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MARKETING COMMUNICATIONS PLAN

Playbook & Toolkit



Follow this simple step-by-step playbook to create a **marketing communications** plan that supports its **marketing strategy**.

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MARKETING COMMUNICATIONS Framework

Leverage the framework below to quickly empower your organization's marketing communications strategy.



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For more information about the linked resources below, visit the [Marketing Communications Playbook](#).

1 ANALYSIS	2 STRATEGY	3 MESSAGES	4 PROGRAMS	5 PLAN & BUDGET	6 MEASURE
<div>Brand Assessment Tool</div> <div>Brand Perception Survey</div> <div>Industry Analysis Tool</div> <div>Content Marketing Assets Database</div> <div>Marketing Collateral Management Tool</div> <div>Web Content Audit Tool</div> <div>Competitor Analysis Tool</div> <div>Content Monitoring Tool</div> <div>Competitive PR and Advertising Analysis</div> <div>Buyer Persona Template</div>	<div>Buying Process Stage Template</div> <div>Lead Acquisition Model</div> <div>Marketing Channel Ranking Tool</div> <div>Social Media Channel Selection Tool</div> <div>Lead Generation Prioritization Tool</div> <div>Events Database Template</div> <div>Tradeshaw Evaluation Matrix</div> <div>Objectives Worksheet</div> <div>Marketing Strategy Scorecard</div>	<div>Positioning Statement Worksheet</div> <div>Message Mapping Tool</div> <div>Content Mapping Tool</div> <div>Advertisement Evaluation Matrix</div> <div>Press Release Template</div>	<div>Advertising Calendar & Budget Template</div> <div>Editorial Calendar Template</div> <div>Public Relations Calendar</div> <div>Social Media Marketing Calendar</div> <div>SEO Keyword Database</div> <div>Mobile Marketing Planning Checklist</div> <div>MarCom Calendar</div>	<div>Budget Template</div> <div>Marketing Plan Presentation</div>	<div>Key Marketing Metrics Dashboard</div> <div>Campaign Impression Calculator</div> <div>Email Marketing ROI Calculator</div> <div>Online Advertising ROI Calculator</div>

Introduction

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What Is the Purpose of This Playbook?

To help you develop a marketing communications plan that:

- Is guided by the corporate marketing strategy
- Supports individual product-marketing plans
- Achieves your awareness and promotion goals.

Your marketing communications plan directs how you will communicate with various audiences: employees, clients, media, and others.

Corporate Marketing strategy

Product A
Marketing Plan

Product B
Marketing Plan

Marketing Communications Plan

How to Use This Consulting Playbook

This playbook consists of six stages, each with a description, steps, and action items. Action items include using our premium tools and templates. Our intention with this playbook is to help you:



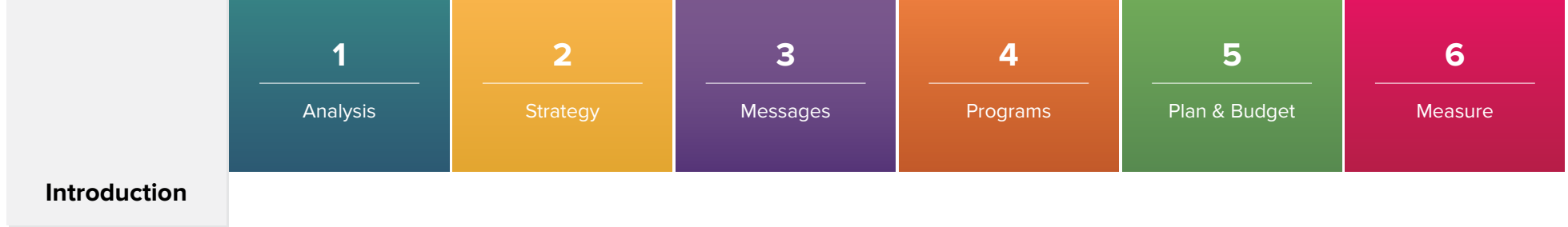
Align your marketing communications with your marketing strategy and positioning



