

Components of A Simple Communication/Promotion Plan to be followed in Biz-Café Game #4

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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 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

I do **NOT** want the Whole Marketing Plan, Just the Promotion Plan for Game #4

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For Game #4

- **ONLY a Promotion Plan is Required**
- **Promotion Plan**
- must have headings and structure
- Not a journal of what happened in Game #3
- Not a stream of consciousness
- Best written in the form of bullet points
- It is a simple description of the promotion and advertising decisions to be taken in Game #4 and a forecast of the outcomes to be anticipated from those decisions

Headings for Promotion Plan to be Followed in Game #4

- 1) **Target Audience: more than demographics** description of benefits they seek in a coffee shop experience
- 2) **Campaign Goal:** build awareness among potential customers
- 3) **Campaign Objective:** Forecast the amount of awareness your campaign will achieve at the end of 8 weeks (80% is the minimum level)
- 4) **Campaign Duration:** a maximum of 8 weeks or less
- 5) **Weekly Objectives:** Forecast awareness level at the end of each week 6) **Weekly Budget:** Amount to spend on each type of communication:
- 7) **Total Campaign Budget:** The total amount to be spent over 8 weeks
- 8) **Campaign Efficiency Forecast:** Awareness points generated per Thousand dollars spent

You must use your experience

- With Game #3 To build your Promotion Plan for Game #4
- Without playing Game #3 it is **impossible** to make good forecasts of the awareness levels to be achieved by your decisions in game #4
- **Your Boss does NOT want raw guesses!**
- The Plan is a description of the promotion decisions you will make over eight weeks and the outcomes which your boss should anticipate will result from those decisions.

There is only **ONE** constraint on the

- Other decisions you have to make in Game #4
- The Biz-Café must have achieved the breakeven point for retained earnings by the end of week 8
- Your cafe must have cumulative net income or retained earnings (balance sheet) that is positive by week 8!
- If you do not achieve a positive retained earning you will receive zero points for Game #4

Review of Key Components

- 1) Description of Target Audience
Identify the benefits are they seeking which you can promote in your message
- 2) The goal and objectives of the promotion strategy
Goal: build awareness among potential customers
Objective: achieve a minimum of **80% awareness level by week 8**
- 3) be specific about the length of your promotion strategy in weeks (is it **8 weeks or less than 8 weeks**)
- 4) specific details about the actual promotion activities and their cost for each week (weekly budget for radio and online advertising)
- 5) the forecasted level of awareness in percentage points to have achieved at the end of each week
- 6) the practice game #3 gives you the numbers to use in your plan for the forecasted results of your promotion strategy
- 7) total budget to be spent on the awareness building campaign
- 8) Performance metric for awareness building activity: the number of percentage points of awareness generated per thousand dollars spent on online advertising and radio