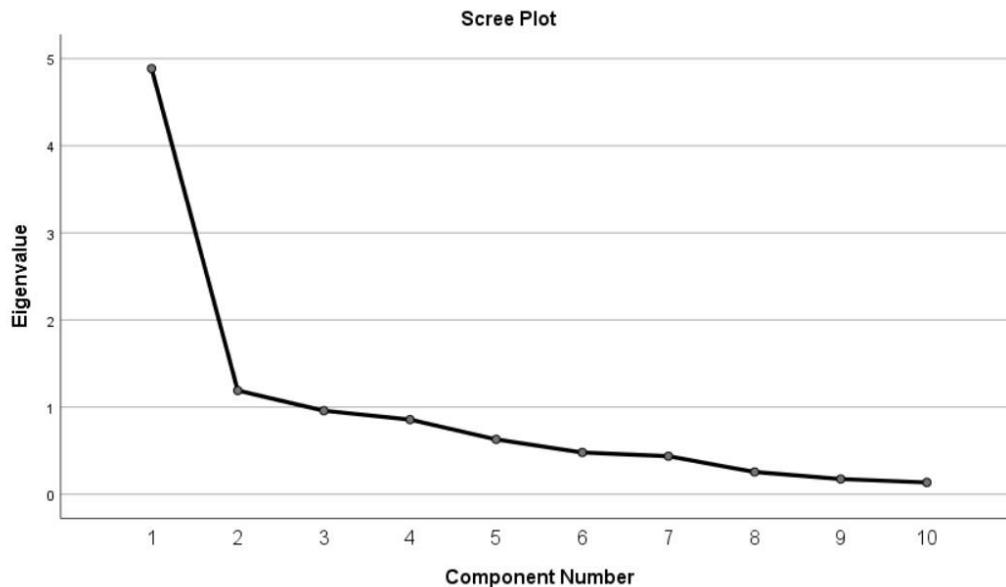
### Communalities

	Initial	Extraction
1. Do integrated communication is important your organization?	1.000	.679
2. does integrated communication improve the effectiveness of your marketing efforts?	1.000	.766
3. do you currently use integrated communication in your organization?	1.000	.431
4. Do you think key performance indicator is success of your integrated communication campaigns?	1.000	.471
5. Does integrated communication help to build and maintain customer relationships?	1.000	.661
6. Do you believe that integrated communication leads to a more cohesive brand image?	1.000	.608
7. does integrated communication help to streamline internal communication and collaboration within your organization?	1.000	.581
V8	1.000	.559
V9	1.000	.575
10. do you plan and strategize for integrated communication campaigns is helpful ?	1.000	.745

Extraction Method: Principal Component Analysis.

According to this approach, which assumes we have a data set with properties that need to be evaluated, the main component of analysis is finding  $k$  unique tuples with  $n$  attributes and may be used to characterise the date the data was collected.

Principal component analysis can be applied to skewed or parsed data.



### SUGGESTIONS:

1. **Improved Collaboration:** Integrated communication helps to bring employees from different departments and organizations together to help collaborate on projects and tasks. This helps to ensure that everyone is working towards the same goal and objectives.
2. **Improved Efficiency:** Integrated communication helps to eliminate the need for multiple messaging systems, which can be time consuming and inefficient. Instead, everyone is connected in one platform, making it easier to communicate and collaborate quickly.
3. **Increased Productivity:** With integrated communication, employees are able to work more efficiently, leading to improved productivity and better results. This can be especially beneficial for companies with remote employees, as integrated communication makes it easier to stay in contact and stay on the same page.
4. **Increased Reach:** Integrated communication allows organizations to reach a larger audience, whether it's customers, partners, or employees. This helps to ensure that everyone can stay connected and informed.
5. **Improved Customer Service:** Integrated communication helps to ensure that customers are able to get the help they need quickly and efficiently. This can help to improve customer satisfaction and loyalty.
6. **Cost Savings:** By using integrated communication, organizations can save money on communication costs by utilizing one platform instead of multiple messaging systems. This can help to reduce overall costs and help businesses to be more cost-efficient.



7. Improved Security: Integrated communication helps to ensure that data is kept secure and that messages and conversations are kept private. This can help to protect sensitive information and ensure that only authorized personnel can access it.
8. Increased Engagement: Integrated communication helps to engage users and keep them connected. This can help to encourage collaboration and improve the overall experience of using the communication platform.

## **CONCLUSION :**

Integrated communication is essential for organizations to ensure they are effectively communicating their message to their target audiences. It involves the coordination of all forms of communication, including advertising, public relations, direct marketing, personal selling, and digital and social media. Integrated communication helps organizations to ensure their message is consistent, clear and effective across all channels. This helps to create a unified message to reach potential customers and build relationships with current customers. It also helps to create a stronger brand identity, which is essential for gaining customer loyalty and building long-term relationships. Integrated communication also helps to maximize the impact of campaigns and optimize the use of resources. By combining different channels, organizations can reach a larger, more diverse audience and leverage the strengths of each channel to be more effective. For example, the combination of traditional advertising and digital marketing can be used to maximize reach and engagement. Overall, integrated communication is essential for organizations to effectively communicate their message and build strong relationships with their customers. By combining all forms of communication, organizations can reach a larger audience, create a unified message, and optimize their resources.