

# **Integrated Marketing: A Powerful Strategy for Increasing Brand Awareness**

**Dewi Indriani Jusuf<sup>1</sup>**

<sup>1</sup>International Women University

---

## ***Corresponding Author:***

Dewi Indriani Jusuf,  
International Women  
University  
Bandung, Indonesia  
Email:  
[dewijusuf@iwu.ac.id](mailto:dewijusuf@iwu.ac.id)

## **ABSTRACT**

In an increasingly competitive business era, it is important for companies to develop effective marketing strategies to expand coverage and increase brand awareness among consumers. This research aims to explore and analyze the effectiveness of implementing integrated marketing strategies as a means of increasing brand awareness in the current competitive market context. The research method used is a qualitative approach with in-depth interviews with several marketing professionals and analysis of case studies from several companies that have succeeded in implementing integrated marketing strategies effectively. The research results show that implementing an integrated marketing strategy effectively strengthens brand awareness, expands market reach, and strengthens consumer engagement. By focusing on message consistency across various communication channels, this strategy helps companies reach a wider target audience, build strong relationships with consumers, and establish a strong brand image. In addition, integrated marketing strategies are also proven to optimize the use of resources by avoiding the need for expensive content duplication, strengthening efficiency in marketing campaign management. Thus, the results of this research emphasize the importance of an integrated marketing strategy as a solid foundation in winning an increasingly competitive market and ensuring sustainable growth in the long term.

**Keywords:** stakeholders, health policy, mothers and children

---

## **1. INTRODUCTION**

Modern businesses face increasingly fierce competition, which demands comprehensive and effective marketing planning. A solid marketing plan becomes the backbone of a brand's success, allowing companies to link their vision to the immediate needs and desires of potential consumers (Hamid et al., 2023). With a deep understanding of market behavior and consumer preferences, a mature marketing plan is able to map out an efficient marketing strategy, including the use of various relevant and targeted communication channels (Hartono et al., 2012).

Effective marketing is not just about introducing products and services to consumers, but also building a strong emotional connection between the brand and the target audience. The message conveyed must reflect the company's core values and attract consumer interest on various platforms, from social media to print and digital advertising (Iswahyudi et al., 2023). Consistency in message delivery, both visually and verbally, is key to strengthening a brand image in the minds of consumers, while message clarity ensures that the unique value offered by the brand is conveyed clearly and is easily understood by the audience (Fatma et al., 2023).

Integrated marketing has demonstrated its important role in facing the challenges posed by the paradigm shift in the marketing industry. By focusing on creating seamless brand experiences across multiple platforms, integrated marketing strategies are able to address the gap between increasingly complex and dynamic consumer behavior and brands' efforts to remain relevant (Koeswandi & Primaskara, 2020). By integrating various media channels and platforms, this strategy allows companies to reach consumers in a more holistic way, ensuring consistency of brand messages and experiences that consumers receive from various sources (Tajuddin et al., 2011).

---

The credit for integrated marketing as a paradigm shift in the marketing industry lies in its ability to understand and respond to consumer needs in a more holistic and efficient manner (Nurwulandari, 2022). This strategy not only revolves around conveying the brand message to the target audience, but also involves active and continuous interaction with consumers at various touch points (Akbar & Elsy, 2019). Thus, the implementation of integrated marketing changes the traditional one-way role of marketing into an approach that is more oriented towards mutually beneficial relationships and interactions between brands and consumers. In the midst of ever-increasing information spills and marketing messages, this strategy allows companies to build trust, loyalty and deeper engagement with consumers, which in turn helps in winning increasingly fierce market competition (Dwiyani & Sulistiadi, 2022).

By adopting an integrated marketing strategy, businesses can strengthen connectivity with their target markets and significantly increase brand awareness (Hasanudin et al., 2022). The impact is not only limited to increasing brand recognition, but also directly influences increasing sales and income (Amanah & Harahap, 2018). Through the use of this strategy, business owners can uniquely position themselves in the marketplace, differentiating themselves from competitors by highlighting an integrated and targeted marketing approach.