Optimize your marketing communications for your audience and each communications channel



Execute & Measure your plan using our planning, scheduling, and tracking tools

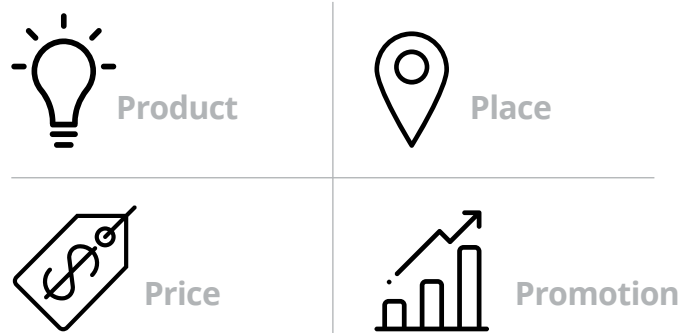


What Is a Marketing Communications Plan?

Marketing communications (MarCom) plans are often called marketing plans or marketing strategies.

Demand Metric believes the MarCom plan is separate and supports the marketing strategy and individual product-marketing plans.

The marketing strategy traditionally is more strategic in nature and broader in scope, covering the classic four Ps of the marketing mix:



The MarCom plan is more tactical in nature and focuses primarily on **Promotion**.

Outputs from This Playbook



Stage 1 - Analysis

Brand Assessment Tool, STEP Industry Analysis Tool, Content Marketing Assets Database, Competitor Analysis Tool



Stage 2 - Strategy

Buying Process Stage Template, Lead Acquisition Diagram, Marketing Channel Ranking Tool, Events Database Template



Stage 3 - Messages

Positioning Statement Worksheet, Message Mapping Tool, Content Mapping Tool, Advertisement Evaluation Matrix



Stage 4 - Programs

Advertising Calendar & Budget, Editorial Calendar Template, Social Media Marketing Calendar, SEO Keyword Database



Stage 5 - Plan & Budget

Marketing Communications Budget Template, Marketing Plan Presentation



Stage 6 - Measure

Key Marketing Metrics Dashboard, Email Marketing ROI Calculator

MARKETING COMMUNICATIONS PLAN

STAGE 1 Analysis

Any marcom endeavor must begin with an analysis of everything within and surrounding your business and its industry.

During **Stage 1**, you will assess your brand, analyze your industry, evaluate your content, size up the competition and define your audience.



STEP 1: Assess Your Brand

STEP 2: Analyze Your Industry

STEP 3: Evaluate Your Content

STEP 4: Size Up the Competition

STEP 5: Define Your Audience



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STEP 1

Assess Your Brand



Action Item

Use the **Brand Assessment Tool** to evaluate your organization from a branding perspective.



In conjunction with the brand assessment, leverage the **Brand Perception Survey** to facilitate your company's attempts to analyze brand perception.

This survey helps you understand how your brand is viewed in the market, what brand attributes are preferred by customers, and to identify how your customers competitively position your products/services.

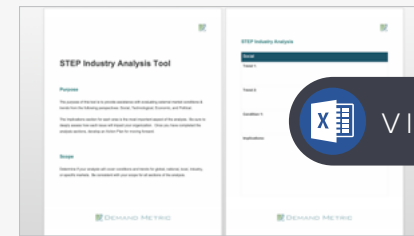
STEP 2

Analyze Your Industry



Action Item

Use the **STEP Industry Analysis Tool** to better understand issues, trends, and conditions in your industry, and to inform strategic planning decisions.



The **STEP Industry Analysis Tool** is designed to analyze industry trends along with social, technological, economic and political conditions.

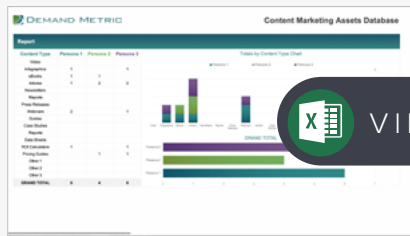
STEP 3

Evaluate Your Content



Action Item

Leverage the **Content Marketing Assets Database** to help you keep track of, or even audit, your content marketing assets.



