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# Integrated Marketing Communications Plan Template

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The Customer-driven Marketplace

Value Proposition Design

Advertising and Promotion

Advertising and Promotion

The Transcript of Talks at Northwestern University's Third Annual Symposium, April 6, 1994

Marketing Communications

Digital Marketing Excellence

The IMC planPro handbook

Marketing Communications Management

Marketer's Toolkit

Media Selling

Youtility

Advertising Campaign Strategy: A Guide to Marketing Communication Plans

The Nonprofit Marketing Guide

A Global Brand-Driven Approach

Television, Print, Internet, Radio

Marketing, Advertising, and Public Relations in the Consumer Revolution

The Entrepreneur's Guide to Advertising

Marketing Campaign Development

Analysis, Planning, Implementation

The Playbook for How to Build a Brand Your Consumers Will Love

Integrated Marketing Communications Plan for The National Bar Crawl Association

The Next Cmo

Beloved Brands

Integrated Marketing Communication

Marketing

A Practitioner's Guide

An Integrated Marketing Communications Approach

Strategic Planning Perspectives

Global Trends and Success Stories

The Evolution of Integrated Marketing Communications

Approved Marketing Plans for New Products and Services

Planning, Optimizing and Integrating Online Marketing

An Integrated Marketing Communications Perspective

Real People, Real Choices

Social Media Strategy

How to Create and Communicate More Effective Strategies

Assessing Media Education

Lean Sigma

## Why Smart Marketing Is about Help Not Hype

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### PRESTON COMPTON

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#### **The Customer-driven Marketplace**

Routledge  
This supplemental package consists of booklet and disk, and is available from Prentice-Hall. The IMC Plan Pro disk provides an exercise for a student or businessperson to prepare an entire marketing communications program. The booklet provides step-by-step instructions about how to use the disk and gives brief explanations of the IMC concepts that are part of the program.

#### **Value Proposition**

**Design** John Wiley & Sons  
The authors of the international bestseller *Business Model Generation* explain how to create value propositions customers can't resist. *Value Proposition Design* helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning

visual format as the authors' global bestseller, *Business Model*

*Generation*, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. *Value Proposition Design* is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on [Strategyzer.com](http://Strategyzer.com). You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. *Value Proposition Design* is an essential companion to the "Business Model Canvas" from *Business Model Generation*, a tool

embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. *Value Proposition Design* gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

#### Advertising and Promotion

Jones & Bartlett Learning  
This book is a practical, pragmatic "how to" book designed for hi-tech marketing operations, regional, and corporate marketing leaders at every level. This unique book takes you step-by-step through the disciplined, yet practical, process of architecting truly integrated marketing communications plans that work. In it, you will find a prescription for building a successful, repeatable campaign development process, including the necessary templates and helpful, practical techniques. This book is your guide that will show you how you can optimize your marketing efforts and achieve an even greater return on your marketing investment. While many

of us will recognize a good, well-thought-out marketing campaign when we see one, the single, basic truth about world-class marketing campaign development is that it is easy to say, but hard to do. It is hard to do because we all like to take short-cuts. I hear the lament all too often: "I'm over-worked don't have the time to think strategically" or "Planning is overrated. I just need to get these projects done." As a result, we take short-cuts like "ready, fire, aim." Lack of planning is the slippery slope that leads to wasteful marketing. Then one day we get the call from the corner office to come and explain why our marketing efforts did not produce the desired results. Luckily, architecting world-class campaigns is achievable for any marketing team. Successful marketing requires following a disciplined, systematic approach to working cross-functionally and cross-regionally in order to prioritize marketing objectives, design a customer-engaging go-to-market strategy, and execute the plan.

*Advertising and Promotion*  
iUniverse  
Net/pickton to find

additional valuable teaching and learning materials. David Pickton is Head of the Marketing Department at Leicester Business School, De Montfort University. Amanda Broderick is Senior Lecturer in Marketing and Head of Research in the Marketing Group at Aston Business School.

