

ABSTRACT

STRATEGIC PLANNING FOR INTEGRATED MARKETING COMMUNICATION TO PROMOTE WOMEN'S HEALTH PRODUCTS (Descriptive Study on Filmore Pharma)

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This research aims to develop a strategic plan for Integrated Marketing Communication (IMC) to market women's reproductive health products at Filmore Pharma. The research method used is descriptive with a qualitative approach. Data were obtained through in-depth interviews with relevant informants at Filmore Pharma and analysis of company documents. The results of the study indicate that Filmore Pharma uses various Integrated Marketing Communication tools such as advertising, public relations, personal selling, sales promotion, and digital marketing to increase awareness and sales of women's reproductive health products. The IMC strategy implemented emphasizes the importance of message consistency and selecting the appropriate communication channels to reach the target audience. This study concludes that effective strategic planning of IMC can enhance the effectiveness of marketing campaigns and positively impact brand awareness and product sales. Filmore Pharma is advised to continuously monitor market trends and adjust their communication strategies to remain relevant and competitive in the reproductive health industry.

Keywords: *Integrated Marketing Communication, Women's Reproductive Health Products, Filmore Pharma, Marketing Strategy, Brand Awareness*

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