



MARKETING *Club* 182nd

182nd Marketing Club
138th Business Club
43rd Riyadh Club

Integrated Marketing Communication



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR



JOIN FREE

LIVE WEBINAR

Date

10 June
2025
Tuesday

10 pm



Egypt

10 pm



KSA

11 pm



UAE

Place
Online
Zoom



Instructor
By **Dr. Ahmed Bahgat**
Marketing Manager



Integrated Marketing Communication

A Unified **Brand Experience**

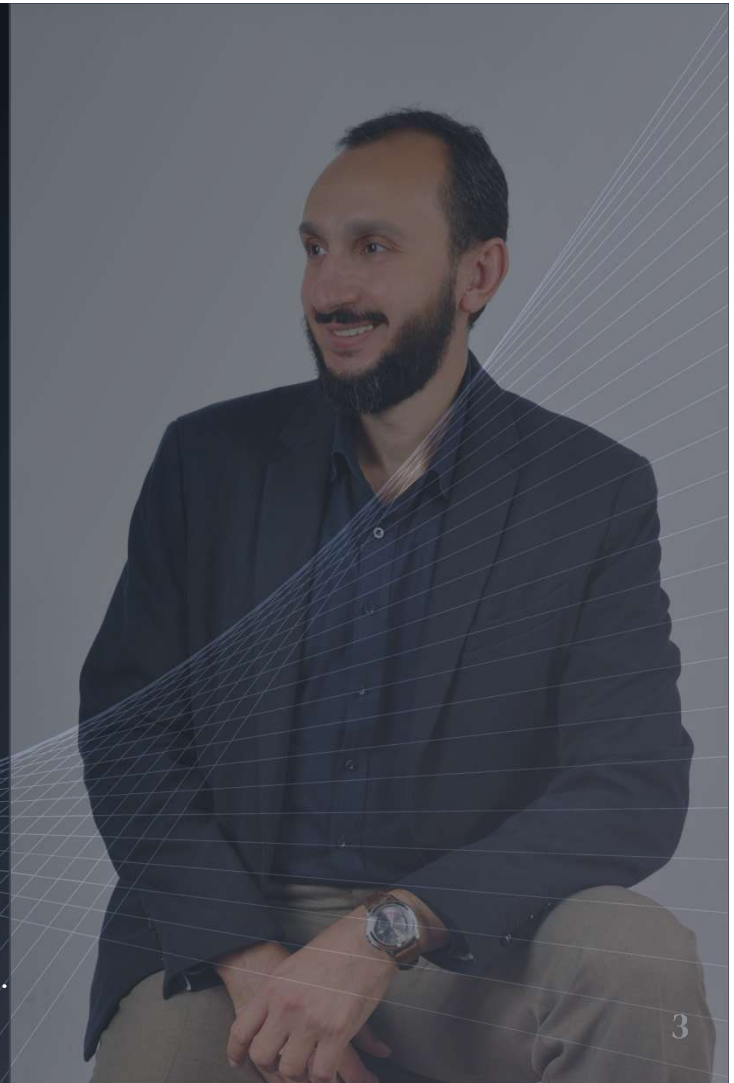
By Ahmed Bahgat
June 10th, 2025

Ahmed Bahgat

- ❖ Pharmacist, 2003
- ❖ Product manager @ Riyadh Pharma
- ❖ Brand Manager @ 3M
- ❖ Digital marketer since 2019
- ❖ MBA since 2010
- ❖ Digital Marketing Diploma since 2019



I am here because I love to share Experience.



Agenda

1. What is an Integrated Communication?
2. Steps to Plan and Execute
3. Real-World Examples
4. Common Challenges
5. Q&A



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1. What is an Integrated Communication



Integrated Communication

a strategic marketing approach that delivers a **unified, consistent** message across multiple communication channels — both online and offline — working together toward the same goal.



Characteristics of Integrated Communication



Unified Message: Every platform tells the same core story.



Cross-Channel Synergy: Creating a more powerful combined effect.



Consistent Branding: Harmonized across all touchpoints.



Customer-Centric: Focused .



Benefits of Integrated Communication



Stronger Brand
Consistency and
Recognition



Higher Engagement
and Conversion Rates



Improved Customer
Experience and
Loyalty



Better Efficiency and
Return on Investment
(ROI)

What do you remember when see these logos?



