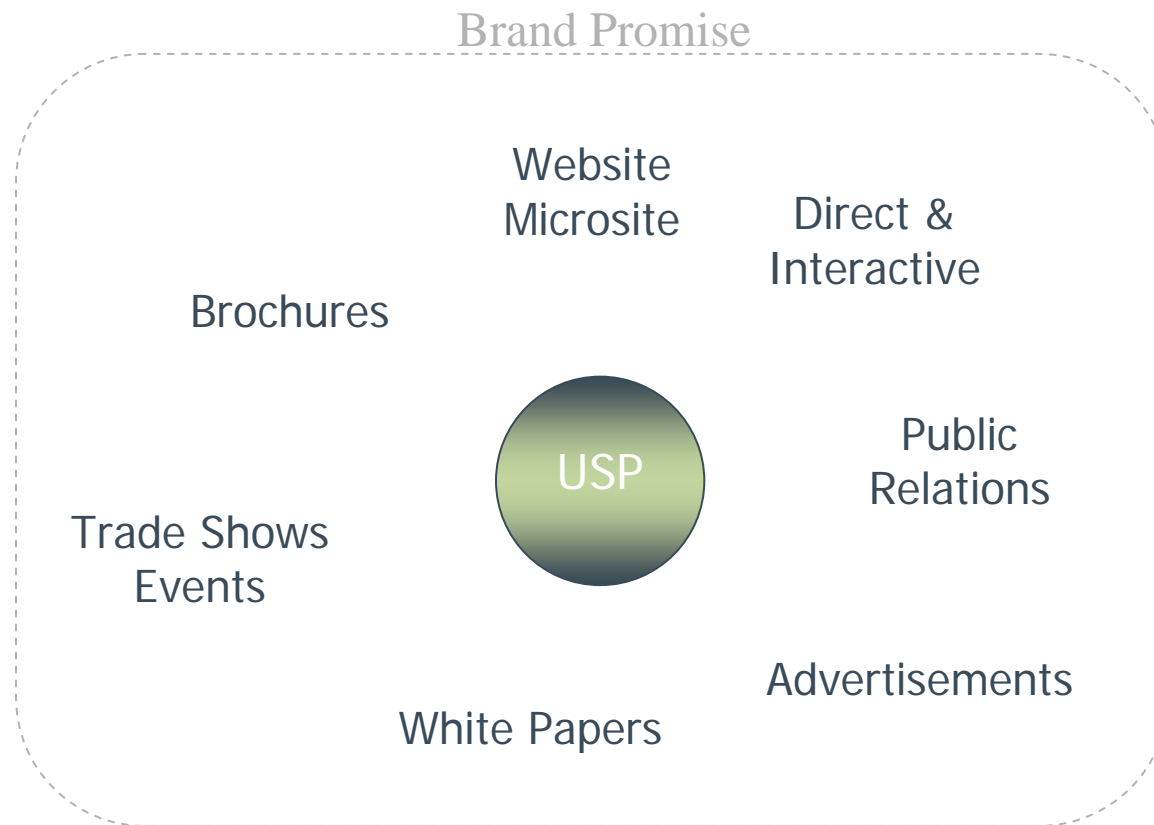




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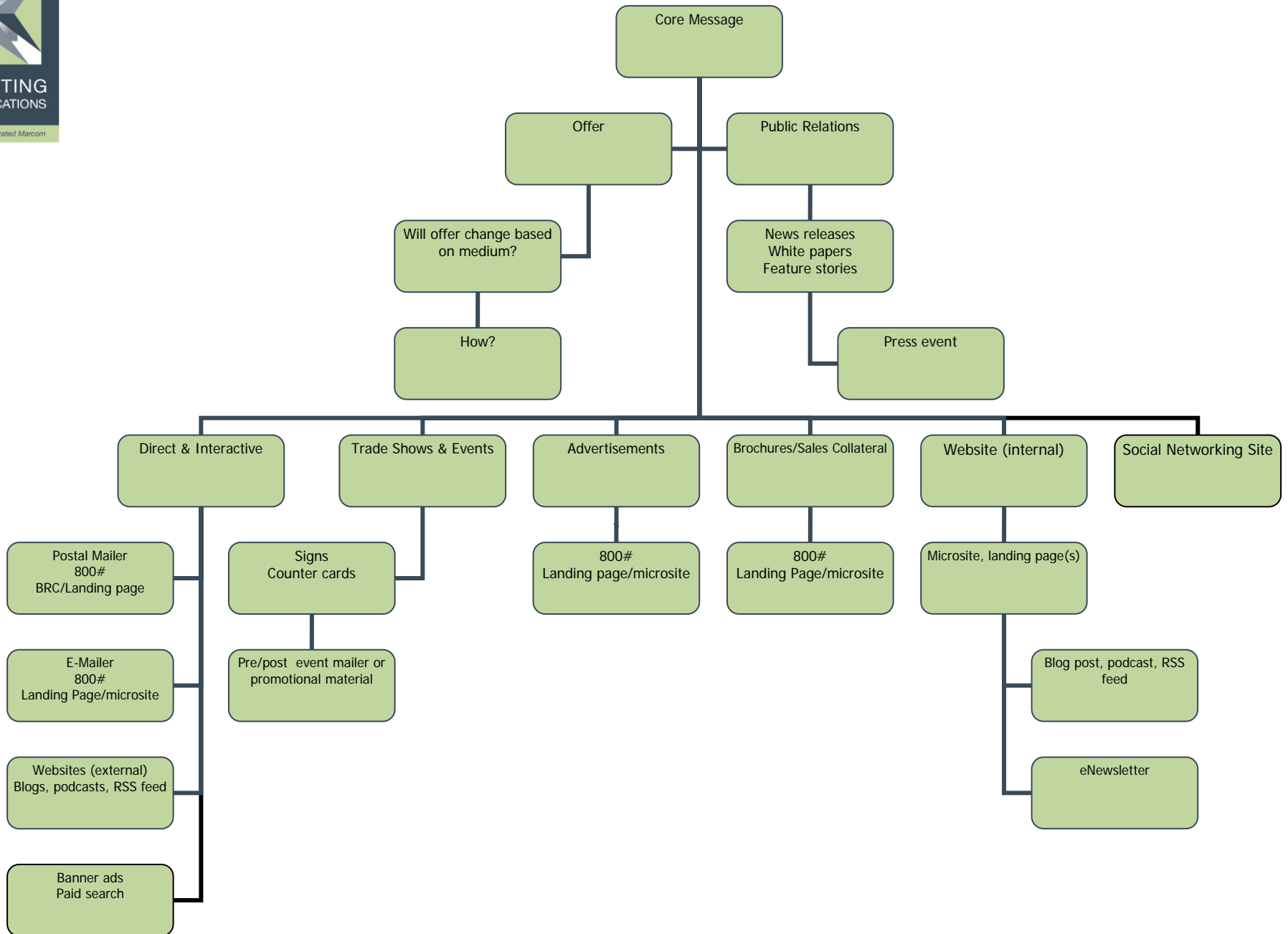
Plan your campaign using the elements in the following charts. Adapt it to suit your needs. Look for synergies and similarities that could help streamline copy development and ensure message continuity and consistency. For example, could the subject line in the email be repurposed as tickler copy on the postal mailer?

Then, using the tables on pages four and five, plan the specific campaign elements that will be used based on your prospect's stage in the buying cycle.





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What is the campaign objective? (generate leads, move prospect further along the buying cycle, close sale, etc.)

What is the expected outcome? Be specific. (i.e. generate 2000 leads, schedule 25 demos, close 10 sales, etc.)

How will you measure success? (i.e. sales, leads, clicks thrus, webinar registrations, etc.)

Core Message (usually your product's or service's unique selling proposition/USP):

Offer:

Will the offer change based on medium? If so, how? (i.e. email recipients receive one offer and postal mail recipients receive another)

Common campaign elements (i.e. top three or four benefits, a creative element such as an illustration or logo, a common landing page but with unique URLs for tracking. etc.):

- | | |
|----|----|
| 1. | 3 |
| 2. | 4. |



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Keyword Bank Development

Determine the words that interested prospects will use to search for your products or services.

Questions to ask when developing keywords:	Broad Category Keywords Industry Buzzwords	"Long Tail" Keywords (Problem-specific)	Solution-specific Keywords
