



Advertising in Action

11th Edition

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Chapter 4

Strategic Planning Concepts for Marketing Communications

Business Planning Process

Strategic business planning involves making decisions about three variables:

- **Objectives**
 - What is to be accomplished
- **Strategies**
 - How objectives will be accomplished
- **Execution (tactics)**
 - Tactical action plans that outline details of implementation to achieve objectives

Strategic Planning

Strategic planning is process of determining *objectives* (setting goals) and identifying *strategies* (ways to achieve goals) and *tactics* (specific action plans) to help achieve objectives.

Marketing plans consider such factors as the marketing mix (the 4 Ps), target market characteristics, and control and evaluation mechanisms.



FIGURE 4.1

PLANNING MODEL EXHIBIT

Strategic planning: The links between plans at various levels of an organization

The corporate plan provides guidance for the marketing plan, and the marketing plan provides guidance for the marketing communications plan. Corporate plans are strategic, while marketing plans and marketing communications plans are strategic and tactical.

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Message and media strategies work together to offer value (benefits) to the target market.

Marketing Communications Planning



The goal of contemporary advertising is to influence consumer behaviour. This is achieved by three factors: conditions, context, and content.

Conditions include previous brand interest. People are more likely to notice an ad if they have used the brand before, if they have enjoyed the brand's communications, or if they are in the market for that product.

Context includes the time, place, and situation. It includes whether the ad is located, whether it interrupted the consumer, or whether he or she chose it.

Content is not driven by the message of the ad, but by how it made the consumer feel. People notice ads that offer humour, are thought provoking, make them feel intelligent, are surprising, or make them feel important. Effective advertising fulfills needs. People are more likely to notice things that fulfill their needs and add value to their lives.

The Marketing Communications Plan

Marketing communications objectives

Marketing communications strategies

Advertising objectives

Creative plan

Media plan

Interactive communications plan

Direct response plan

Sales promotion plan

Public relations plan

Experiential marketing plan

Personal selling plan

Marketing Communications Objectives

Marketing communications objectives define the role that advertising and other forms of communications will plan in selling the client's product or service and in achieving a stated marketing objective.

Marketing communications objectives include:

1. Build **awareness** and interest in the product
2. Change consumers' **perceptions** about a product
3. **Differentiate** a product by presenting features and benefits
4. Attract **new target** markets
5. Offer incentives to **encourage** people to buy the product
6. Create goodwill and foster a good **public image**

Marketing Communications Strategies

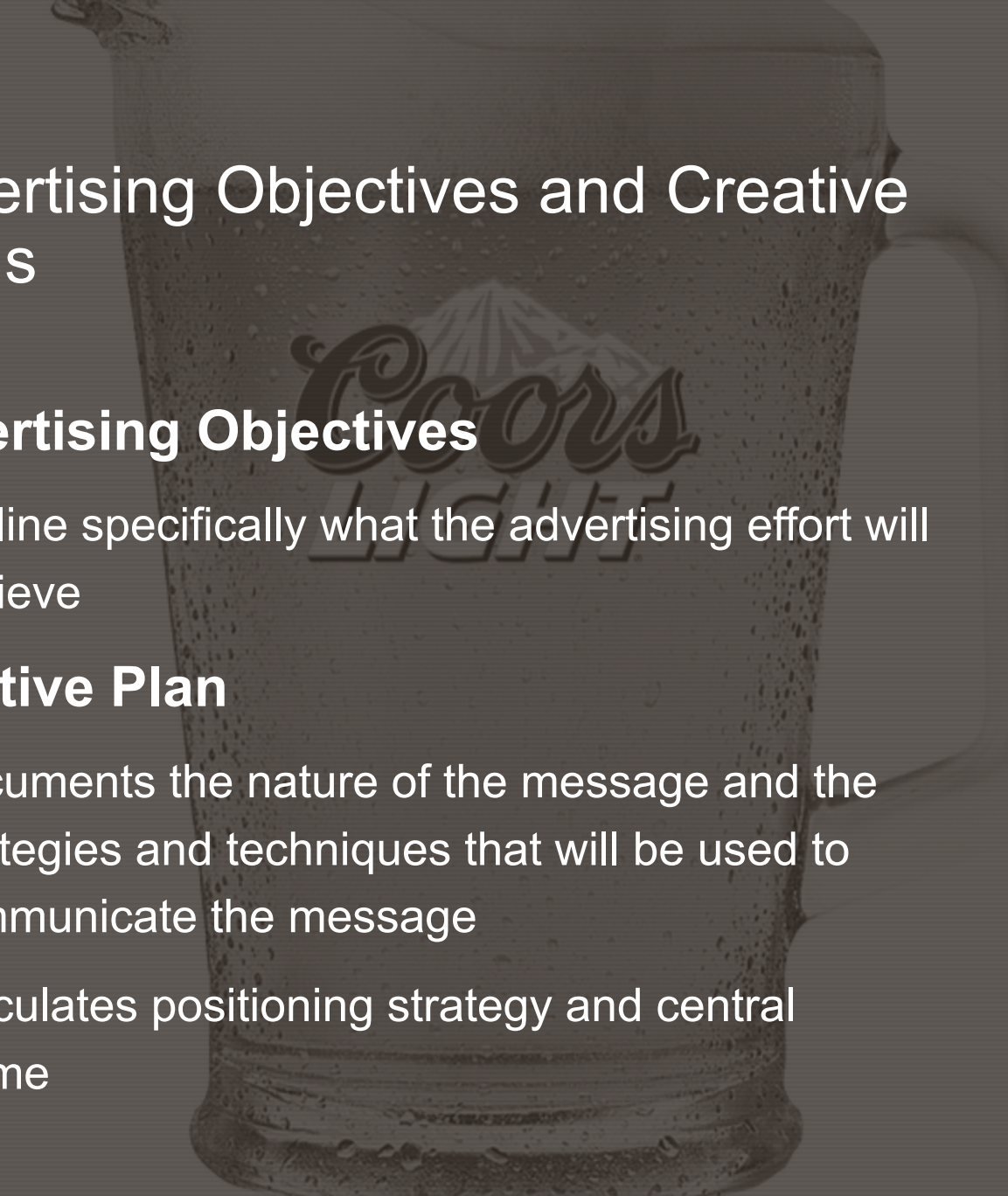
Marketing communications strategies

- Include a positioning strategy statement, identify the various elements of the marketing communications mix that will be employed, and contain a budget for the plan.
- Outline how various components of the marketing communications mix will be used.
- Decisions on components to use are influenced by available budget:
 - Advertising
 - Direct Response
 - Online & Interactive
 - Sales Promotion
 - Events & Sponsorships
 - Public Relations
 - Personal Selling

The Marketing Communications Plan

All plans must identify objectives, strategies, and tactics, as well as contain a budget.

- Interactive communications plan
- Direct response plan
- Sales promotion plan
- Public relations plan
- Experiential marketing (event and sponsorship) plan
- Personal selling plan



Advertising Objectives and Creative Plans

Advertising Objectives

- Outline specifically what the advertising effort will achieve

Creative Plan

- Documents the nature of the message and the strategies and techniques that will be used to communicate the message
- Articulates positioning strategy and central theme

Media Plan

The **media plan** involves decisions about

- Which media to use
- Best time to reach the target market
- How often and which markets
- What weight levels
- Timing and length of campaign