Key **components** an Integrated Communication



Clear Core Message



Multi-Channel Strategy



Unified Visual Identity



Consistent Tone and Voice



Cross-Functional
Collaboration



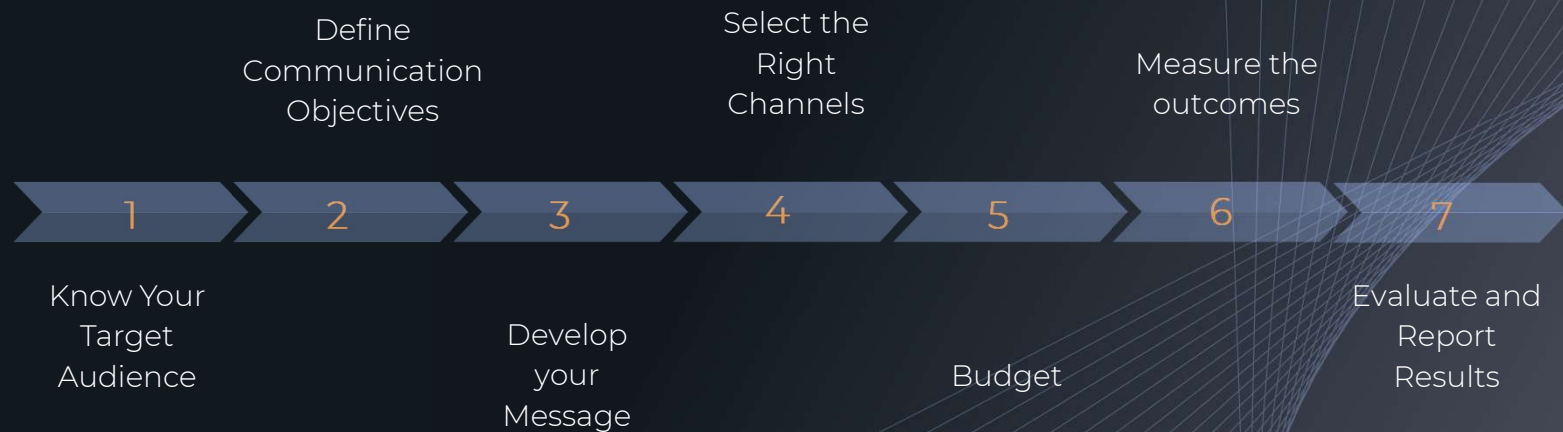
Customer-Centric Journey
Mapping



2. Steps to Plan and Execute



Steps to Plan and Execute an Integrated Communication



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Step #2

Define your Communication Objectives



Step #2 **Communication Objectives**

Brand Awareness



Basic Awareness

- Acquire new customers
- Repeat multiple times
- Brand recognition test



Top of mind awareness

- Not only recognition
- Interesting, grabbing slogans
- Multiple channels
- Brand recall test



Step #2 Communication Objectives

Disseminate Information



Inform the customers.



Establish a close link between the information and the brand.



Fashion for less



Save more



Great quality less price

Step #2 **Communication Objectives**

Attitude Change

- 1 Create an emotional response in consumers.
- 1 The focus is the person.

The Volvo logo, consisting of the word "VOLVO" in a bold, blue, sans-serif font, centered within a white rectangular box.

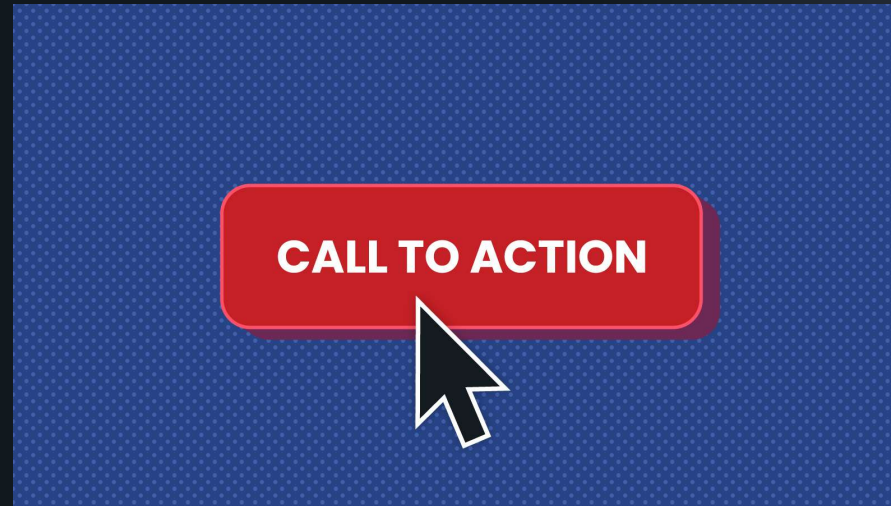
Volvo: Our cars are safe.

