



Growing Forward 2 Integrated Marketing Communications (IMC)

Review the marketing plan

Focus on marketing product, consumer, competitive, and environmental information
Examine marketing objectives, strategy and programs

Assess the marketing communications situation

Internal analysis
Strengths and weaknesses of products and services
Previous promotional programs
Brand image and positioning
Promotional organization capabilities
External analysis
Customer behaviour analysis
Competitive analysis
Environmental analysis

Determine IMC plan objectives (drives strategies)

Establish IMC communications objectives
Establish IMC behavioural objectives

Develop IMC programs

Advertising, sales promotion, public relations, direct marketing, and Internet marketing
Set specific communication and behavioural objectives for each IMC tool
Determine budget requirements
Develop relevant message strategy and tactics
Select suitable media strategy and tactics
Investigate integration options across all five programs

Implement and control the IMC plan

Design promotional materials
Execute
Measure results and effectiveness of program and make adjustments

GF2 Opportunity: Clients could also use funds to optimize websites for mobile (consider it something like a reformulation).