

A/ Assignment recap

Create a fashion communication campaign strategy

- Brand overview (How the brand is perceived in consumer mind)
- The challenge(s) the brand is currently facing
- Target Market (existing or new)
- Marketing goals
- Brand strategy (New product or new collection details)

Suggested structure

I. Brand overview

II. Challenge(s)

III. Target Market

IV. Marketing goals

V. Brand strategy

B/ Key term definition

Marketing goals and communication objectives are related but distinct concepts within a company's marketing and communication strategies. Here's a breakdown of the key differences between the two:

- Focus:
 - Marketing Goals: Marketing goals are broader and encompass the overall objectives a company aims to achieve through its marketing efforts. These goals often include aspects like revenue growth, market expansion, customer acquisition, and product development. Marketing goals address the "what" and "why" of a marketing strategy.
 - Communication Objectives: Communication objectives, on the other hand, are more specific and focus on the desired outcomes of communication activities. They relate to how a company intends to convey its messages to the target audience and what specific actions or responses it expects from the audience. Communication objectives address the "how" of a marketing strategy.
- Scope:
 - Marketing Goals: Marketing goals cover a wide range of aspects, including product/service offerings, pricing, distribution, branding, customer segmentation, and overall business growth. They consider the holistic view of the market and the company's position within it.
 - Communication Objectives: Communication objectives are primarily concerned with the messaging and promotion aspect of marketing. They focus on how to effectively convey information, build brand awareness, influence customer perception, and encourage specific actions (e.g., purchase, sign-up, or engagement).
- Timeframe:
 - Marketing Goals: Marketing goals are often set for longer timeframes and may be associated with annual, quarterly, or multi-year planning cycles. They reflect the company's strategic direction over a significant period.
 - Communication Objectives: Communication objectives are typically more short-term

- and campaign-specific. They are designed to achieve specific outcomes within a defined period, such as the duration of a marketing campaign or product launch.
- Examples:
 - Marketing Goals: Examples of marketing goals include increasing market share by 10% over the next year, achieving a 15% growth in annual revenue, or expanding into three new geographic markets.
 - Communication Objectives: Examples of communication objectives include raising brand awareness by 20% among the target audience within a three-month campaign, generating 1,000 new leads through a content marketing campaign, or increasing website traffic by 30% in the next quarter.

In summary, marketing goals are overarching objectives that guide a company's marketing strategy and align with its overall business objectives, while communication objectives are specific, tactical aims related to messaging and audience engagement within the context of a marketing campaign or initiative.

