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The Marketing Communications Planning Process

Situation analysis – The history, environment, organizational values and culture, strengths/weaknesses, opportunities/threats, assumptions and other pertinent information derived from the business plan and the marketing plan.

Mission statement – What we're ultimately trying to accomplish, including a clear and accurate statement of who we are, what business we're in and what fundamental human need we're satisfying.

Strategic objectives – Typically, what behavior we are trying to elicit from what audience over what period of time.

Positioning – Where we are and where we want to be, relative to our past our competitor and/or possibly ourselves, in the case of a multi-produce company.

Analysis of the decision making process – Who makes the purchase decision, when, where and how; exactly what thought and what is the decision process and how might we be able to tap into it?

Key message or themes – Hopefully, a big idea will position the company and make it memorable over time.

Tactics – Marrying unique, creative and intelligent combinations of messages, media and target audiences that fit the mission, objectives etc. outlined above.

Action plan – Timetable, resource allocation and assignment of responsibility.

Measurement or evaluation method – How we're going to tell whether or not we succeeded, including measurement of effects on non-customer audiences.

Keys to success – Barometers, potential obstacles, make-or-break factors that we need to pay special attention to, and which may help us evaluate risk and the probability of success.

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Source:

“Integrated Relationship-Marketing Communications”, Dr. James G. Hutton, 1996