By creating memorable and consistent brand experiences, businesses are able to build strong emotional bonds with customers, which in turn form long-term loyalty and consumer support (Nasution et al, 2022). An integrated marketing strategy allows businesses to instill a consistent and trustworthy brand image in the minds of customers, creating a positive impression that differentiates them from competitors. By providing a memorable brand experience, both through direct interactions and through various media channels, business owners can ensure that their brand is known for the excellence of the products or services offered as well as the quality of interactions provided to customers (Juliana & Sihombing, 2019). This ultimately strengthens the business's position in the market and results in sustainable growth in terms of sales and revenue.

This research aims to explore the impact of implementing integrated marketing strategies in a modern business context and to comprehensively explore how this approach can increase brand awareness, connect businesses with their target markets, and positively influence increased sales and revenue. By deeply analyzing integrated marketing strategies, this research seeks to provide in-depth insight into how the use of these strategies can be instrumental in differentiating a business from competitors, building customer loyalty and creating stunning brand experiences. Through an in-depth understanding of the benefits and impacts of implementing integrated marketing, this research is expected to provide practical guidance for business owners and marketing professionals in designing and implementing effective marketing strategies, which will ultimately help in achieving business goals and sustainable growth in the market. competitive.

## **2. LITERATURE REVIEW**

Integrated marketing is a marketing strategy that involves all marketing channels working together. Usually, this strategy is used for a particular campaign. That way, the brand message conveyed through all marketing channels will be the same. In fact, according to Learning Hub, integrated marketing is a concept that aligns other departmental functions for a specific goal (Schultz, 1992). Not only marketing functions, but also sales, PR, and others will be involved to convey a brand message in a campaign. Integrated marketing is an important concept so that all marketing channels convey a consistent tone of voice. This concept does not only apply to aspects of digital marketing, but also traditional marketing (Holm, 2006).

Although often confused with multi-channel marketing, an integrated marketing strategy actually focuses on ensuring that the use of various marketing channels is not only effective, but also consistent and thoroughly coordinated. With an integrated approach, marketing strategies are not only oriented towards spreading messages through various channels, but also towards creating a uniform and consistent brand experience across platforms (Percy, 2008). This allows companies to not only reach a larger audience through multiple marketing channels, but also ensure that brand messages and values are conveyed uniformly and in alignment across all points of contact with consumers (McArthur & Griffin, 1997).

By expanding marketing coverage through multiple channels, an integrated marketing strategy is able to increase brand exposure among a wider audience, creating opportunities to increase profits and overall business growth (Kliatchko, 2005). Its ability to provide a uniform and unified brand experience across multiple channels also allows companies to strengthen their brand image and build stronger relationships with consumers. Thus, the benefits obtained from implementing an integrated marketing strategy not only have an impact on increasing revenue, but also on increasing customer loyalty and the company's competitive position in an increasingly dynamic and competitive market.

### **3. RESEARCH METHOD**

This research uses a qualitative approach with descriptive methods. Qualitative research methods, based on the philosophy of postpositivism, are used to research natural objects, develop theory and research, and develop historical developments with combined data collection techniques (Triangulation) (Sugiyono, 2011). The data in this research is secondary data obtained from archival online media. Therefore, this research uses an archiving method to collect the data obtained and present it in a form that is easier to understand. The design or plan in this research uses content analysis as a reference in collecting data or determining sources based on the topic discussed.

### **4. RESULTS AND ANALYSIS**

In an increasingly complex marketing world, the emphasis on engagement rather than simply delivering a message has made integrated marketing one strategy that differentiates itself from other marketing approaches. An integrated approach adopts a customer-centric approach, leveraging the various tools and channels available to a brand to start ongoing and meaningful conversations with its target audience. This not only refers to conveying brand messages, but also to building deeper relationships with consumers through active and engaged interactions across various communication platforms.

