



Integrated Marketing Communications in the Modern World

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The customer initiated marketing communication model

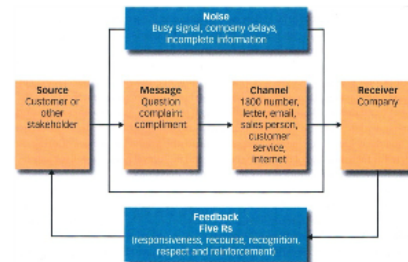


Figure 1: The customer initiated marketing communication model (Duncan, 2006, p. 123).

The rise in Internet use and social networking:

As of June 2010:

- 60% of Australians engage with the Internet more than once a day (Consumer benefits from participating in the digital economy, n.d., p. 157).
- The main reason Australians engage with the digital landscape was for research and information based activities (Consumer benefits from participating in the digital economy, n.d., p. 161).
- Facebook was the second most visited website by Australians with more than 7 612 000 people accessing the site from home (Consumer benefits from participating in the digital economy, n.d., p. 160).
- Blogging sites were positioned as the tenth most visited, with more 2 700 000 participants (Consumer benefits from participating in the digital economy, n.d., p. 165).

The digital landscape:

- The level of involvement and interaction between consumers and providers has increased (Pralhad & Ramaswamy, 2000, p. 80).
- No longer are consumers simply part of the audience, but they now find themselves on stage as influential actors (Pralhad & Ramaswamy, 2000, p. 80).
- The merging of media and technology has allowed almost anybody to exercise a voice of influence – citizen journalism – somewhat shifting the power from organisations to digital communities and networks (Cincotta, 2006, p. 24; Maurya, n.d., pp. 71, 73).

Duncan's customer initiated marketing communication model:

- This model demonstrates the beneficial nature of viewing the customer as the initiator of communication, and the organisation as the receiver. In doing so, a two-way process of engagement can be achieved (Belch et al., 2012, p. 98).
- Marketing professionals are encouraged to acknowledge all customer touch points with their brands as they allow for the identification of areas within an organisation that need improving, while also allowing the customer to become a co-creator of the brand (Pralhad et al., 2002, p. 100).

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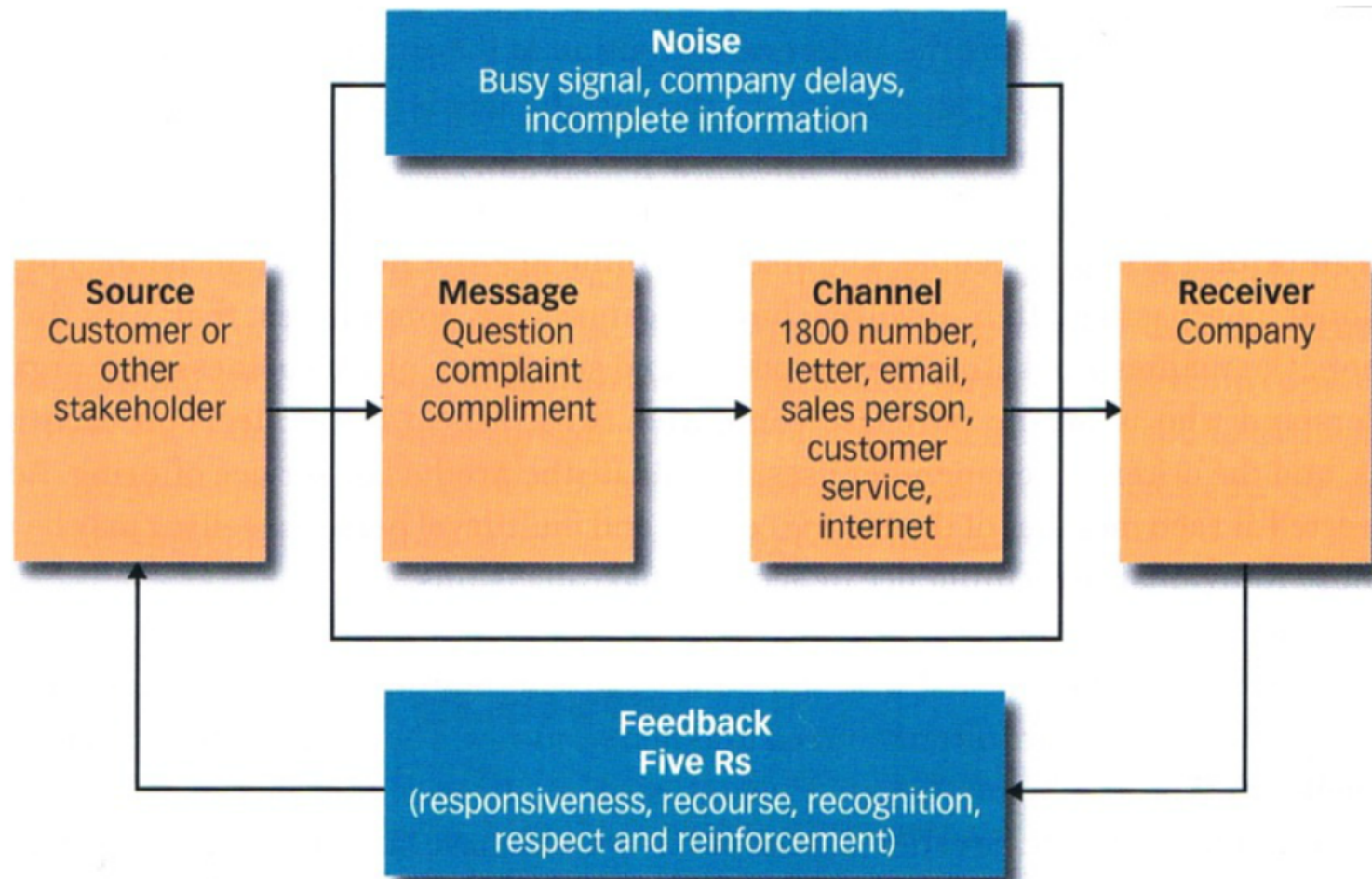


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ASOS Here to Help

- International online fashion and beauty retailer, ASOS, is utilising social media to provide consumers with an additional channel of support via Twitter and Facebook (ASOS here to help, n.d.).
- Consumers initiate communication with the brand regarding their experiences (ASOS here to help, n.d.).



ASOS Here to Help Facebook page (ASOS here to help, n.d.).



ASOS Here to Help Twitter page (ASOS here to help, n.d.).