

**MARKETING COMMUNICATIONS**

**An effective marketing communications plan answers these ten questions:**

1. What are the company's business goals?
2. What does the company sell?
3. What is different about what the company sells and/or the methods used to sell it?
4. Who are the company's customers and what do they want?
5. How will the company meet customer expectations better, faster, and/or more cost effectively than the competition?
6. What strengths can the company leverage?
7. What weaknesses must be minimized?
8. What messages position the company to win by communicating real competitive advantages?
9. How can these messages be uniquely crafted to earn marketplace attention?
10. How can these messages be efficiently delivered to those who can influence company success?

1. BRAND PLANNING
2. MARKETING: A PLANNING APPROACH
3. **MARCOM PLANNING**



**Marketing Communications  
PLANNING OUTLINE**

1. OVERVIEW
  - Basic Marketing Assumptions (external environment)
  - Competitive Assessment
  - Business Goals
2. SITUATION ANALYSIS
  - Strengths
  - Weakness
  - Opportunities
  - Threats
3. COMMUNICATION RATIONALES
  - Company Positioning
  - Lead Generation
  - Sales Support
4. POSITIONING
  - Positioning Platform
  - Positioning Statement
5. CORE MESSAGES
  - Products
  - Services
  - Capabilities
6. PROGRAM ELEMENTS
  - Tactical Summary
  - Objectives/Tactics Matrix
  - Audience/Tactics Matrix
7. PROGRAM BUDGETS

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