Volvo: You care about safety. So do we.



Step #2 **Communication Objectives**

Trigger a behaviour



Step #2

Define your **Communication Objectives**



Brand Awareness



Information Dissemination



Attitude Change



Behaviour Trigger

“ What do we want people to **think, feel, or do** after they hear our product or our brand? “



Step #3

Develop a **Unified Message** and Theme

1

Understand Your Brand Values and Mission

2

Align with audience values

3

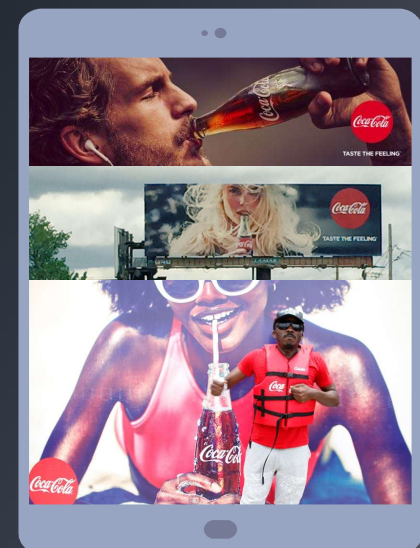
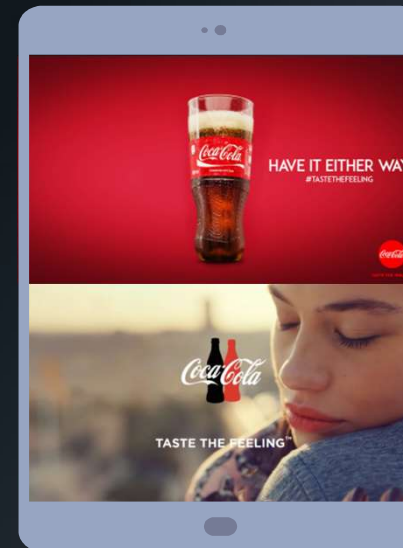
Define the Tone and Voice of Your Message

4

Create Key Messages for Each Platform (but keep the core consistent)

