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**Importance and Reflections of
Integrated Marketing Communication
in Structuring of Turkish Brands
(A Research Oriented to Real Estate
Sector)**

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Importance and Reflections of Integrated Marketing Communication in Structuring of Turkish Brands (A Research Oriented to Real Estate Sector)

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Abstract

Branding is at a position of one of the most strategic investments of an enterprise, since competition takes place between marks under current conditions. Branding is considered as a strategical subject for an enterprise, instead of being a tactical venture. Clear and concrete differences between the products began to decline. Enterprises are having a different image thanks to minor details which could create huge differences. Brand, which is one of the factors creating these differences, emerges as a title, symbol, design or sign increasing the value of the product, beyond the functional object of the product. It is also a brand distinguishing property for the products which are not easily distinguished due to properties of the product and provides information to the customer about the product. For that reason, a sound branding program is required to be implemented today for accessibility to the consumer and to create awareness, after trials of many strategies in the marketing, advertisement and public relations.

Branded products and companies have more advantage on purchasing decisions of the consumers than unbranded products. For that reason enterprises should have branding adopted in the structure of the enterprise as a culture and position their brands in a right manner in the opinion of market and target masses by implementation of right communication dynamics.

Brand entrepreneurs who were trying to create the desired connotation on consumers under competitive market conditions, began adopting integrated marketing communication based on having effective communication on consumers with single voice and image provided by the integrity of marketing, advertisement and public relations in order to create a successful brand and to provide sustainability.

In that context, integrated marketing communication applications and reflections in brand structuring studies in Turkish real estate sector will be evaluated from various aspects in that study.

Key Words: Integrated Marketing Communication, Branding, Real Estate Sector.

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INTRODUCTION

The correct combination of components of the marketing mix has an important role in the success of marketing process. This combination effects the transmission of the brand promise clearly, acceptance or rejection of the brand. Differences are tried to be created by using non-physical characteristics of the product along with all factors of market structure on the basis of the branding process, marketing strategies are tried to be established by enriching service delivery, focusing on advertising activities such as personal selling, public relations, advertising, with reasonable distribution and pricing policies.

Various factors such as developments in the field of technology, increasing media alternatives, growing number of products and services, the consumer structure becoming much more self-aware, message pollution, have led to the fact that integrated marketing communication grows as a brand new strategy and implementation field, which requires collection of the three disciplines under a single frame. In other words, what makes integrated marketing communication a brand new concept is the requirement of integration of all communication activities for moving from sale-centrism to consumers and creation of the intended response in the target group.

INTEGRATED MARKETING COMMUNICATION

Various definitions have been made with regard to integrated marketing communication concept, stemming from the need to rearrange the relations between the company and the customer. The American Society of Advertising Agencies made one of the first definitions of integrated marketed communication as below: "General advertising is a marketing communication planning concept, convening various communication disciplines such as direct marketing, sales promotion, public relations for creation of transparency, regularity, and maximum communication effect, and assessing strategic roles, accepting the fact that a wide ranging plan creates an added value." (Schultz, 1993: 17)

Leading academics who introduced the concept of integrated marketing communications, Don Schultz and Stanley Tannenbaum from Northwestern University and Robert Lauterborn from the University of North Carolina, are evaluated the different communication functions that includes all resources of the brand that can associate with potential or existing customers of the brand as an opportunity with an approach that emphasizes the inadequacy of this definition. They have suggested that the sense of communication in line with marketing objectives is to plan and implement coordinately, compatible and interactively. The purpose of communication activities is an interactive, lasting, bi-directional and regular strategic communication method (1992: 2-12).

According to Gonring (1994); the integrated marketing communication "is a process that integrates communication functions wit a single planning system so as to ensure effectiveness and efficiency in communication by adapting communication studies to organizational objectives and by maximizing the organization's resources" (Odabaşı, Oyman, 2002:63).

As to Bozkurt, by pointing out the strategic dimension of integrated marketing communication, he defines this concept like this: "It is a process of being customer-centric in connection with the products or services produced by organizations and taking the extent of the communication consideringly that will affect the purchasing behavior and planning a strategic approach by orchestrating in a discipline these different decisions and the creation of synergy." (Bozkurt, 2000:17 -18)

In this context, Kliatchko regards IMC as a strategic management process not only as a function of marketing communications but for brand communication involving the entire institution and defines as a concept and process that involve all social partners, handle all communication channels, discipline or means with an integrated approach and whose financial measurement should be done as result directional (2005:7-34).

