

A/ Assignment recap

- Communication objective(s) for the campaign for 3 months - 1 year
- Creative Concept/ Key Messaging
- Media Selection
- Budget & ROI
- Campaign Calendar

Suggested structure

- I. Communication objectives
- II. Creative Concept/ Key Messaging
- III. Media Selection
- IV. Budget & ROI
- V. Campaign Calendar

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.

ROI, or Return on Investment, is a financial metric used to evaluate the profitability and effectiveness of an investment or business endeavor. It measures the return or profit generated from an investment relative to its cost. ROI is expressed as a percentage and is typically used to assess the financial performance of marketing campaigns, business projects, or investments.

The formula to calculate ROI is as follows:

$$\text{ROI (\%)} = [(\text{Net Profit} / \text{Cost of Investment}) * 100]$$

- Net Profit: The total profit or revenue generated from the investment.
- Cost of Investment: The total cost or expenses associated with the investment.

