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Integrated marketing turns your marketing campaigns into multi-channel movements. In today's omni-channel world - with consumers encountering your brand online, on social media, and on their daily commutes - integrated marketing is more important than ever to capture new customers and build brand recognition and loyalty.

## **The Ultimate Guide to Integrated Marketing**

Promotion is a combination of all forms of communication to the customer, including advertising and public relations. The marketer must choose which is the best form of promotion for the target audience, so he or she will develop a marketing plan.

## **Marketing Strategies: Promotion, Advertising, and Public ...**

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