In addition, use the **Marketing Collateral Management Tool** to ensure your marketing collateral is up-to-date and well distributed, in tandem with the **Web Content Audit Tool** to help you keep track of the content you have on your website.

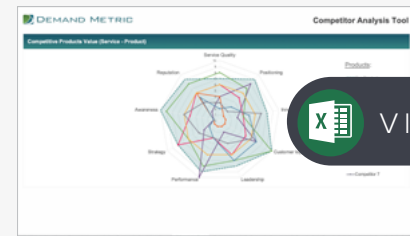
STEP 4

Size Up the Competition



Action Item

Use the **Competitor Analysis Tool** to help you determine your market position in relation to your competitors, and identify your areas of differentiation.



Once you have selected and defined your value drivers, score your company against your competitors and use the positioning map to identify and analyze your position in the market.

During your competitive analysis, leverage the **Content Monitoring Tool** to keep track of your competitors content marketing efforts, and the **Competitive PR vs Advertising Analysis** tool to track your PR and advertising programs, along with those of your top competitors.

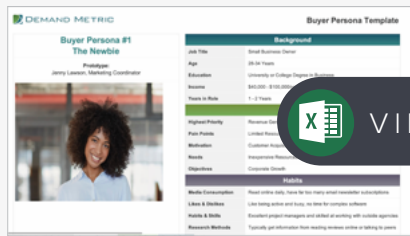
STEP 5

Define Your Audience



Action Item

Use the **Buyer Persona Template** to create buyer personas for the key buyers that you intend to target (for B2B industries).



Document their job role, age, education, income, years in role, top priorities, motivation, needs, objectives, media consumption habits, likes & dislikes, habits & skills, research methods, trusted resources, buying authority, budget, and purchasing process.

If you are dealing with a B2C industry, use the **Customer Profile Template** to create fictional personas for the key audiences you intend to target.



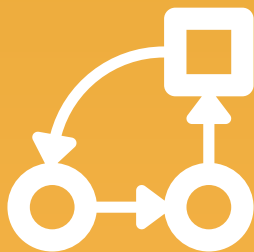
MARKETING COMMUNICATIONS PLAN

STAGE 2

Strategy

Strategic decisions on what you will focus on are at the core of your marcom success.

During this stage you will define the buyer's journey, diagram an inbound marketing approach, prioritize and select marketing channels, determine strategic events to attend and document strategic objectives and KPI's.



STEP 1: Define the Buyer's Journey

STEP 2: Diagram Inbound Marketing Approach

STEP 3: Prioritize & Select Marketing Channels

STEP 4: Determine Strategic Events to Attend

STEP 5: Document Strategic Objectives & KPIs



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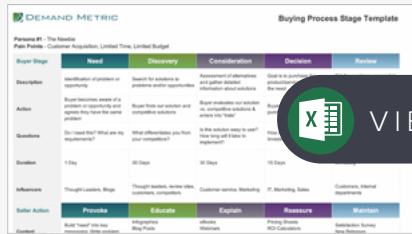
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STEP 1

Define the Buyer's Journey

*Action Item*

Use the **Buying Process Stage Template** to map the buying stages and buyer/seller actions for each stage.


[VIEW RESOURCE](#)

This tool will guide you through mapping your content and sales process to specific stages in your customer's buying journey to ensure you can support them as they make an informed decision. Today's buyers are more informed than ever, be sure you have the content and sales process to enable your prospects to sell your solution to their buying committee.

STEP 2

Diagram Inbound Marketing Approach

*Action Item*

Use the **Lead Acquisition Diagram** to communicate your lead generation & nurturing process.


[VIEW RESOURCE](#)

This Microsoft PowerPoint Presentation provides you with a real-world example of a potential lead generation process. Your lead acquisition model should include Direct & Indirect Marketing Campaigns, Lead Scoring, Lead Nurturing Campaign, and Lead Assignment.