An integrated marketing strategy consistently combines campaigns across various media, such as radio, social media, television advertising, and print media, with the aim of strengthening the brand message and expanding the reach of the message to a wider audience. By supporting each marketing initiative through multiple channels, this strategy creates a uniform and consistent brand experience across multiple consumer touchpoints. Integrated marketing goes beyond simply communicating a brand message, but also drives direct consumer engagement, strengthens brand-consumer interactions, and builds ongoing relationships based on a holistic and consistent brand experience.

The impact generated by peer-to-peer marketing initiatives extends a brand's influence into offline and online communities that are actively involved and engaged with the brand. Through direct interactions between consumers, peer-to-peer marketing initiatives encourage the formation of communities that have a strong emotional attachment to the brand. As a result, these community members indirectly become passionate brand ambassadors, advocating the brand to others both in their surroundings and through online platforms.

By actively engaging the community, peer-to-peer marketing initiatives build consumer trust and loyalty to the brand, turning consumers into active advocates who indirectly promote the brand to their own networks. By spreading the brand message through personal relationships and social media, the community expands the brand's reach in an organic and authentic way. Peer-to-peer marketing initiatives not only create short-term impacts through increased brand awareness, but also build a strong foundation for long-term brand growth and sustainability through promotions carried out by brand evangelists located in the community.

An integrated marketing approach creates a holistic brand image through the development of a compelling and unified narrative and co-creation. Every marketing effort is designed to complement and reinforce previously delivered messages, thereby creating a uniform and consistent impression in the minds of consumers. By emphasizing cross-channel consistency, this approach not only helps marketers capture the attention of consumers more broadly, but also increases brand recall rates among their target market.

By reinforcing a brand's key messages through multiple channels, whether through television advertising, social media, or direct interactions, integrated marketing builds a solid, unified impression among target audiences. Through this approach, brands can deliver a coordinated and uniform message, creating a longer-lasting impression in consumers' minds. By ensuring that every aspect of marketing conveys the same message and supports each other, an integrated marketing strategy creates a comprehensive and unified brand experience for consumers, strengthens the overall brand image, and ensures that the brand remains relevant and recognizable amidst increasingly fierce competition .

The importance of consistent messaging in communication cannot be denied. By implementing an integrated marketing strategy, a brand can ensure that the company's core message is delivered consistently through all its communication channels. In an effort to penetrate and differentiate from competitors, every interaction between customer and brand must clearly illustrate the same values, advantages and unique selling proposition. This message alignment not only strengthens the overall brand image, but also builds consumer

trust and loyalty, creating a strong foundation for long-term growth and success in an increasingly competitive marketplace.

The four advantages of implementing an Integrated Marketing strategy in companies are as follows:

a) Productivity Improvement

Adopting an integrated marketing strategy provides huge benefits in terms of efficiency, especially because it introduces efficient procedures in message delivery. With an integrated approach, a consistent message from the company can be conveyed through the various communication channels available, avoiding time-wasting repetition or confusion in obtaining information. In an effort to achieve greater efficiency, an integrated marketing strategy ensures that there is no hesitation in conveying the same message to diverse audiences, allowing companies to optimize their resources and focus on developing effective messages.

Additionally, an integrated marketing strategy has a positive impact on a company's internal communications and customer service teams, which demands consistent and uniform messaging. Effective internal communications play a key role in ensuring that all departments are working towards the same goals, while consistent and reliable customer service builds consumer trust and loyalty to the brand. Correspondingly, the head of marketing (CMO) has a big responsibility in ensuring that his team understands the brand vision and message clearly, so that they are able to communicate it consistently. Through the use of a centralized messaging system like Slack, teams can manage communications more effectively, ensuring that all team members have a clear understanding of the brand and adhere to established guidelines, thereby strengthening overall message consistency.

b) Access to a larger audience

Utilizing various communication channels is a crucial step in increasing a company's audience reach and brand awareness. By optimizing the various communication channels available, companies can reach a wider and more diverse audience, increasing their chances of attracting the attention and interest of the right potential customers. In this process, an integrated marketing strategy allows companies to combine diverse approaches, including social media, online advertising, email campaigns and other digital content, to ensure brand messages are delivered effectively to the intended audience.