Zambardino and Goodfellow (2003:429) define the concept of integrated marketing communications as a process that includes the organization and management of all instruments to analyze, design, implement and control of promotional instruments, messages and marketing communication relations to achieve the goals of marketing communication, release a new product to the market, create awareness etc. This definition which not only suggests a proposal for a strategic goal but also emphasizes the neutrality of media with organizational and managerial aspects of integrated marketing communication and focuses on customer relations by including the subjects such as implementation and control.

As is also understood from the descriptions, the communication between current and potential target groups established by the companies is in the central position. The purpose of advertising campaigns, sales promotion techniques, public relations and social responsibility activities and messages sent to customers in various marketing programs is to create a positive brand image, to achieve positioning via this image and create brand loyalty or customer loyalty.

When considering the definition and benefits of the integrated marketing communication, common features of this concept can be listed as follows; Kitchen, Brignell et. al. (2004:23) collect these features under five headings. These are:

- 1- The primary goal of IMC is to influence behavior through the efforts of communications addressed to the audience.
- 2- Process should continue backward brand communicator starting from an existing or potential customers. In other words, the institutions must have a perspective from outside to inside.
- 3- Integrated marketing communications should consider all points where the business or the brand contact with the customer as the message distribution channel and use all methods of communication in this regard.
- 4- Synergy should be created by co-coordinating in order to help building a strong brand image.
- 5- Integrated marketing communications requires good relations between brand management and the consumer.

Within the scope of these properties, it can be said that the contribution of the integrated marketing communication is important to ensure the institutional integrity, create a common synergy and gain trust of customers by creating message integrity.

A GENERAL OVERVIEW ON REAL ESTATE SECTOR

The immovable real estate sector is the leading sector among the developing sectors in recent years. The fact that the profitability rate of the sector increases day by day and in parallel with

this fact, the immovable property products are one of the most specific investment tools in our country are among the most significant grounds of the said development. Upon examination of the immovable property products within the context of the Basic Needs Hierarchy of Maslow, the immovable property sector such as the food sector can be assessed as a dynamic sector on account of the fact that it covers the need for shelter (Çengel, 2006:125-131).

A RESEARCH AIMING AT INTEGRATED MARKETING COMMUNICATION IMPLEMENTATIONS AS FOR THE SAMPLE OF THE CONSTRUCTION COMPANIES OF TURKISH IMMOVABLE REAL ESTATE SECTOR

The Objective of the Research

The research consists of the attitudes, implementations and reflections and assessment methods of the construction companies, manifesting activity in the immovable property sector in Turkey with regard to the concept of integrated marketing concept. Much more particularly, it has been targeted that the people in charge of corporate communication of immovable property companies define the integrated marketing communication concept, the way they assess the role of communication disciplines in integrated marketing communication implementations, whether the integrated marketing communication activities are actively used or not in obtainment of the competition advantage, brand strategy development and management by immovable property companies, what kinds of activities are performed by construction companies for their target groups, and their positions in the management processes are assessed.

Scope, Method and Restrictions of the Research

The companies which are new and have a lot of promise and the members of GYODER (The Association of Real Estate Investment Companies) that provides the promotion and representation of the real estate industry which will be the locomotive force in the direction of the economy dynamically and is to be established for patronizing constitute the scope of the survey sample. (<http://www.gyoder.org.tr/BrowseContent.aspx?MainCatID=2&SubCatID=1>)

The research has been performed with 6 construction companies which have corporate communications units and agreed to an interview among the members of The Association of Real Estate Investment Companies. The fact that the management of the construction companies with whom an effort for contact was made was not concerned with the issue, the negative attitudes towards promotion studies such as surveys; interviews etc. have restricted the scope of the research. The construction companies within the scope of the research are Yeşil Real Estate Investment Trust

Inc., Dumankaya İnşaat San. ve Tic. A.Ş., Ağaoğlu Construction, Esin Construction, Soyak, Avrupa Konutları.

The research is for the responsible persons undertaking corporate communication functions of the construction companies. In-depth interview technique has been chosen as research method. In-depth interview is a method that makes possible examining the subject of the research in detail by asking open-ended questions, listening to the interviewer, recording answers and asking additional questions. In-depth interviews may be in the form of informal conversation style, in-depth interviews performed by using the interview form, structured open-ended interviews, or combinations of thereof, in the form of semi-structured in-depth interviews (Kümbetoğlu, B., 2008). In this study, in-depth interviews have been carried out by using interview form. The questions within the framework of the form in this regard have been prepared by taking into account marketing communication, communication and brand management literature. In-depth interviews consist of a total of 12 questions related to the approaches of the managers who perform the corporate communication activities for integrated marketing communications at the construction companies, the tasks of the persons who coordinated this program, the applications realized and assessments made.

