

The Role of Integrated Media Planning in Boosting Business Promotion: A Study of West Bengal

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ABSTRACT

The purpose of this research is to analyze how businesses in West Bengal fared when they used integrated media planning strategies for advertising. A descriptive research design was used to gather data from 112 business professionals in West Bengal. The data was then analyzed to determine the types of media used, the frequency of media integration, the perceived effectiveness, and the primary promotional objectives. The results show that social media platforms, along with traditional media like print and television, dominate business promotion efforts. The majority of businesses engages in integrated media planning weekly and sees it as a good way to improve promotional outcomes. The study shows that driving digital media usages are objectives like brand awareness and lead generation.

Keywords: Integrated Media Planning, Business Promotion, Digital Marketing, West Bengal, Consumer Engagement.

INTRODUCTION

The fast development and broad use of digital media technologies have been the primary drivers of the dramatic shift in the modern digital era's landscape of company marketing. Businesses are realizing the need of integrated media planning to boost their exposure, engagement, and profits. This kind of planning is strategically coordinating several media channels to produce a cohesive marketing message. West Bengal is a state that offers a unique combination of traditional commerce and growing digital infrastructure; this research aims to understand how integrated media planning might help increase company marketing in this environment. Consumers engage with businesses in a variety of ways, and audiences are more fragmented, due to the rise of digital platforms like social media, search engines, mobile apps, and online video streaming. Print, television, and radio, which were once the backbone of traditional advertising campaigns, have had to change or perish. By harmonizing these more conventional forms with digital channels, integrated media planning closes the gap and increases effect and reach. In this way, the customer has a more unified experience and is more likely to remember the brand since the promotional message is similar across all interactions.

Researching the effects of integrated media planning will be fruitful in West Bengal, thanks to its vibrant cities like Kolkata and its increasing population of young, tech-savvy customers. Digital marketing is becoming more important for the state's broad economy, which includes industrial, information technology, retail, and cultural industries. Businesses may now gauge the efficacy of their marketing campaigns in real-time and fine-tune their strategies in response to the digital revolution brought about by the widespread availability of smartphones and cheap internet. For West Bengali enterprises looking to get an edge in this digital economy, integrated media planning is no more a luxury but an absolute need. The sheer number of ads vying for customers' attention, known as "media clutter," is one of the most basic problems modern companies encounter. To make the advertising message stand out from all the noise, an integrated media planning strategy uses synergies across several media channels to increase the impact of the campaign. As an example, a campaign may use search engine marketing to gather buy intent, social media to connect and interact with consumers, and television to broaden exposure all at the same time. Compared to standalone advertisements, this multi-faceted approach has a better chance of favorably impacting customer behavior.

In addition, modern consumer trends in digital activity are in line with integrated media strategy. The modern customer often jumps from one platform to another, whether it's YouTube videos, social media feeds, online reviews, or e-commerce websites. Regardless of the channel customers choose, they anticipate constant brand messaging. Businesses may increase conversions and trust with customers by using an integrated media strategy to create a consistent and positive customer experience. Businesses are now able to optimize their media spending and target people more efficiently because of technological breakthroughs like programmatic advertising, data analytics, and artificial intelligence. With the use of these technologies, integrated media planning makes high-tech marketing tools more accessible to small and medium businesses in West Bengal, which are a big component of the state's economy.

Integrating methods that center on precise targeting and quantifiable return on investment have leveled the playing field so that even small enterprises with limited resources may compete with bigger organizations.

This research also takes into account the specific cultural and socioeconomic elements of West Bengal that impact media consumption habits and consumer preferences. Customized media tactics that honor local sensitivities while embracing global digital trends are necessary due to the state's diverse cultural legacy, linguistic variety, and socioeconomic inequality. Marketing initiatives that include area holidays and customs with Bengali-language localized content, for instance, may have a greater effect, increasing engagement and brand loyalty. Digital media marketing has also grown thanks to government programs in West Bengal that aim to increase digital literacy and build up the state's infrastructure. As a result of these changes, companies are realizing the need of integrated media strategy in reaching both urban and rural customers. Maximizing the efficiency of company marketing in West Bengal requires a combination of conventional and digital media that caters to the different demands of the populace.

LITERATURE REVIEW

Belling, Cameron et al., (2021) For brand communication to be successful, it is necessary to design a completely integrated media channel strategy and, in the end, to execute a smooth consumer media contact journey. A media planning framework is used to assist the creation of an omni-media channel strategy. An examination of the existing literature found a pervasive focus on conventional mass media outlets, with just passing allusions to new media channel points of view. There was no publicly available integrated media channel framework that the literature review could find. Furthermore, media agencies often keep their planning frameworks under wraps. Eight senior media channel planners from world-renowned media agencies were contacted via the Forrester Institute Report, and in-depth interviews were conducted with them to get insight into their viewpoints and frameworks for media planning in order to accomplish integrated brand communication. An integrative media channel planning framework is proposed for industry and academia to consider, evaluate, and test through application and further research. The framework is based on key strategic principles that were delivered by the qualitative study, which aim to develop an integrated media channel plan and a seamless consumer media contact experience.

