

SEVEN ESSENTIAL SECTIONS FOR DEVELOPING INTEGRATED MARKETING COMMUNICATION PLANS

1. Executive Summary

Single page that contains the most important strategic decisions and information from each section of the plan

2. Situation Analysis

- Socio-Cultural Environment
- Estimated Market Demand
- Economic Environment
- Industry Structure
- SWOT Analysis

3. Marketing Research

- Competitive
- Consumer
- Industry
- Product
- Media

4. Target Segmentation

- Psychographic
- Product Usage
- Demographic
- Motivational
- Geographic

5. Brand Messaging

- Product Positioning
- Creative Strategies
- Budget Allocations
- Competitive Edges
- Target Audiences
- Buyer Personas
- IMC Objectives

6. Delivery Methods

- Personal Contact
- Sales Promotion
- Public Relations
- Brand Visibility
- Digital Media
- Advertising

7. Performance Measurements

- Share of Impressions
- Brand Awareness
- Clickthrough Rate
- Customer Loyalty
- Unique Visitors
- Market Share
- Sales Volume

The IMC plan is a sequential process that begins with marketing research, evolves into communication strategies, and results in measurable action programs

For more information about Integrated Marketing Communication, visit: bit.ly/2BxBV9b