IMC Tactics

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Walmart, Inc is the largest public corporation of America. It has the largest chain of departmental stores and public corporation in the world. Due to its mega-size, the company stands in between the list of fortune 500 companies. Sam Walton establishes the Walmart store in the year 1962. During the recession-era, Walmart remained the biggest employer. In terms of public revenues, Walmart stores stand among top corporations. During the period of 2007- 09, the Walmart stores had the largest pool of employees. In the consumer market, Walmart holds more than twenty percent of the total shares in America. Since the publication of Time Warner’s fortune magazine, Walmart tops the fortune 500 rankings in public corporation domain (Kampf, 2007). This paper is designed to analyze Walmart’s integrated market communication tactics. The paper will include one traditional and one digital method of IMC tactics. The final part will include the analysis, whether these tactics serve the purpose of marketing completely or not. There will be some recommendations included to make sure these strategies are implemented properly.

In order to analyze the purpose of marketing tactics, one needs to take a closer look at its purpose. Ogden defines this as, it is the stage where products, price of the products, the channel of dissemination, and IMC tactics are deigned (Ogden, Ogden, & Schau, 2004). Tactical management is very specific considering the marketing plans. In simple words, tactics take care of all the aspects of a product display in the market. In the case of Walmart, the IMC tactics are areas, which are already exposed to the market and are research-based. There are various aspects related to these tactics and the company has to consider all these aspects at a single point in time. Each execution of the IMC strategy is carried under the overall strategy. Each element remains of prime importance, in order to meet the marketing goals. The management takes care of the fact that no element gets unnecessary media hype, otherwise, it will lose the marketing chunk. The marketing authorities of Walmart believe that any mixed or confusing messages if sent to the audience, might lose the effectiveness of the marketing campaign. This is one of the traditional methods of IMC tactics.

Traditionally, the Walmart IMC tactics are also based on respecting individuals, best customer services and the struggle for excellence. With the advent of modern technological advancement in the advertisement, Walmart finally adopted the use of digital channels for marketing gains. At first, with the use of modern communication channels, Walmart started disseminating the story of the company and the experiences of its 1.4 million associates. Within very less time, the company adopted the use of social communication channels. It helped in redesigning the social strategy, mobile adoption and finally started influencing the retail consumers. Many marketing analysts believe that Walmart digital campaign is a little different compared with other digital communication strategies of other brands. The digital marketing of Walmart is a reflection of its traditional footprints. In a broader perspective, Walmart’s digital campaign has two primary responsibilities. Firstly, it aims at supporting the business, and the second aim is to protect and enhance the reputation of Walmart.

Both the traditional and modern marketing tactics of Walmart serves the purpose of marketing. It has enhanced the outreach of Walmart stores to distant areas in the world. One of the Marketing team’s experts of Walmart argues that although many other brands adopted the digital marketing first, Walmart now positions, not only to keep pace with rather it exceeds the demands of its customers and influencer (Ferrell & Hartline, 2012). These marketing experts also believe that these customized marketing tools serve the purpose of Walmart’s marketing and outreach. Despite its expanded outreach, Walmart lacks behind to some more famous brands. In order to compete with these brands, Walmart needs to grasp low customer traffic. It also needs to diffuse the middle-income market segment and needs to maintain a thorough check over poor performance at its distant stores.

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