THIS IS HOW WE USE INTEGRATED MARKETING CAMPAIGN EVENTS IN THE CLASSROOM
INTEGRATED MARKETING CAMPAIGN
INTEGRATED MARKETING CAMPAIGN EVENTS

• Integrated Marketing Campaign—Event
• Integrated Marketing Campaign—Product
• Integrated Marketing Campaign—Service
WRITTEN ENTRY

• EXECUTIVE SUMMARY
  One-page description of the campaign which should be no more than 45 days in length
• DESCRIPTION OF THE PRODUCT, SERVICE OR EVENT
• CAMPAIGN OBJECTIVES
• CAMPAIGN TARGET MARKET
• CAMPAIGN ACTIVITIES AND SCHEDULE
  Include creative samples of marketing pieces suggested
• BUDGET
  Detailed projections of actual cost
• KEY METRICS
• BIBLIOGRAPHY
  A bibliography is required. Include a list of the sources of information used in the written document.
• APPENDIX
  An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body.
CAMPAIGN KICK-OFF
PERFORMANCE INDICATORS

• Plan project.
• Identify resources needed for project.
• Explain the use of advertising agencies.
• Foster client-agency relationship.
PERFORMANCE INDICATORS

• Gather brand information.
• Explain the nature of marketing research.
• Describe methods used to design marketing research studies.
• Describe data-collection methods.
PERFORMANCE INDICATORS

• Compare business objectives with the expected use of the marketing-research outcomes.
AIDA

- **AWARENESS**: Remind consumers of the brand
- **ACTION**: Drive sales of the brand
- **INTEREST**: Reiterate differential product benefits
- **DESIRE**: Position the brand as a high-quality option
PERFORMANCE INDICATORS

• Explain the concept of market and market identification.
• Identify ways to segment markets for marketing communications.
• Describe the nature of target marketing in marketing communications.
## CUSTOMER PROFILES

<table>
<thead>
<tr>
<th>CUSTOMER PROFILE</th>
<th>BEN</th>
<th>MARY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HUNTER + SPORTSMAN</td>
<td>SOCIAL MEDIA MARKETER</td>
</tr>
<tr>
<td></td>
<td>• 45 years old</td>
<td>• 20 years old</td>
</tr>
<tr>
<td></td>
<td>• Male</td>
<td>• Single</td>
</tr>
<tr>
<td></td>
<td>• Highly engaged dog owner</td>
<td>• Female</td>
</tr>
<tr>
<td></td>
<td>• Enjoys outdoor activities that involve the dog being able to go along</td>
<td>• Connected to digital devices and mobile apps</td>
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<tr>
<td></td>
<td>• Prefers a premium dog food brand</td>
<td>• Super conscious about what she spends her money on</td>
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<tr>
<td></td>
<td>• Likely to purchase dog food at a speciality pet store</td>
<td>• Prefers to use credit/debit cards</td>
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<tr>
<td></td>
<td>• Concerned about nutritional content and ingredients in dog food</td>
<td>• Prefers spending her money on experiences rather than brand labels</td>
</tr>
<tr>
<td></td>
<td>• Not price-sensitive</td>
<td>• Not brand loyal</td>
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<tr>
<td></td>
<td>• High brand loyalty</td>
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CUSTOMER PROFILES

<table>
<thead>
<tr>
<th>[INSERT PERSONA NAME]</th>
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<tbody>
<tr>
<td>BACKGROUND:</td>
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<tr>
<td>DEMOGRAPHICS:</td>
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<tr>
<td>PSYCHOGRAPHICS:</td>
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<tr>
<td>LOYALTY:</td>
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<td>PREFERRED COMMUNICATIONS:</td>
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CAMPAIGN ACTIVITIES AND SCHEDULE
PERFORMANCE INDICATORS

• Discuss the use of marketing/creative briefs.
• Employ communication styles appropriate to target audience.
• Understand promotional channels used to communicate with targeted audiences.
• Identify the elements of the promotional mix.
ACTIVITIES

- Social Media
- Mobile
- Multi-Media
- Email Marketing
- Print Media & Direct Mail
- Search
- Website
- Social Share
- Other Offline Media
- Public Relations
- Video
- Blogs
<table>
<thead>
<tr>
<th>MONTH</th>
<th>WEEK</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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PERFORMANCE INDICATORS

- Describe the nature of budgets.
- Determine advertising reach of media.
- Choose appropriate media outlets.
- Calculate media costs.
PERFORMANCE INDICATORS

• Describe the need for marketing data.
• Identify data monitored for marketing decision making.
• Track performance of promotional activities.
• Monitor/measure customer “buzz.”
• Track trends.
• Analyze customer behavior.
PERFORMANCE INDICATORS

• Data mine clickstream data using web analytics for marketing information.
• Monitor and mine sales data.
• Identify transactional data through electronic means.
EXECUTIVE SUMMARY
PERFORMANCE INDICATORS

• Write executive summaries.
PERFORMANCE INDICATORS

• Make client presentations (includes strategies and research findings).
PERFORMANCE INDICATORS

• Edit and revise written work consistent with professional standards.