However, keep in mind that consistency in maintaining the target audience and key messages is essential across all communication channels. Regardless of the diversity of channels used, it is important for companies to ensure that the messages delivered are uniform and aligned with the brand's core values and identity. By maintaining this consistency, companies can build a strong and reliable brand image in the minds of consumers, strengthen consistent and relevant brand awareness among the target audience, and ultimately expand market share and achieve sustainable growth.

c) Cost Effective

Distributing content across multiple communication channels can often be a significant expense for a company. However, by implementing an integrated marketing strategy, companies can avoid excessive spending by avoiding the need to excessively duplicate content. With an integrated approach, companies can utilize the same or similar content across multiple platforms, including the company website and their various social media profiles. This not only saves on the costs of producing new content, but also reduces the complexity of managing and distributing content across multiple channels.

In addition to reducing costs, this approach also saves the time, resources, and effort required to manage content across multiple platforms. By providing a uniform and consistent image across all communication channels, companies can strengthen the brand message conveyed to consumers, build a strong and consistent brand image in the minds of customers, and expand brand influence efficiently without having to face huge costs. Thus, implementing an integrated marketing strategy not only allows companies to optimize the use of existing resources, but also ensures that the brand message expressed remains uniform and effective across various communication channels.

d) Develop trust

The implementation of an integrated marketing strategy shows significant potential in increasing the level of brand recognition and fostering consumer trust through unified and integrated messaging across multiple channels. When a company is able to fulfill these three requirements, namely reaching the intended target audience, utilizing consistent communication, and conveying messages through various channels, the brand will be able to build strong relationships with consumers and strengthen its position in their minds.

However, if important messages are not communicated consistently across channels, consumers can experience a fragmented and inconsistent brand experience. This can result in doubt and uncertainty among consumers, hindering a brand's ability to build strong trust and loyalty. Thus, it is important for companies to ensure that every message conveyed across various marketing channels blends harmoniously, reinforces the brand's core message, and creates a uniform and consistent impression in the minds of consumers. Through this alignment, companies can deliver a comprehensive and integrated brand experience to consumers, strengthen their loyalty and trust in the brand, and ultimately achieve long-term success in winning in an increasingly competitive market.

## 5. CONCLUSION

Integrated marketing strategies have proven to be an effective approach in building strong brand awareness, expanding market reach, and strengthening consumer engagement. By adopting an integrated approach, companies are able to deliver consistent and coordinated messages across multiple communication channels, ensuring that core values and brand identity are maintained throughout. By utilizing various marketing platforms, this strategy allows companies to reach a wider target audience, build strong relationships with consumers, and form a strong and consistent brand image in the minds of customers. The importance of consistency in conveying messages across channels also shows that an integrated and comprehensive brand experience is the main key in gaining consumer trust and loyalty. Thus, implementing an integrated marketing strategy not only helps companies in expanding market share and increasing sales, but also allows them to build a strong foundation for long-term growth. By maintaining consistent messaging, delivering content through multiple channels, and strengthening consumer engagement, companies can uniquely position themselves in a competitive marketplace, differentiate themselves from competitors, and build strong, sustainable relationships with customers. Thus, an integrated marketing strategy is not just a marketing approach, but a solid foundation for long-term growth and success in an ever-evolving and changing business world.