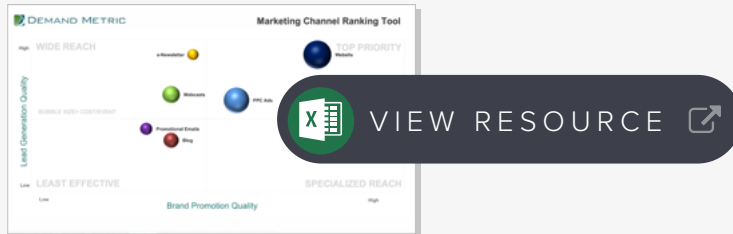
STEP 3

Prioritize & Select Marketing Channels



Action Item

Use the **Marketing Channel Ranking Tool** to evaluate current and planned MarCom channels. Based on this assessment, select the mix of channels you will use to support this MarCom plan.



Additional tools that can help your selection process include the **Social Media Channel Selection Tool** and **Lead Generation Prioritization Tool**.

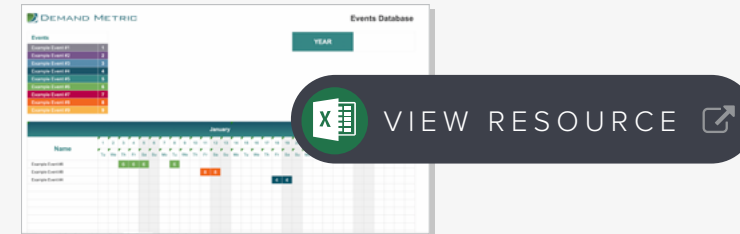
STEP 4

Determine Strategic Events to Attend



Action Item

Use the **Events Database Template** to organize, summarize and communicate all of your marketing events.



In addition, leverage the **Tradeshaw Evaluation Matrix** to rate and compare tradeshaws based on weighted criteria such as advertising, attendance, location, competitor presence, previous attendance, additional incentives, booth location, reputation, product launches and cost to attend.

STEP 5

Document Strategic Objectives & KPIs



Action Item

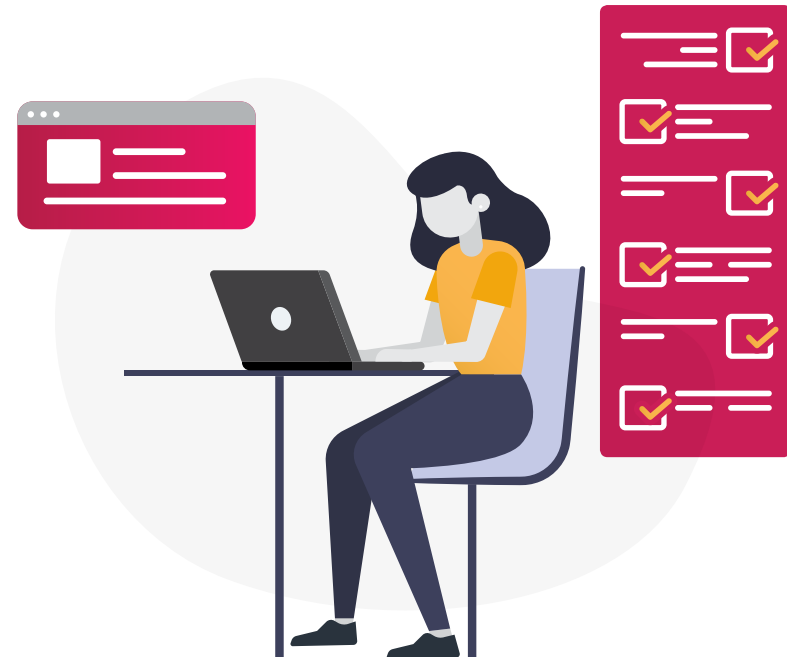
Use the **MarCom Objectives Worksheet** to formally write your MarCom plan objectives for each audience your plan will address.

