ABSTRACT

Integrated Marketing Communication (IMC) is an aggressive marketing plan that captures and uses an extensive amount of customer information in setting and tracking marketing strategy. This study sought to investigate the IMC strategies used with the M-PESA money transfer services in Kenya necessitated by the fact that similar mobile money transfer services existed in Kenya but did not experience the same success in uptake and use as M-PESA. The case study method was used allowing for qualitative and quantitative analysis and interpretation of data. The population was sampled using both purposive and non purposive sampling procedures. A sample of 48 users, agents and Safaricom officials participated in the actual research. Areas of concern included an exploration of critical and unique features of the product design and implementation strategies adopted by the Safaricom Company. Data collection tools included interviews, a focus group discussion, survey, observation and content analysis complimented by knowledge gained from product launches and seminars. The findings confirmed that Safaricom had used IMC strategies befitting their target market compared to its competition to diffuse information on the M-PESA innovation and thus the success of its adoption could be attributed to the unique IMC strategies.