	For example "employee benefits" "health care benefits"	i.e. "managing healthcare benefits for low income employees"	For the searcher who knows the product or brand name and wants to get to the website. i.e. "ABC Company Capital Management"
What will my target prospect search for? Consider jargon, acronyms, and terms, though not "technically pure" are commonly used i.e. "benefits administrator" instead of "HR professional"			
What keywords do I want to own? i.e. When someone searches on "human capital" I want them to see "ABC Company"			
Are there specific brand names on which prospects will search?			



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Buying Cycle Campaign Message Management

This chart will help you plan the campaign elements to use for each stage of the buying cycle. Adapt the message/offer accordingly. And now the "weasel clause": The shaded areas provide a "general guideline" for matching the medium to the buying cycle phase. Your situation may vary. Good luck!

	Awareness	Acquisition	Conversion	Retention	Loyalty
PR					
News releases					
White papers/case studies					
Other					
Direct & Interactive					
Postal mailer					
Email/landing page/microsite					
Website (external, not your site)					
Blogs					
Podcasts					
RSS feed					
Banner ads					
Website (internal, your site)					
Blogs					
Podcasts					
RSS feed					
eNewsletter					
Webinar					
White Paper/Case Study/Report					
Other					



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Buying Cycle Campaign Message Management (cont.)

	Awareness	Acquisition	Conversion	Retention	Loyalty
Trade shows & events					
Signs					
Counter cards					
Pre/post event promotional material					
Other					
Advertisements					
800#					
Landing page/microsite					
Other					
Brochures/Sales Material					
800#					
Landing page/microsite					
Telemarketing/Personal Selling					
Social Marketing Sites					
Other					