Goal	Target Audience	Goal Response	Response KPIs	Timeline	Measure Objective
To create awareness of the new "Service" page on website	Members	Members visit the new "Service" page on website	80% of members visit the new "Service" page	End of Q3 2018	To drive awareness of new services offered by the organization
To create awareness of the new "Service" page on website	Members	Members visit the new "Service" page on website	80% increase in the number of new members who visit the new "Service" page	End of Q3 2018	To drive awareness of new services offered by the organization



VIEW RESOURCE

In addition, you can leverage the **Marketing Strategy Scorecard** to document your strategic marketing objectives, initiatives, measures and targets for the next 12-18 months.



MARKETING COMMUNICATIONS PLAN

STAGE 3

Messages

Messaging is a key part of every marcom plan, and instructs how your brand is communicated.

In this stage you will define your positioning, analyze your messages, map content to the buyers journey, along with assessing advertisement effectiveness and standardizing your press releases.



STEP 1: Define Your Positioning

STEP 2: Analyze Your Messages

STEP 3: Map Content to Buyer's Journey

STEP 4: Assess Advertisement Effectiveness

STEP 5: Standardize Your Press Releases



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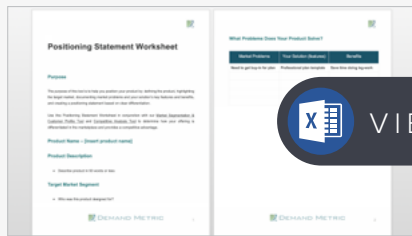
STEP 1

Define Your Positioning



Action Item

Author your primary message. As you do so, reference any relevant positioning information. If none exists, use the **Positioning Statement Worksheet** to develop it now.



Your primary message articulates the main thing you need your audiences to know and will:

- State what you're doing and why
- Have consistency with your MarCom plan objectives
- Address all identified audiences

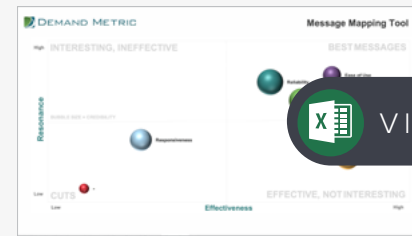
STEP 2

Analyze Your Messages



Action Item

Use the **Message Mapping Tool** to document the key messages that are important for your target audience to hear about your product.



For each identified audience, determine what each needs to know that is unique.

For example, a media audience may need amplification of your primary message through a set of secondary messages in a different way than your employee audience. Determine your secondary message requirements now and author them.

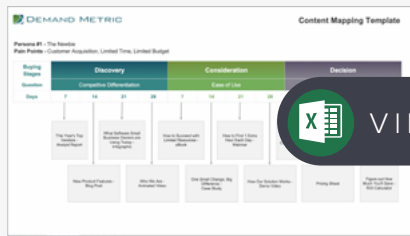
STEP 3

Map Content to Buyer's Journey



Action Item

Use the **Content Mapping Tool** to create a visual representation of the specific content that you will be sending to each buyer persona based on their stage in the buying cycle.



VIEW RESOURCE

Use this Microsoft Excel template to identify the pieces of collateral that address your buyer personas pain points and key questions at each stage of the buying cycle.

STEP 4

Assess Advertisement Effectiveness



Action Item

Leverage the **Advertisement Evaluation Matrix** to provide you with a structured way to evaluate your advertising concept options.

DEMAND METRIC Advertisement Evaluation Matrix

Criteria	Weight	Concept A	Concept B	Concept C	Notes
Engagement	5%	7	8	6	
Credibility	10%	2	7	7	
Impression	10%	6	8	8	
Action-Oriented	10%	10	9	7	
Significance	15%	2	7	9	
Integrated	5%	7	8	7	



VIEW RESOURCE

This evaluation tool considers the effectiveness of ad concepts based on:

- Engagement
- Credibility
- Impression
- Action-Oriented
- Significance
- Integrated
- Brand Attribute (Service)
- Brand Attribute (Quality)
- Brand Attribute (Innovation)

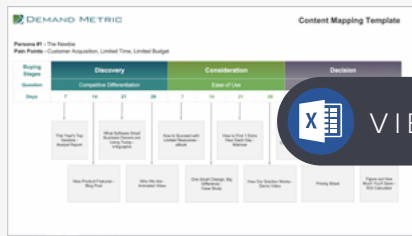
STEP 5

Standardize Your Press Releases



Action Item

Use the **Press Release Template** to create a properly formatted Press Release.