The fact that the research consists of 6 construction companies creates restriction in terms of generalization; however it is important in terms of assessment of integrated marketing communication implementations in the process of branding of the leading construction companies in Istanbul. Furthermore the fact that within the scope of the research, the persons in charge of corporate communication of construction companies are not cognizant of the subject matter, and reject cooperation on account of bureaucratic barriers prevented obtainment of a higher number of findings related to the issue, and inclusion of them in the scope.

Research Findings and Comments

1. The persons in charge of corporate communication of 6 construction companies within the scope of the research have been posed the question “How would you define the concept of Integrated Marketing Communication (IMC)?”.

All the said companies state that IMC is primarily a coordination of all communication disciplines, they consider it as a brand strategy and management tool, it is a coordination of advertising and public relations besides a medium of sending integrated messages, and the management process of strategic brands.

2. The responses obtained to the question what are your opinions in terms of advantages provided by IMC implementations for your company from the persons in charge of corporate communication of 6 construction companies within the scope of the research are as below:

While the two of the construction companies state that their IMC implementations are flexible, others grant a time option to the company, provides the opportunity for good positioning, they can be widely acclaimed, they are implementations of high plausibility, they are appropriate for heterogeneous target groups, the fact that they can be read in long term and draw attention much more frequently ensure that they are long-reaching and stable.

Whereas in response to the sub-question of creation of public opinion in line with its reliability, neither of them are positive. Immovable property companies state that IMC

implementations under no circumstances can be regarded as low cost, they create the high level of interaction opportunity, and they have begun to be preferred by the companies at an increasing level on account of the fact that they are easy to use. They state that they have started to be used in developing countries, and they give the opportunity of high level of message and image.

3. Another question posed within the scope of the research is related to the interaction of primary communication agencies such as advertising agencies, public relations agencies. Within the scope of this question:

Yeşil Real Estate Investment Trust Inc. states that coordinated studies are important; obtainment of a good synergy will bring forward the best conclusions. However they state that they are by no means competitors, they have to be aware of the fact that they make effort for a common objective, and they have to be properly managed and oriented by the intra-organizational unit.

Ağaoğlu Construction states that despite the fact that they have different functions in terms of IMC, their being integrated and organized is significant in terms of their communication activities since the same message is emphasized.

Dumankaya Construction Industry. and Tic. Inc. has stated that agencies conduct a work supporting each other within the scope of the briefs given by the company.

Esin Construction has stated that they conduct a coordinated work.

Soyak has explained if the customers and the message are specified clearly, the agencies can produce accurate campaigns.

Avrupa Konutları states that they have received good results since they worked in harmony and the coordination with the agencies they have worked.

4. The answers for “Which unit(s) does manage IMC activities in your company? What is the role of the executives (CEOs) in Integrated Marketing Communications (IMC) in activities?” are as follows:

Yeşil Real Estate Investment Trust INC states that corporate communication department manages and chief executive manager has an effective and supreme role at the decision stage.

Ağaoğlu Construction states IMC activities are carried out by the sales and marketing department in an organized manner and executives has an effective role at the decision stage.

Dumankaya Construction Ind. Trade Co. Ltd. states IMC are carried out by the corporate communication and the executives are active at the final stage.

Esin Construction states it is carried out by the marketing manager and final decision is given by the board of directors.

Soyak has explained that Marketing, Corporate Communication and Sales Departments have an active duty and the contribution of executives and CEO of the company is extremely high.

Avrupa Konutları has explained that Advertising, Public Relations and Sales and Marketing carry out jointly and CEO of the company is active at the stage of approval.

5. While media plans are made within the scope of IMC Campaign, various communication tools and methods are benefited from. Within the scope of the question directed in this context:

Yeşil Real Estate Investment Trust Inc. benefits from Advertising by 25 %, Public relations by 35 %, Sales Promotion by 15 %, Direct Marketing by 15 %, and Internet by 10 % in integrated marketing communication implementations.