*The Transcript of Talks at Northwestern University's Third Annual Symposium, April 6, 1994* Kogan Page Publishers

This newly revised and updated edition of *Media Selling* addresses the significant changes that have taken place in media industries over the last few years, while continuing as a seminal resource for information on media sales. A classic in this field, this book has long served students and professionals in broadcasting and media industries as an indispensable tool for learning, training, and mastering sales techniques for electronic media. Addresses the unprecedented consolidation and sweeping change faced by media industries in recent years, and now features greatly expanded coverage of the Internet, including video streaming

and the impact of social network sites. Covers a broad span of media industries and issues, including: electronic media, newspapers, magazines, outdoor/billboard promotion, sales ethics, emotional intelligence, and interactive media selling. Fully updated to include much greater focus on national and international media sales issues, as well as expanded coverage of network-level selling, product placement, sales promotion use of market data.

*Marketing Communications* Pearson Education

The difference between helping and selling is just two letters. If you're wondering how to make your products seem more exciting online, you're asking the wrong question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To win attention these days you must ask a different question: "How can we help?" Jay Baer's *Youtility* offers a new approach that cuts through the clutter: marketing that is

truly, inherently useful. If you sell something, you make a customer today, but if you genuinely help someone, you create a customer for life.

### **Digital Marketing**

**Excellence** Createspace Independent Publishing Platform

Satellite marketing uses multiple social media sites as a series of marketing sub-stations or

"satellites." Each satellite is a stand-alone marketing effort, which means that if and when your prospects are engaged, they are being introduced to your brand, your product and services, and your community of users.

Prospects presented with a call to action through satellite marketing are more likely to act because they are actively engaged with your message.

Identifying opportunities for social media within integrated marketing communications, Satellite Marketing outlines a proven process to help you create an actionable strategic plan based on measurable goals. It provides business owners, CEOs, CMOs, and sales people with a comprehensive strategy for leveraging new media and integrating it with conventional marketing

tactics. Traditional marketing is still important, and the context of social media will make traditional tactics more effective. Dispelling many of the myths surrounding social media, this book will help you: Develop an effective social media strategy to boost sales and brand awareness Identify and target relevant markets Create, deploy, and maintain effective satellites Measure the success of your satellite marketing campaigns The book explains why successful marketing has evolved from product-centric to customer-centric. It presents valuable lessons learned from established communications channels that apply to social media. It also details a step-by-step process to help you identify measurable goals, better understand your audience, create a strategy, select the appropriate social media, build engagement, develop a communications plan, and monitor performance. This book is written by Kevin Popović, the Founder of Ideahaus®. Mr. Popovic is a speaker, educator, and was recently named a Top 20 Digital Marketing Strategist for 2015 by the

Online Marketing Institute. [The IMC planPro handbook](#) Pearson Higher Ed

Providing students with the vital information they need to create, implement, and evaluate an integrated marketing communications plan.

Marketing communications is changing rapidly with the impact of new technologies, new strategies and changing consumer media habits. The third edition of this text has updated and revised examples and content that includes the cutting-edge topics in the industry. Readability continues to be a core strength of this textbook with its straightforward and easy-to-understand style.

*Marketing Communications Management* Archway Publishing

This book provides students of marketing with everything they need to understand and prepare a comprehensive marketing plan. Written in Dr. Wong's vivid and interesting style, and furnished with examples for new products and services, this book helps students to demystify the ingredients of an approved marketing plan.

Advance Praise for Approved Marketing Plans for New Products and Services Dr. Ken Wong's latest work exemplifies the unassuming and straightforward style he is so famous for. Ken has obviously worked very hard to make things easy for the reader. The work is a step-by-step, logical, detailed and multi-faceted approach to writing the all-important Marketing plan. Maurice Williams, PMC, Former Chief Marketing Officer, SingPost, Singapore This book helps people to prepare the blueprint of a marketing plan. I learnt a lot from this book and this is a must read for anyone who wants to successfully plan for marketing their products or services. Thanks Professor Ken Wong for bringing out such an excellent textbook. Rajen Kumar Shah, Chartered Accountant, DISA, Aditya Birla Group, India Marketer's Toolkit Prentice Hall

An essential book for today's marketer now that integrated marketing communications form a critical success factor in building strong brands and strong companies This new edition is still the only textbook on the market to deal with all

aspects of IMC from a strategic perspective Corporate image, identity and reputation have never been more important and this book unlocks the key factors in achieving and enhancing this Integrated Marketing Communications is not just about utilizing different communication options in your marketing campaign; it is about planning in a systematic way to determine the most effective and consistent message for your target audience. As such, it depends upon identifying the best positioning, generating positive brand attitude, a consistent reinforcement of the brand's message through IMC channels, and ensuring that all marketing communication supports the company's overall identity, image, and reputation. This textbook is a roadmap to achieving this, thoroughly updated to reflect the dynamic changes in the area since the first edition was published. New to this edition: New sections on social media and now to integrate them into your marketing function New chapter on message development and an enhanced chapter on the IMC plan Robust pedagogy to help

reinforce learning and memory Enhanced teaching materials online to help lecturers prepare their courses Brand new real-life case study vignettes

