

INTEGRATED MARKETING COMMUNICATIONS PLAN

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Communications plans are similar to business plans: the difference lies in the disciplines applied to a plan's execution. You can build a classic communications strategy plan based on this roadmap. Using Smartsheet templates, you will vary the amount of detail you apply to the plan depending on the scope and time frame of the project.

PROJECT NAME

CONTACT INFO

NAME

PHONE

EMAIL

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MAILING ADDRESS

AUTHOR

DATE

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EXECUTIVE SUMMARY

A concise summary of the full plan, highlighting the key strengths and weaknesses, major goals, and primary techniques to be employed

SITUATION ANALYSIS

RESEARCH

Competitor Analysis

SWOT Analysis

INTERNAL FACTORS

STRENGTHS +

WEAKNESSES –

EXTERNAL FACTORS

OPPORTUNITIES +

THREATS –

SWOT Analysis Summary

IDENTIFY SMART (Specific, Measurable, Realistic, and Timely) OBJECTIVES & METRICS

TARGET AUDIENCE

Describe the target audience that you want to influence with your campaign.

BRAND POSITIONING

How do you want to be perceived by customers?

UNIQUE SELLING PROPOSITION

What USP are you offering customers that your competition does not?

CREATIVE STRATEGY

Build your campaign theme and approach based on your USP.

TOOLS & TACTICS

What do you have to do to achieve objectives, and what tools are appropriate to reach your target audience?

COMMUNICATIONS CHANNELS

Each audience will likely have several appropriate communications channels that will require a plan and budget:
web/online media presence, press/PR, direct marketing, and paid advertising on print or broadcast media.

BUDGETS

Each tactical project that supports the plan should be budgeted separately.

PROJECT PLAN & SCHEDULES

Create a milestone chart that will show all tactics and what needs to be done by whom and by when. Include this so that you can measure progress toward ultimate goals.

TASK OWNER	DATE DUE	TASK DESCRIPTION

EVALUATE

Based on your incremental metrics, evaluate how successful you were in meeting objectives.

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