

## **Kaup Pender Associates**

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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 which audience over a determined 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-product 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** – The big idea that 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 and so on 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 have 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 might help us evaluate risk and the probability of success.

Source:

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

