**Chapter 7**

**Review questions**

What is integrated marketing communications?

What are the main challenges in implementing integrated marketing communications globally?

What are the risks of not using an integrated approach to managing communications for a business?

**Answers**

Integrated marketing communications is a strategic approach to managing all of an organisation’s communications across audiences, content channels and media. It depends on the organisation having a strong consumer and audience focus so that communications across the organisation are driven by understanding the needs and preferences of customers and other stakeholder groups.

Organisational structures and politics

Organisational culture and internal communications

Internal processes and systems

International cultural differences

Managing multiple agencies

Distributors and 3rd parties

Waste of resources

Damage to reputation

Unclear positioning confuses customers, damaging relationships and ultimately sales

Communications contradict or undermine core positioning damaging brand equity