

Components of A Simple Communication/Promotion Plan

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A Communication/Promotion plan is

- Is a subset of a Marketing Plan
- Marketing Includes advertising and sales force activities, brand management activities, supply chain activities, pricing activities, etc.
- Marketing Managers deal with broad market strategy and allocation of budget to Business Units (SBU) at the corporate level
- Marketing Managers deal with the 4-P strategies at the Business Unit Level

Marketing Plan Components

- 1) Goals and Specific, Measurable Objectives
- 2) Choice and Description of Target Segment
- 3) Product Management Plan
- 4) Price Setting Plan
- 5) Place and Time of Transaction Plan
- **6) Promotion Plan**
- 7) Feed back/Contingency Plan

If you don't use the practice game

- To build your Marketing Plan
- Then it is **almost impossible** to make good estimates of things required in the plan *
- **Your Boss does NOT want raw guesses!**

Key Components Of A Promotion Plan

- 1) Description of Target Audience
- 2) The goal and objectives of the promotion strategy
goal: build awareness among potential customers
objective: achieve a **40%** awareness level
- 3) the length of the strategy in weeks (**4 weeks**)
- 4) specific details about the actual activities and cost for each week
- 5) the level of awareness in percentage points to have achieved each week
- 6) total budget for the 4 week campaign
- 7) Performance metric: % points of awareness generated per thousand dollars spent

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