Ağaoğlu Construction benefits from Advertisement by 45 %, Public Relations by 10 %, Sales Promotion 5 %, Direct Marketing by 5 %, personal sales by 5 %, and Internet by 20 %, and other communication methods by 10 % in integrated marketing communication implementations.

Dumankaya Construction Industry. and Tic. Inc. benefits from Advertising by 40 %, Public Relations by 20 %, Sales Promotion by 10 %, Direct Marketing by 10 %, personal sales by 10 %, and Internet by 10 % in integrated marketing communication implementations.

Esin Construction benefits from Advertising by 20 %, Public relations by 30, Sales Promotion by 5 %, Direct marketing by 35 %, Personal sales by 10 % in integrated marketing communication implementations.

Soyak has been using 20% of Advertisement, 20% of Public Relations, 20% of direct marketing, 20% of personal sales and 20% of the Internet.

Avrupa Konutları has been using 60% of Advertisement, 20% of Public Relations, 5% of Sales Promotion, 5% of direct marketing, 5% of personal sales and 5% of the Internet.

6. The answers related to the question of “Are there any special database and software that monitor and evaluate your customer’s complaints, satisfactions, opinions and purchasing behaviors?”:

Yeşil Real Estate Investment Trust Inc. has stated that they don’t have a special database but they have forum spaces. They have explained that their customers contact them via forums directly and they can monitor customer complaints via different channels (such as internet, e-mails, customer service hotline, after sales department etc.).

They have explained that corporate communications department follows customer complaints, customer complaints reach them via (e-mail, phone, and social media: Face book, Twitter or Innovia Forum site). As to the others who make complaints by coming to the sales office contact the department of corporate communications via sales representatives. Media tracking system and social media monitoring follow e-mails and response the customers by considering customer satisfaction.

Ağaoğlu Construction has expressed that corporate communication department follows customer complaints, satisfaction, opinions and purchasing behavior.

Dumankaya Construction Industry. and Trade Inc. states that these transactions have been performed by Customer Relationship Management (CRM).

Esin Construction has stated they monitor customer’s complaints, satisfaction, opinions and purchasing behaviors via a special data base and the corporate communications department follows customer complaints.

Soyak states that they use private databases.

Avrupa Konutları states that they use a software program called CRM Code-5.

7. With regard to the question “What do you do in order for the direct or indirect messages (price, distribution, packaging, sales etc.) given by your company to display a single sound and a single image?”

Yeşil Real Estate Investment Trust Inc. has stated that by management of integrated marketing communication tools from a wider perspective, and within the framework of a much more integrated, strategic, coordinated, and balanced manner and by taking into account all social stakeholders as well, they communicate messages designing in a much more regular, consistent, and integrated manner.

Ağaoğlu Construction has stated that in order to play an effective role both throughout the sales process and in the after-sales services, and to ensure satisfaction of customers after the sales process through a 24 hour technical support, they manage integrated marketing communication tools in a coordinated manner.

Dumankaya Construction Industry. and Tic. Inc. has stated that through coherent integrated campaigns they display a single sound and a single image in their messages.

Esin Construction has stated that they show ultimate attention to coordinated study, which is a requirement of integrated marketing communication, and use parallel messages and channels.

8. Whereas the responses received to the question “What have you being doing for strengthening the communication between the brand and our customers in our marketing communication plan?” are as below:

Yeşil Real Estate Investment Trust Inc. states that they target keeping customer satisfaction at the top level, they use social media professionally, and by constantly being in touch with the address banks of customers, they updated their web sites on a constant basis.

Ağaoğlu Construction has stated that they make effort to express their brands through much more frequent, clear, and comprehensible messages.

Dumankaya Construction Industry. and Tic. Inc. has stated that they realize advertising and public relations activities in their integrated marketing communication plans with the support of agencies.

Esin Construction has stated that they have received returns, which expressed that they can establish one-to-tone communication with the target group based on public relations and events predominantly instead of carrying on with advertising in their integrated marketing communication plans.

Soyak states that messages are in a single voice and appear by using same contents at each channel.

Avrupa Konutları indicates that they manage their corporate identity and position in a coordinated manner.

9. Whereas the responses received to the question “What have you being doing for strengthening the communication between the brand and our customers in our marketing communication plan?” are as below:

Yeşil Real Estate Investment Trust Inc. states that they target keeping customer satisfaction at the top level, they use social media professionally, and by constantly being in touch with the address banks of customers, they updated their web sites on a constant basis.