Consider that press releases can be the cornerstone of any publicity program. Our press release template will provide you with the elements you need to properly structure your press release in a way that is both relevant and interesting to the reader.



MARKETING COMMUNICATIONS PLAN

STAGE 4

Programs

The campaigns and programs you run is where the rubber hits the road with your marcom initiatives.

In **Stage 4**, you will plan and schedule your campaigns including advertising, PR, social media, inbound marketing, and mobile marketing.



- STEP 1:** Plan Advertising Campaigns
- STEP 2:** Plan Public Relations Campaigns
- STEP 3:** Plan Social Media Campaigns
- STEP 4:** Plan Inbound Marketing Campaigns
- STEP 5:** Plan Mobile Marketing Campaigns
- STEP 6:** Build Your MarCom Calendar



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STEP 1

Plan Advertising Campaigns



Action Item

Use the **Advertising Calendar & Budget Template** to organize your advertising campaigns. Track media types, due dates and budget info.



This advertising calendar allows you to differentiate between media type purchased, ad content creation, due date, publication date, and cost. Use this advertising calendar template to organize your media campaigns.

STEP 2

Plan Public Relations Campaigns



Action Item

Use the **Editorial Calendar Template** to keep track of your editorial opportunities.



In addition, use the **Public Relations Calendar** to track public relation activities, timing, type of communication and channel through which you should emit it. After the scheduling, it's all about execution!

STEP 3

Plan Social Media Campaigns

**Action Item**

Use the **Social Media Marketing Calendar** to organize and communicate all of your social media marketing activities.


[VIEW RESOURCE](#)

The communications you could prepare may include topics such as:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Blog
- Pinterest
- Instagram
- Other

STEP 4

Plan Inbound Marketing Campaigns

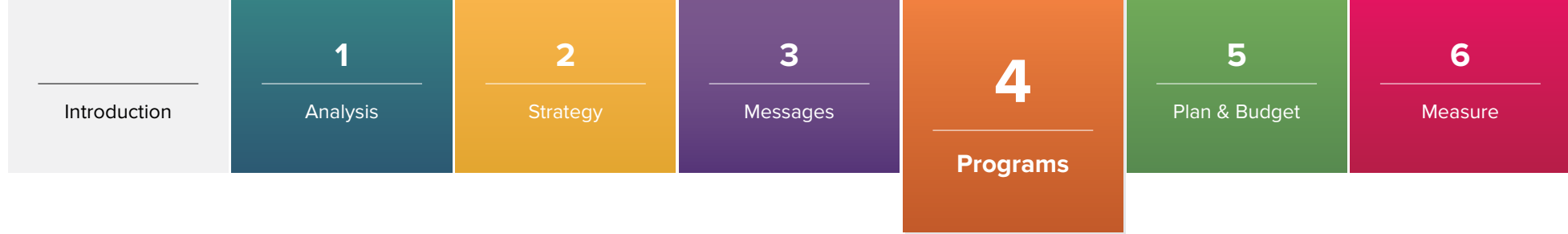
**Action Item**

Use the **SEO Keyword Database** to gather information on the keywords that you are targeting.

Keyword	Search Engine	Competition	Global Monthly Searches	Local Monthly Searches
Content	Google	High	100,000	1,000
Marketing	Google	High	20,000,000	50,000
Brand Name	Google	Medium	5,000,000	10,000
Business	Google	High	500,000	10,000
Leadership	Google	Low	10,000	1,000
Strategy	Google	High	10,000	1,000

[VIEW RESOURCE](#)

Leverage this database to strengthen your keyword strategy as you more easily gather and track the keywords you are targeting. Save time on formatting, easily communicate your findings, and generate new SEO opportunities for stronger results in your content marketing initiatives.