Ghosal, Indrajit. (2019). The socioeconomic difference in India makes enrolling in higher education a constant challenge. Considering that we are up against universities from all over the world, it is critical that we investigate what makes B-school enrollment and admission tick. In the midst of a trade war cloaked in diplomatic manoeuvres, it is very difficult to maintain composure without establishing the unparalleled managers. So, in order to teach millennials with new age management education, research has been conducted to evaluate the effect of digital marketing on the enrollment system. To investigate the effect of digital marketing on the enrollment system in West Bengali business schools, the researcher used a rotated component matrix with factor analysis to examine 80 student samples (undergraduate and graduate level) and a handful of psychological variables. Again, in this new era of management education, factor analysis is used to identify the high and low influencing factors that aid the aspiring entrepreneur or marketer in formulating a novel decision-making approach.

Alameda, David et al., (2019) numerous online communication approaches have been introduced with the expansion and development of information and communication technologies (ICT). Additionally, it has altered customers' perceptions of corporate communication, leading them to expect more engagement and customization in their correspondence. This idea makes it more important than ever for businesses to combine and strategically coordinate their on-and offline channel resources. Finding out whether online communication tools are incorporated using traditional methodologies and if they take the customer into account when creating communication strategies is the goal of this research. A total of 301 Spanish enterprises, spanning a range of sizes and industries, were surveyed online for this purpose. One positive finding from the main results is that all of the surveyed companies, regardless of size or activity sector, had a positive attitude towards integrated marketing communication. This was especially true when it came to digital communication techniques, which help coordinate messages sent through both online and offline channels. Conversely, firms' real levels of communication integration are more tactical than strategic.

Rakic, Beba&Rakic, Mira. (2014). the paradigm of IMC in the digital world is the main emphasis of this study. We look at the integration from five different angles. First, media integration means that integrated marketing communications (IMC) are carried out through a combination of digital and traditional media. This includes both online and offline channels, including print (newspapers, magazines, radio, TV), direct response (telephone, direct mail, catalogue marketing, billboards, etc.), and other "specific media" (product, brand, packaging, price, location, people, process, physical evidence, traditional/offline consumers, word-of-mouth communications, etc.). The second aspect of integrated marketing communications is the integration of various communication methods. This means that IMC incorporate both traditional and digital forms of promotion, including personal selling, public relations and publicity, direct marketing, online and offline word-of-mouth, and communications through mobile devices. As for the third point, integration of time and interaction options, IMC are a combination of static communications (or "monologue") with dynamic communications (or "dialogue") taking place in real-time with the intended audience. In terms of the fourth factor, integration of actors, IMC are a combination of communications started by both companies and

consumers (WOM communications - offline and online/e/digital). Fifthly, IMC are a combination of communications based on marketing content (produced by organizations) and consumer-generated content (CGC), which indicates integration in terms of content development.

Mulhern, Frank. (2009). Digitalization is now sweeping the media industry, liberating news, information, and advertising from the constraints imposed by traditional print and broadcast media. A new set of strategies for linking businesses and customers has emerged as a result of information networking and digitization: marketing communications. This article provides a high-level summary of the media revolution and discusses its effects on the field of integrated marketing communications (IMC) and its academic pursuits. The proliferation of digital media beyond traditional news and entertainment outlets into almost any device with a digital interface to individuals, as well as consumer networking and user-generated content, are all consequences of digital media. The media's function in marketing communications is evolving from disseminating messages to enhancing consumers' comprehension. Automatic, real-time ad serving based on data streams of consumer intents and behaviors will supersede traditional media planning, which involves distributing a media budget over many vehicles. An enhanced framework for managing communications in the digital environment is provided by a number of the tenets of IMC, including consumer intelligence, data-driven decision making, communications with many stakeholders, and cross-media integration.

Orr, Dawn & Cano-Lopez, Jon. (2005). The effect of most media has been diminished due to media fragmentation. Purchasing several slots in various channels is necessary to get average coverage across all client categories. Advertisers have been unable to follow these elusive customer segments using conventional media measures. Greater demands on data capabilities are imposed by media-neutral planning. Instead of profiling consumers of pre-planned media, marketers could utilize data characteristics to determine their choice of media in order to tackle this increasing complexity and declining efficacy. This allows for a more precise matching of the intended audience with the medium of communication. This can be the only option for firms with several client franchisees looking to boost their marketing ROI.

RESEARCH METHODOLOGY

Research Design:

With a focus on businesses in West Bengal, this descriptive study sought to understand how integrated media planning may improve digital marketing strategies. Because of the layout, quantifiable data on media consumption, frequency, efficacy, and promotional goals could be collected and analyzed.

Sample Size:

In order to provide a well-rounded picture of media consumption and marketing goals, we polled 112 companies from different industries.

