

The background features a dark teal area on the left and a larger teal area on the right. A bright yellow triangle is positioned in the upper right, pointing downwards. The teal area on the right contains a faint, light-colored grid pattern.

INTERACTIVE MARKETING COMMUNICATIONS

What is?

Interactive marketing is a big part of modern-day communications and a concept that ties into Conversational Marketing pretty neatly and focus on building relationships and having meaningful interactions that go beyond the often cold and impersonal approach of traditional marketing.



Learning Objectives



► Point 1

Importance of interactivity to digital marcomm



► Point 2

Analyze Online PR methods



► Point 3

Draft foundational elements of a digital marketing plan

the Difference



There are several differences between traditional and online marketing techniques. It is necessary for the institutions to evaluate these differences . Some of them are as follows:

1. **Space:** In traditional marketing, outdoor space for promotion is limited and thus expensive. On the other hand digital media space is unlimited and thus inexpensive.
2. **Image:** In traditional advertising, company's perception is very important compared to the information content. On the other hand, in digital space, information content of the campaign is of foremost importance.
3. **Communication:** In traditional marketing communication is one way. However, in digital space, communication is interactive.

Characteristics

- Push to Pull
- Moving in Dialogue
- 1 to Many - to some - to 1
- Many to Many
- Lean to forward
- Mediums change the tools
- Increase in communications intermediaries
- Integrations



Marcomm Activities

1. Direct Communications
2. Link Building
3. Social Media
4. Reputation Management





Thank You

Conclusion

"Is your institution ready for interactive marketing? What platforms, tools and strategies have you enjoyed interacting with?"