STEP 5

Plan Mobile Marketing Campaigns



Action Item

Use the **Mobile Marketing Planning Checklist** to ensure you have the right people, processes, and technology to implement a solid mobile marketing program.



Our Microsoft Excel checklist outlines key steps for implementing a successful mobile marketing initiative and enables you to keep your project organized. Easy-to-use drop-down lists enable you to assign owners, dates and status updates to your tasks to keep your initiative on track.

STEP 6

Build Your MarCom Calendar



Action Item

Use the **Marketing Communications Calendar** to create a master calendar of all channel activity and campaigns you identified in Stage 5 of this playbook.



The communications you could prepare may include:

- Advertisements
- Public Relations
- Social Media
- Mobile Marketing
- Events
- Other



Helpful Hint – Ensure that each communication properly reflects the key messages you identified.

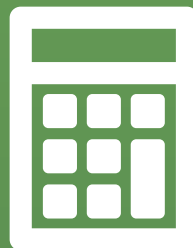
MARKETING COMMUNICATIONS PLAN

STAGE 5

Plan & Budget

Without a defined budget and an overall plan presented to key stake holders, your marcom initiatives will not get the approval required to move forward.

In this stage, you will create a budget and prepare a marketing plan presentation.



STEP 1: Prepare Your Budget

STEP 2: Build & Present Marketing Plan



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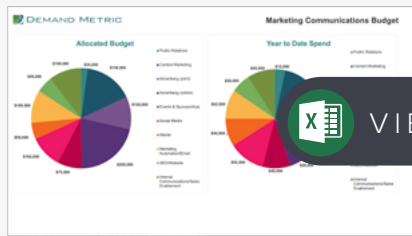
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STEP 1

Prepare Your Budget

*Action Item*

Use the **Marketing Communications Budget Template** to develop and track the budget for the channels and campaigns you identified in Stage 5 of this playbook.



Your marketing communications budget will include:

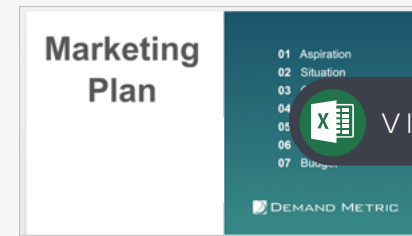
- Total Budget
- Year-to-Date Spending
- Budget Remaining (\$ and %)
- Budget Category Breakdown

STEP 2

Build & Present Marketing Plan

*Action Item*

Use the **Marketing Plan Presentation** to help you document and communicate your marketing plan.



This document consists of seven stages, each designed to facilitate analysis, planning, and communication of your strategic marketing plan.

Each section discusses the most relevant information regarding your company's marketing plan (Key stats, SWOT, Objectives, products, channels used, etc).

MARKETING COMMUNICATIONS PLAN

STAGE 6

Measure

The final stage in your marcom plan is all about measuring your results.

In **Stage 6**, you will collect key marketing metrics and calculate the ROI your campaigns received.



STEP 1: Collect Your Key Marketing Metrics

STEP 2: Calculate ROI on Marketing Programs



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STEP 1

Collect Your Key Marketing Metrics



Action Item

Develop and implement your MarCom Plan dashboard. Use the **Key Marketing Metrics Dashboard** to define, track, and report on key metrics.



VIEW RESOURCE

Carefully review the metrics and systems for capturing them:

- Ensure that the measurement systems are in place to track progress toward these objectives
- Consider other measurements you should add to ensure your strategy is effective

In addition, use the **Campaign Impressions Calculator** to determine your cost per impression across various communications channels.