Data Collection:

A structured questionnaire was sent to marketing and company management experts in order to gather primary data. There were several closed-ended questions on the questionnaire that centered on:

- Types of media used for business promotion (social media, TV, print, radio, email marketing).
- Frequency of integrated media usage (daily, weekly, monthly, rarely).
- Perceived effectiveness of integrated media planning.
- Main business promotion objectives via digital media.

Data Analysis:

For the purpose of summarizing the distributions of frequencies and percentages across various variables, descriptive statistics were used to the acquired data. As part of integrated media planning, the study sought to determine which media platforms were most popular, how often people used them, how successful they felt they were, and what their marketing objectives were.

DATA ANALYSIS AND INTERPRETATION

Table 1: Types of Media Used for Business Promotion

Media Type	Frequency	Percentage (%)
Social Media Platforms	45	40.2
Television Advertising	25	22.3
Print Media	18	16.1
Radio Advertising	14	12.5
Email Marketing	10	8.9
Total	112	100.0

Table 1 shows the distribution of different media types used to promote businesses. At 40.2% of the total replies, social media platforms clearly dominate the landscape of modern marketing, with a clear preference for digital channels. The second most popular medium, television, accounts for 22.3% of all advertising, showing that it is still relevant even if internet platforms have grown in popularity. The modest utilization of print media (16.1%) and radio (12.5%) in promotional efforts is reflected in their respective proportions. Even though it's the least popular choice, 8.9% of all marketing channels use email marketing, proving its usefulness as an auxiliary tool for advertising businesses. Taken together, these results show that companies are putting a premium on social media for outreach, even as they maintain a varied mix of digital and conventional channels.

Table 2: Frequency of Integrated Media Usage in Promotion

Frequency of Usage	Frequency	Percentage (%)
Daily	36	32.1
Weekly	50	44.6
Monthly	20	17.9
Rarely	6	5.4
Total	112	100.0

Integrated media utilization in promotional efforts is shown in Table 2 at a frequency level. A typical promotional technique seems to be the frequent involvement with different media channels, as 44.6% of firms employ integrated media on a weekly basis. A large percentage of firms engage with their audience consistently and often via different media, as seen by the daily utilization rate of 32.1%. A smaller group that favors planned media marketing has a monthly utilization of 17.9%. Final point: 5.4% of those who took the survey use integrated media very seldom, indicating low involvement. These findings demonstrate that the majority of companies place a premium on constant and regular media use to amplify their marketing campaigns.

Table 3: Perceived Effectiveness of Integrated Media Planning

Effectiveness Level	Frequency	Percentage (%)
Very Effective	48	42.9
Somewhat Effective	44	39.3
Neutral	12	10.7
Ineffective	8	7.1
Total	112	100.0

Table 3 shows how respondents felt about the efficacy of integrated media strategy. A significant majority, 42.9%, thinks integrated media planning is very successful, showing a lot of faith in this kind of advertising. Furthermore, 39.3 percent think it's fairly effective, showing that most people have a good impression of it. Just a tiny number, 10.7%, are ambivalent, not sure if it works or not. As a minority that may have had difficulties or had little success, 7.1% think integrated media strategy is inefficient. Taken together, these results point to the widespread belief that integrated media planning is a powerful tool for advertising businesses.

Table 4: Main Business Promotion Objective via Digital Media

Objective	Frequency	Percentage (%)
Brand Awareness	60	53.6
Lead Generation	40	35.7
Customer Engagement	28	25.0
Sales Conversion	32	28.6
Market Research	18	16.1
Total	112	100.0

The key goals that companies want to accomplish via digital media advertising are listed in Table 4. With 53.6% of respondents placing it as a top target, it's clear that many firms want to be more visible and recognized in the market. Among the most important goals, lead generation stands out with 35.7% of responses, highlighting the significance of digital media in recruiting new clients.

Businesses also place an emphasis on fostering connections and generating purchases, as seen by customer engagement at 25.0% and sales conversion at 28.6%. Using digital media for market research is still significant, even though it is the least mentioned aim at 16.1%. In sum, the findings show that a middle ground is achieved when companies use digital media to raise brand recognition and achieve tangible benefits in terms of performance.

CONCLUSION

For companies to successfully market their goods and services in the modern digital era, integrated media strategy is a must. Businesses may more effectively reach various audiences, maintain brand message consistency, and increase consumer engagement by integrating conventional and digital media channels into a unified plan. The increasing prevalence of internet services, cultural diversity, and changing consumer habits in West Bengal make this strategy all the more relevant there. via the use of data-driven insights, businesses can optimize their marketing efforts via integrated media planning, which helps them cut through the media clutter and ultimately improves their sales performance and brand awareness. In addition, although before only major organizations could afford to implement integrated media planning, small and medium businesses now have access to the same focused marketing techniques at a fraction of the cost. The development of a prosperous and competitive economy in West Bengal's ever-changing marketplace depends on this democratization. Companies may strengthen their client interactions by learning about and adjusting to local cultural subtleties while also adopting digital trends from across the world. In the end, this research shows that integrated media planning is crucial for West Bengal's digital future success, and not just as a marketing strategy.

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