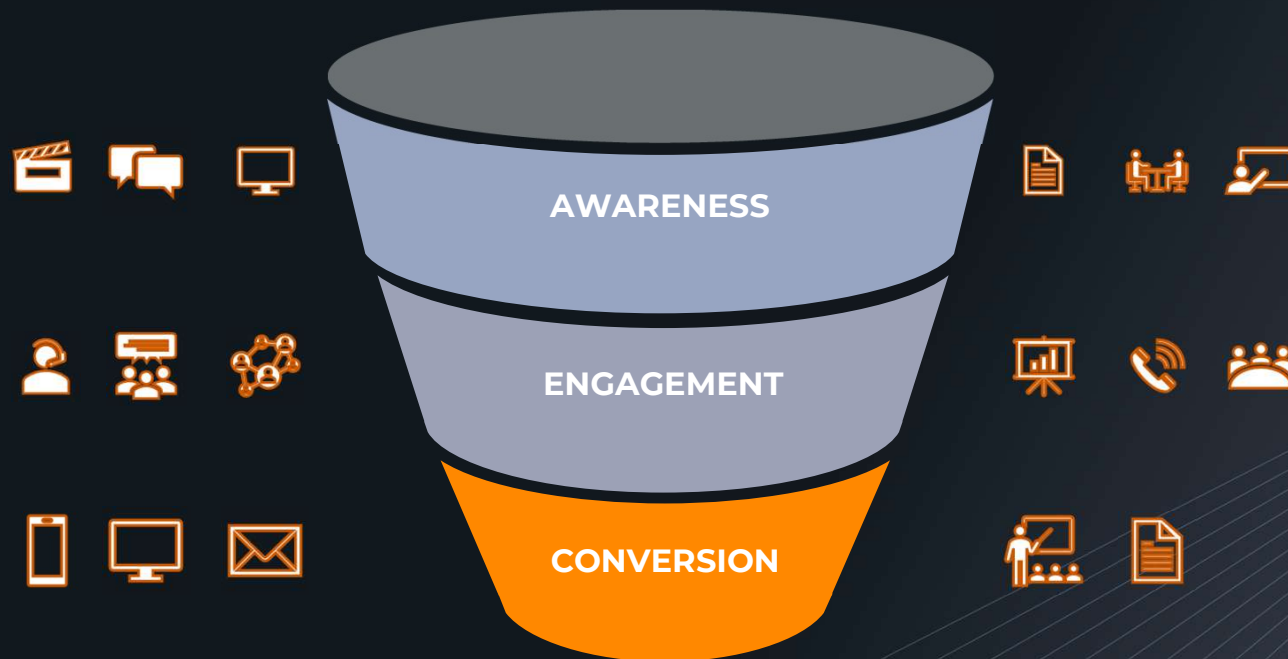
5

Test and Refine the Message



Step #4

Select the **Right** Channels



Campaign objectives

Audience presence

Budget

Channel Prioritization

Test & learn



Step #5

Set up your Budget



% of sales



Meet the competition



What can afford

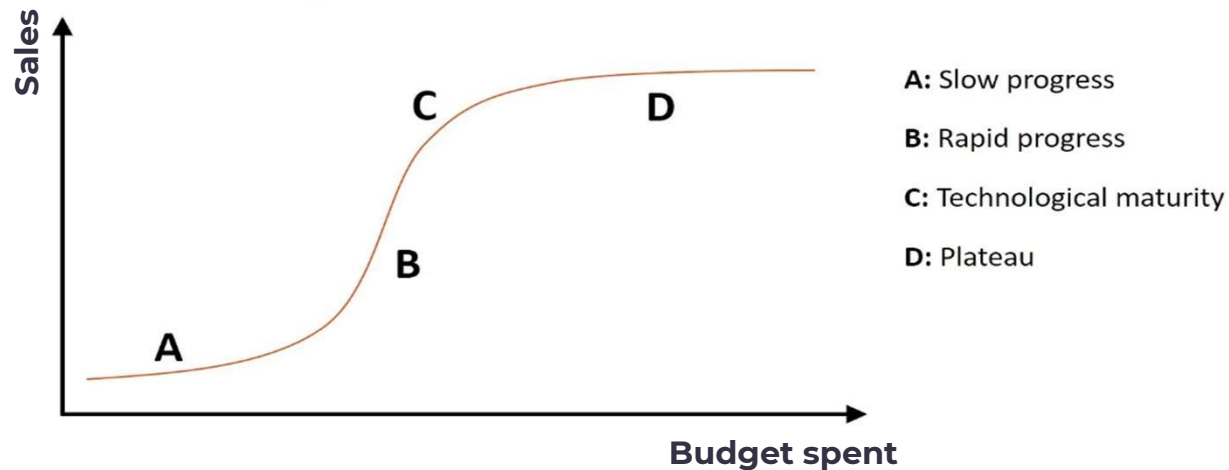


Objective & task



Step #5 Set up your Budget

Relationship between marketing budget & Sales



Factors

- Product nature
- Competitor activities
- Price level
- Product quality
- Distribution strategy



There is **NO DIRECT** relation between marketing budget & sales



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Step #6

Measuring Outcomes – KPIs & Analytics

- Reach
- Brand mentions
- Ad recall



- Foot Traffic to booths/events
- Flyer/Brochure Pickup Rate
- Billboard Views

- CTR, bounce rate, video watch time
- Social engagement



- Event Participation Rate
- Booth Interaction Rate
- Printed Material Requests

- Sales, leads,
- CPA, ROAS



- In-Store Sales Uplift
- Promo Code Redemptions
- Appointment Bookings / Demos Completed

**What gets
measured gets
MANAGED – even
offline**



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Big Impact, Bigger
Challenges.

Powerful, but **Not Always Easy**

Inconsistent Messaging Across Channels

- Develop a **core creative concept** and message framework shared across all teams
- Align everyone through a **campaign kick-off workshop**

Lack of Clear Campaign Objective

- Set a SMART campaign objective
- Make sure every channel and team maps their activity to that goal

Channel Overload or Mismatch

- Prioritize based on audience behaviour and budget efficiency
- Test, learn, and double down on the top-performing platforms



“ When every touchpoint speaks
the same language, your
audience **listens** — and acts.



The background of the slide is a solid orange color. On the right side, there are several thin, light-colored wavy lines that curve from the bottom towards the top right corner. In the center of the slide, the text "Q&A" is displayed in a bold, dark blue font.

Q&A

Thanks!

Need for a mentor?

You can find me:



ahmadgooda22@yahoo.com



[linkedin.com/in/ahmedbahgatfouad/](https://www.linkedin.com/in/ahmedbahgatfouad/)