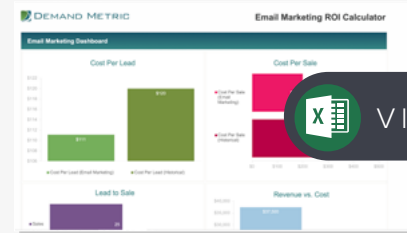
STEP 2

Calculate ROI on Marketing Programs



Action Item

Use the **Email Marketing ROI Calculator** and **Online Advertising ROI Calculator**, to calculate results for your marketing campaigns.



VIEW RESOURCE

These easy-to-use calculators consider metrics and calculate and generate reports, giving visibility on key information including:

- **EMAIL:** open rate, click-thru rate, click-to-open, conversion rates on leads and sales, and the cost per lead and cost per sale.
- **ONLINE ADVERTISING:** maximum cost per click based on the price of your product, cost of goods, lead conversion rate and your daily advertising budget.

MARKETING COMMUNICATIONS PLAN

Conclusion



- ✓ **At the end of any business process, it's always a good idea to review it and identify areas for improvement.**
- ✓ **Demand Metric has the tools and expertise to help you build an effective MarCom Plan.**
 - Create or audit your MarCom plans
 - Assist with using any of the tools referenced in this playbook
 - Provide hands-on marketing assistance to accelerate achieving your marketing department's goals.

To learn more, contact Demand Metric: info@demandmetric.com

MARKETING COMMUNICATIONS PLAN

About ANA



The **ANA (Association of National Advertisers)** makes a difference for individuals, brands, and the industry by driving growth, advancing the interests of marketers and promoting and protecting the well-being of the marketing community.

Founded in 1910, the ANA provides leadership that advances marketing excellence and shapes the future of the industry. The ANA's membership includes more than 1,000 companies with 15,000 brands that collectively spend or support more than \$400 billion in marketing and advertising annually. The membership is comprised of more than 750 client-side marketers and 300 associate members, which include leading agencies, law firms, suppliers, consultants, and vendors.

Further enriching the ecosystem is the work of the nonprofit ANA Educational Foundation (AEF), which has the mission of enhancing the understanding of advertising and marketing within the academic and marketing communities.

MARKETING COMMUNICATIONS PLAN

About Demand Metric



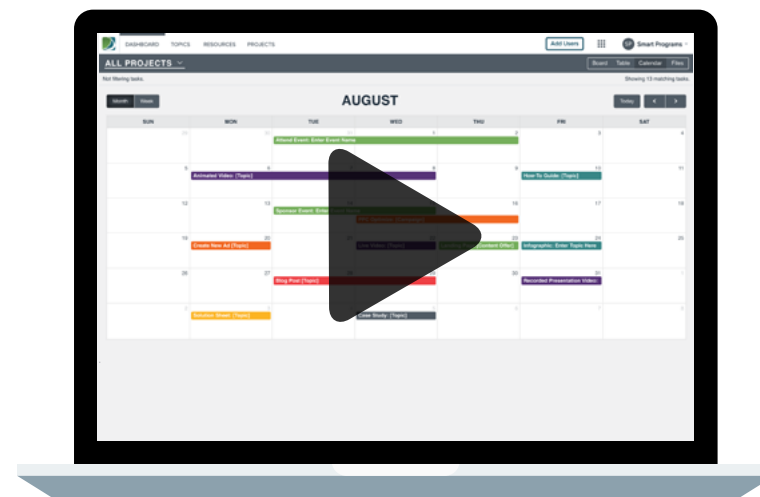
Demand Metric helps Marketing teams get stuff done with practical tools, training, and a simple, modern platform for managing work.

Our analysts identify best practices from fast-growing companies and build Playbooks & Toolkits, Guides & Reports, Training Courses, and Project Templates to help you optimize your processes, add structure to your department, and get your team punching above their weight class.

Manage your work visually with our easy-to-use platform, built for small marketing teams by design. See what your team is working on at a glance so you can spend less time managing projects and more time knocking stuff off your list.

Through strategic partnerships with the AMA, ANA, and AIPMM, our 1,000+ time-saving tools & resources have become the industry standard. Don't start from scratch!

Sign up for a free trial at www.demandmetric.com





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