

# Marcom Plan Outline

Marcom (Marketing Communication) budgets can be considerable in amount. Developing a Marcom (Marketing Communication) plan in a systematic manner is crucial to spending this budget optimally. Some steps in preparing a plan are as follows:

## Analyze the Market Situation (Situation Analysis)

Some of the questions that need to be answered are:

1. What position do we presently hold in minds of prospects?
2. What position do we want to achieve?
3. What do we have to do to attain this position?
4. Is there an unique difference, USP in our products?
5. Can a difference be developed; how?

## Define the Purchase Environment

Who is the receiver of the marketing communications and what is the buying influence pattern? Define their title and function. Do they recognize the need, compare brands, recommend type of product, or recommend a vendor?

## Establish the Marketing Objectives

Marketing objectives can vary on a product by product basis. Some objectives might be:

- Finding and contacting (prospecting) customers,
- Arousing interest and building awareness of products,
- Informing about product benefits and demonstrating advantages,
- Informing about applications,
- Developing company's reputation / preference,
- Making specific proposals,
- Closing the sale,
- Keeping the customer sold,
- Selling product line extensions.

## Select Positioning Concepts Most Suited to Purchasing Environment

Consider the life cycle of the product. At what stage in its life cycle is the product which is to be promoted? Its introduction, initial growth, maturity, saturation, or decline?

## Confirm the Basic Marketing Strategy

## Create the Communication Objective

An objective in this case, is a specific communication task to be accomplished among a defined audience in a given period of time. An objective should be stated in terms of expected results, not

in terms of activities or processes, i.e. “to establish a 40% preference for Brand A among a target market of 19,000 buyers.”

## Each Objective: Specific, Realistic, and Measurable

For each objective, identify to whom the communication should be directed, what action is desired to be stimulated, what attitudes are hoped to change, and over what period of time are these objectives to be accomplished?

## Develop Strategy

A strategy outlines how the objective is to be accomplished. Communication strategies often deal with the message and identify the overall communications approach to be used; e.g. communicate the cost savings in using Brand A via testimonial advertising to identified buying influences in the target markets.

A wide variety of communications can be used, space advertising, direct mail, PR Activities, trade shows, collateral, et cetera. The strategy must determine the proper allocation of the budget for the categories, in order to meet the stated objectives.

## Develop Tactics

Tactics refer to the specific steps to be taken. Tactics often deal with media, as the media plans represent the actual tools which will be used to accomplish the desired result; e.g. advertise year-round in the top three industry magazines.