## REFERENCES

- Akbar, Y. R., & Elsy, M. A. W. (2019). Pemasaran terintegrasi untuk meningkatkan minat masyarakat dalam menabung di bank syariah. *Jurnal Islamika*, 2(2), 82-97.
- Amanah, D., & Harahap, D. A. (2018). Pengaruh Komunikasi Pemasaran Perusahaan terhadap Kesadaran Merek Pelanggan. *Jurnal Manajemen Teori Dan Terapan| Journal of Theory and Applied Management*, 11(3), 207.
- Dwiyani, F., & Sulistiadi, W. (2022). Komunikasi Pemasaran Terintegrasi dan Preferensi Pasien di Rumah Sakit Kambang Jambi. *Jurnal Ilmiah Kesehatan Masyarakat: Media Komunikasi Komunitas Kesehatan Masyarakat*, 14(1), 7-17.
- Fatma, N., Alimuddin, M., & Latiep, I. F. (2023). *Manajemen Pemasaran Era Industri 4.0*. Nas Media Pustaka.
- Hamid, R. S., Ariasih, M. P., Suarniki, N. N., Purwoko, P., Nurchayati, N., Tarmizi, A., ... & Vitaloka, D. (2023). *MANAJEMEN PEMASARAN MODERN: Strategi dan Taktik Untuk Kesuksesan Bisnis*. PT. Sonpedia Publishing Indonesia.
- Hartono, H., Hutomo, K., & Mayangsari, M. (2012). Pengaruh Strategi Pemasaran Terhadap Peningkatan Penjualan Pada Perusahaan Dengan Menetapkan Alumni Dan Mahasiswa Universitas Bina Nusantara Sebagai Objek Penelitian. *Binus Business Review*, 3(2), 882-897.

## **Best Journal of Administration and Management (BEJAM)**

Volume 2, Issue 3, Januari 2023

ISSN: 2964-657X

- 
- Hasanudin, H., Nurwulandari, A., & Indah, S. (2022). The Effect of Promotion, Word of Mouth and Digital Marketing on Consumer Satisfaction through the Insurance Policy Purchase Decision Using Fuse Pro Application. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3).
- Holm, O. (2006). Integrated marketing communication: from tactics to strategy. *Corporate Communications: An International Journal*, 11(1), 23-33.
- Iswahyudi, M. S., Budaya, I., Purwoko, P., Riswanto, A., Lestari, A. A., Widawati, E., ... & Lova, A. N. (2023). *MANAJEMEN PEMASARAN: Strategi dan Praktek yang efektif*. PT. Sonpedia Publishing Indonesia.
- Juliana, S., & Sihombing, S. O. (2019). Pengaruh penempatan produk dan kesadaran merek terhadap niat membeli. *Jurnal Manajemen Dan Pemasaran Jasa*, 12(1), 19-34.
- Kliatchko, J. (2005). Towards a new definition of integrated marketing communications (IMC). *International Journal of Advertising*, 24(1), 7-34.
- Koeswandi, T. A., & Primaskara, E. A. (2020). Analisis Saluran Pemasaran Terintegrasi UMKM Badii Farm Purwakarta dalam Meningkatkan Volume Penjualan. *Jurnal Ilmu Manajemen Dan Bisnis*.
- McArthur, D. N., & Griffin, T. (1997). A marketing management view of integrated marketing communications. *Journal of Advertising Research*, 37(5), 19-27.
- Nasution, A. E., Putri, L. P., & Astuti, R. A. (2022). Pemasaran Digital Terintegrasi Terhadap Loyalitas Pelanggan. *Jurnal Ilmiah Manajemen dan Bisnis*, 23(2), 162-176.
- Nurwulandari, A. (2022). THE EFFECT OF DIVIDEND POLICY ON STOCK PRICES IN LQ 45 COMPANIES IN INDONESIA. *Jurnal Ekonomi*, 11(02), 1624-1628.
- Percy, L. (2008). *Strategic integrated marketing communications*. Routledge.
- Schultz, D. E. (1992). Integrated marketing communications. *Journal of Promotion Management*, 1(1), 99-104.
- Sugiyono, P. (2011). *Metodologi penelitian kuantitatif kualitatif dan R&D*. Alfabeta, Bandung, 62-70.
- Tajuddin, M., Manan, A., & Adil, A. (2011). Studi Kasus Model Strategi Pemasaran Terintegrasi Berbasis Teknologi Informasi di Nusa Tenggara Barat. *Jurnal ilmiah kursor*, 6(2).