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Esin Construction has stated that they have received returns, which expressed that they can establish one-to-tone communication with the target group based on public relations and events predominantly instead of carrying on with advertising in their integrated marketing communication plans.

Soyak indicated that by identifying target audience, they aimed at communicating with this target audience via the right message at the right time.

Avrupa Konutları states that they perform social activities, events and coordinated public relations activities.

10. The response obtained from all the companies to the question “Does your marketing communication strategy target obtainment of maximum effect in communication through coordination of communication tools (advertising, public relations, promotion, packaging, design, CRM etc.), and by ensuring a synergy among them?”:

The conclusion has been reached that differing fields such as personal sales, sales promotions, advertising, public relations, sales point activities, various sponsorships, direct marketing are organized within the framework of a single concept by creating synergy with other elements of marketing, are presented to consumers in this manner, and it is ensured that they act in line with the target pattern of behavior. Integrated marketing concept within the framework of the said quality targets consumers; therefore it orients them towards purchasing behavior, and leads to a significant benefit in terms of brand loyalty.

11. To the question “While the marketing communication allocates your budget to activities, what are the marketing communication tools to which resources are allocated and what are the concerned resource ratio?”, the companies have responded as below:

Yeşil Real Estate Investment Trust Inc. states that they allocate a budget of 25 % to TV, newspaper, magazine advertisements, to sponsorship by 5 %, to direct marketing by 15 %, to public relations activities by 25 %, and to other communication tools by 5 %.

Ağaoğlu Construction states that they allocate a budget of 45 % to TV, newspaper, magazine advertisements, to sponsorship by 10 %, to direct marketing by 5 %, to personal sales by 5 %, to public relations activities by 10 %, and to other communication tools by 25 %.

Dumankaya Construction Industry. and Tic. Inc. states that they allocate a budget of 50 % to newspaper, magazine advertisements, to sponsorship by 2 %, to direct marketing by 2 %, to personal sale by 5 %, to sales promotions by 3 %, to social media (facebook, twitter etc) by 13 %, to public relations activities by 20 %, and to other communication tools by 5 %.

Esin Construction states that they allocate a budget of 20 % to TV, newspaper, magazine advertisements, to sponsorships by 10 %, to personal sales by 30 %, to direct marketing by 25 %, to social media (facebook, twitter) by 5 %, to public relations by 10 %.

Soyak has indicated that they budget of 80 (%) for TV, newspapers, magazines, advertisements, 5 (%) for sponsorship, 5 (%) for personal selling, 3 (%) for direct marketing, 2 (%) for sales promotions and 5 (%) for other communication means.

Avrupa Konutları has indicated that they budget of 50 (%) for TV, newspapers, magazines, advertisements, 3 (%) for sponsorship, 5 (%) for personal selling, 10 (%) for direct marketing, 5 (%) for sales promotions, 5 (%) for social media (Facebook, twitter etc.), and 15 (%) for public relations.

12. Yeşil Real Estate Investment Trust Inc. has stated that (Director of) the Department of Public Relations performs these activities. Ağaoğlu Construction and Avrupa Konutları have explained that a committee consisting of executives, marketing manager, Public Relations manager, brand (product) manager, marketing agency, advertising agency, PR agency and sales promotion agency is conducting

these activities. Dumankaya Construction Industry. and Tic. Inc. has stated advertising agency, Esin Construction has expressed Marketing Department Manager, and as to Soyak, Executives, Marketing Department (Manager), Public Relations Department (Manager) and Brand (Product) Manager executes them.

CONCLUSION AND ASSESSMENT

The persons in charge of corporate communication of construction companies consider IMC as an indispensable element of communication disciplines and brand strategy; thus this is in line with the acknowledged definition of IMC. Nonetheless, construction companies assess IMC within the framework of both a strategic attitude and a tactical context. Therefore the construction companies believe the necessity and benefit of the integrated marketing communication in order to protect market share of their brands, increase their market value and be able to market rally.

Construction companies within the scope of the research have expressed that the applications of IMC are absolutely not cost-effective applications, and preferred by an increasing proportion of firms since they give an opportunity to interact at a high rate and easy to use.

Furthermore they have indicated it has been started to be used in developing countries and gives an opportunity of a very high rate of messages and images.

The answer of the question of how to be the communications between the major agencies such as advertising agency, Public Relations agency in the integrated marketing communications based on the coordination of activities are almost identical for each firm.

