

# Class 6: IMC Planning

INTEGRATED MARKETING COMMUNICATIONS

# IMC





## ***Content***

- 
- How does IMC planning work?
  - 6 steps in IMC planning process
  - Internal marketing and why is it important in the IMC plan?



IMC is like an orchestra...





INTEGRATED MARKETING COMMUNICATIONS

**IMC**

# *Why do we need a plan?*

1

provides a rational process for identifying the most important communication issues

2

informs everyone involved with marketing communication

3

helps ensure that MC is integrated and focused

4

helps identify budget

5

creates a benchmark for measuring results



# *Zero-based planning*

Zero-based planning: a process that determines marketing objectives and strategies based on current brand and current market place conditions.



**Question: Why can't we stick to last year's budget and marketing plan?**

**starting from zero.**

- 
- Step 1: Identify Target Audiences**
  - Step 2: Analyze SWOT**
  - Step 3: Determine Marketing Communication Objectives**
  - Step 4: Develop Strategies & Tactics**
  - Step 5: Set the budget**
  - Step 6: Evaluate effectiveness**



# Step 1: Identify Target

**Who are you selling to?**  
**What do they like?**  
**Where do they go?**  
**What do they do?**

## SEGMENTING

key: grouping



**K-pop**



**beauty-  
concerned  
girls**

## TARGETING

key: selecting



**punks**

analyze demographics, psychographics, lifestyle, needs & wants

## *Step 2: Analyze SWOT*

**SWOT:** structured evaluation of...

**internal** strengths and weaknesses & **external** opportunities and threats

**strengths**

**weaknesses**

brand's innovativeness, convenience, brand image, positioning, financial strength, product, etc

**opportunities**

**threats**

social, market, economic conditions that alter customers' attitudes about a company and its products

# *SWOT Analysis Example*

## strengths

- well known brand
- good brand image
- big store
- product variety
- new
- popular

## weaknesses

- price actually more expensive than other Thai brands (relatively)
- only one store
- company does not understand Thai consumers well enough
- far store location
- too little marketing communication



## opportunities

- available areas for more store openings
- partnerships with department stores
- can tap into specific markets, such as university students, condo dwellers
- Mega Bangna
- growing middle and upper-middle class population
- growing Asian economy

## threats

- economic recession and political crises
- competitors (i.e. SB Furniture) opening stores nearby
- changing trends: people moving towards unique products, away from mass produced
- new competitors entering the market

# *Step 3: Determine MC Objectives*

Based on your SWOT analysis, you can form objectives...  
things you'd like to achieve for the brand.

Objective = goal (what marketers want to accomplish with MC)

**S**

**Specific**

**M**

**Measurable**

**A**

**Attainable**

**R**

**Relevant**

**T**

**Timely**

i.e. Convince 50% of the target (university students) that IKEA is the coolest furniture brand in its category.

i.e. Increase brand awareness by 15% within the next 8 months

i.e. Increase store membership by 20% by the end of 2017.



# Step 3: Develop Strategies & Tactics



Every objective should be supported by one or more strategies.

## EXAMPLE:

Strategy:  
Establish Victoria's Secret brand in South East Asia

Tactics:  
-Set up VS fashion show in HK  
-Use Asian presenter  
-Set up guerilla displays in department stores

## Strategy VS Tactics

- ideas about how to achieve objectives
- big picture
- concept

- specific actions taken to execute a strategy
- executional details
- bring strategy to life

# *Strategy Development*

**2 STAGES**

Determine **which MC functions** &  
which **media** you're going to use  
Marketing mix + media mix



Form **creative ideas** & determine **how**  
each MC function & medium will be used





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**IMC**

# *Step 5: Budgeting*



# *Step 6: Evaluate Effectiveness*

## **Did you meet your objectives?**

Some ways to measure effectiveness...

- market testing
- sales
- market share
- brand awareness
- surveys
- brand recognition tests
- so many other tools!



# role of feedback



Goodbye 4Ps

...Hello 4Cs

Co-Creation

Currency

Communal Activation

Conversation

Product  
Price  
Place  
Promotion



***Internal  
Marketing***



# *Internal Marketing*

**internal marketing:** an ongoing effort to involve employees in the planning process, communicate the plan to them and receive their support



**listen**



**empower**

**inform**



***Final Note:*** "

In order to create a truly  
focused marketing campaign,  
everyone must be on the  
same page!