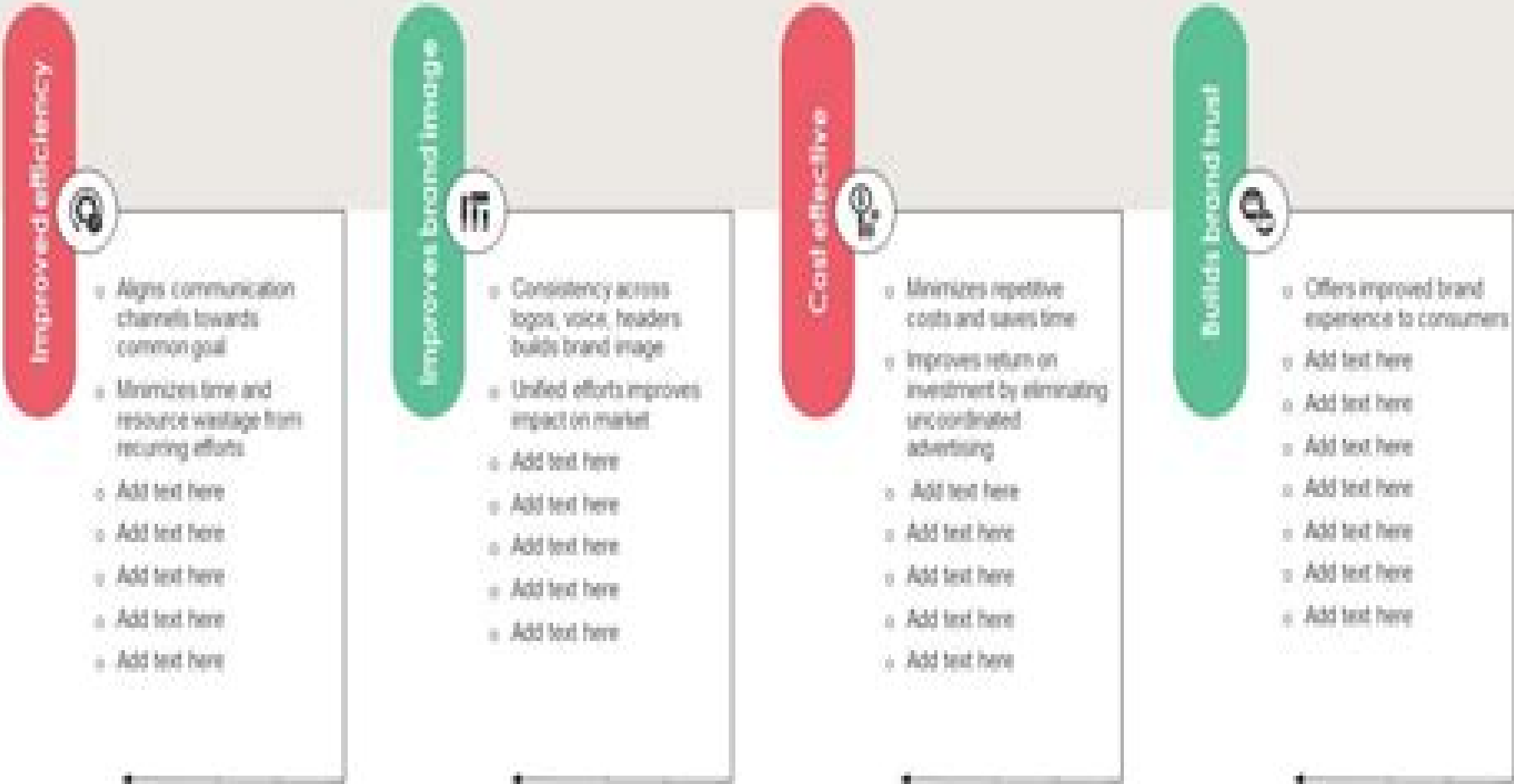


Key benefits of integrated marketing communication strategy

The following are the several advantages of integrated marketing communication (IMC) to offer customer focused experience. It includes elements such as improved efficiency, brand image, cost-effective, builds trust etc.



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Clifford Lane



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