The fact that marketing communication disciplines such as advertisement and public relations are handled separately will not create the targeted effect, which is predominant nowadays, requires that the communication disciplines are considered, planned, and managed as a whole.

Corporation and coordination between the Advertising and Public Relations companies and Real Estate Agencies within the scope of the research have an important role in creating institutional integrity, synergy and the organization's achieving its objectives at the stages of determining, planning and implementing of the communication strategies of the Advertising and Public Relations companies that Real Estate Agencies team up with.

The fact that Advertising and Public Relations Agencies with which immovable property companies collaborate, are in coordination with each other at the stage of determination, planning, and implementation of communication strategies plays an important role in terms of establishment of an organizational integrity, synergy creation, and obtainment of the relevant targets by the organization.

It is evident that construction companies benefit from advertising, public relations, direct marketing, sales promotion, personal sales and internet primarily in their media planning. Not only the traditional communication tools (advertising, public relations etc.); but also all the elements, assuming a message for the consumer have to be assessed within this framework. Lately people are eager to purchase the products they rely on from the stores where they feel safe, and to be sure of the after-sales services. The service or the product quality, packaging, means of offer, offices, personnel, advertisements, general company image, brochures at sales points of the enterprise

should display a single image – single sound; the said elements should not give different messages, and thereby drag the enterprise to another point, and should not create confusion in the mind of the consumer (Pickton and Broderick, 2005:294-295, Cited by: Uzunoğlu,2007). In this context, the construction companies are also trying to gain an important and permanent place in the minds of consumers by using different communication tools and methods.

Coordination of the communication with consumers at all contact points creates a positive and long term corporate/brand image in the mind of consumer. The fact that immovable property companies display a single sound and image will give the opportunity that they will obtain a long-term synergic, robust effect and competition advantage in the target markets; besides the brand positioning will be easy to be obtained on a product/organization basis.

Integrated marketing communication activities of construction companies within the scope of the research are conducted by different units. Despite the fact that there are no criteria in terms of the identity of the person or persons to be in charge of strategic planning and management of such a complicated process, recently, there are discussions on fulfillment of the management of integrated marketing process by the public relations department on account of their communication capabilities. Since integrated marketing communication combines the functions and benefits of advertisement for broad accessibility, the public relations for a reliable and reputable image, and personal sales and sales promotion for a permanent customer relations creating synergy, the fact that one of the said units, each of which bears significance, comes to the forefront, can in fact be contrary to the spirit of

integrity should not be ignored. Public relations, by adding some specific functions into marketing communication processes, can bring about dynamism, facilitating persuasion of the target groups in favor of the brand. On the other hand, since public relations focuses on the reliance placed on the product brand, reputation, plausibility in the long-term instead of short term sales contrary to public relations, advertisement, sales promotion, direct marketing, and personal sales, in the context of brand culture, going beyond sales in relations with current and potential customers, will be much more beneficial in terms of understanding them better, contributing an additional value to their life styles, creation of a long-term brand loyalty.

The companies within the scope of the research have expressed that they have used social media professionally in their marketing communications plans for strengthening communications between the brand and their customers and they will establish face-to-face contact with the target audience via public relations and events. In my opinion, the IMC studies will provide the desired positioning in the mind of the society by integrating communication with consumers at each point and developing customer-oriented strategies and will turn the balance of power in their favor under the competitive market conditions. In addition, the success in this sector perceived as the service sector will be the companies which reach their target audience within the scope of integrated communication strategies and examine and follow the changing demands and expectations of the target audience.

In conclusion, integrated marketing communication in construction companies should be handled as a whole taking into consideration structure, function, and implementations, should be planned, implemented and assessed by taking into account the role of all communication disciplines. As a result, both the company and the product will be one step ahead on the way to branding.

As to data obtained within the framework of the research, my suggestions related to the strategy, planning and implementation of integrated marketing communications of the construction companies are as follows:

- Integrated marketing communication studies are a field of expertise and should be performed by experts. Moreover, this approach should be adopted by all employees, starting from the top, the creativity of the lower level employees shouldn't be neglected, it should be managed by corporate communications specialist who coordinates the strategy and the strategists, provide feedback to senior management and is responsible for merging of marketing communications in a managerial sense.
- The construction companies within the scope of the research use a variety of methods and tools in the activities of integrated marketing communications. They should ensure the attainment via a single voice, a single image and unified image by gathering their messages under a single roof and being more careful in the studies for the use of these techniques and the media planning which channels will be used to reach target audience.

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