### **Media Selling** SAGE

"The National Bar Crawl Association is a company that holds large scale bar crawl events in major cities across the U.S. ... This IMC plan will focus specifically on their 'Cuse Crawl' event in Syracuse, NY. Syracuse will be used as a test market to create a marketing template and, if successful, that template will be used going forward to promote events in other markets"-- Executive summary, p. [7].

Youtility John Wiley & Sons

Social Marketing for Public Health: Global Trends and Success Stories explores how traditional marketing principles and techniques are being used to increase the effectiveness of public health programs-around the world. While addressing the global issues and trends in social marketing, the book highlights successful health behavior change campaigns launched by governments, by a combination of governments, NGOs, and businesses, or by citizens

themselves in 15 countries of five continents. Each chapter examines a unique, current success story, ranging from anti-smoking campaigns to HIV-AIDS prev

Advertising Campaign Strategy: A Guide to Marketing Communication Plans Penguin

Two experts show entrepreneurs how to execute advertising campaigns and maintain a unified message when advertising and communicating with customers. \* Includes an Integrated marketing communication flow chart and section-by-section steps for the development of an Integrated Marketing Communication plan

*The Nonprofit Marketing Guide* John Wiley & Sons  
The Definitive Guide to Communicating in Any Crisis “When facing an already difficult crisis, the last thing a company needs is to make it worse through its own communications – or lack thereof. As one who has lived through a number of [business] crises and served as an independent investigator of the crises of others, I consider Steven Fink’s book to be an excellent guide to avoiding collecting scar

tissue of your own by learning from the scar tissue painfully collected by others.”—Norman R. Augustine, former Chairman and Chief Executive Officer, Lockheed Martin There are few guarantees in business today.

Unfortunately, one of them is the inevitability of a crisis having a potentially major effect on your business and your reputation. When your company finds itself in the midst of a crisis, the ripple effects can disrupt lives and business for the foreseeable future if public opinion is not properly shaped and managed. Skillfully managing the perception of the crisis determines the difference between a company’s life or death. Because in the pitched battle between perception and reality, perception always wins. Fortunately, there is a solution. Crisis communications and crisis management legend Steven Fink gives you everything you need to prepare for the inevitable—whether it’s in the form of human error, industrial accidents, criminal behavior, or natural disasters. In this groundbreaking guide, Fink provides a complete toolkit for ensuring

smooth communications and lasting business success through any crisis. Crisis Communications offers proactive and preventive methods for preempting potential crises. The book reveals proven strategies for recognizing and averting damaging crisis communications issues before it’s too late. The book also offers ways to deal with mainstream and social media, use them to your advantage, and neutralize and turn around a hostile media environment Steven Fink uses his decades of expertise and experience in crisis communications to help you: UNDERSTAND AND MANAGE THE RELATIONSHIP BETWEEN PUBLIC PERCEPTION AND REALITY CHOOSE THE BEST SPOKESPERSON FOR THE CRISIS PROTECT YOUR BRAND AND REPUTATION THROUGH CRISES LARGE AND SMALL MAKE WISE, VIGILANT, AND DEFENSIBLE DECISIONS UNDER EXTREME CRISIS-INDUCED STRESS TELL THE TRUTH NO MATTER HOW TEMPTING IT MAY BE TO MISLEAD USE SOCIAL MEDIA OUTLETS TO COMMUNICATE DIRECTLY TO THE PUBLIC ABOUT A CRISIS The explosion of the Internet and,

especially, social media, has added a new layer to the business leader's skill set: the ability to handle a crisis quickly and professionally within moments of its occurrence. Livelihoods depend upon it. With in-depth case studies of Toyota, BP, and Penn State, *Crisis Communications* provides everything you need to successfully lead your company through today's rocky landscape of business—where crises large and small loom around every corner, and the lives of businesses and management teams hang in the balance.

**PRAISE FOR STEVEN FINK'S CRISIS MANAGEMENT** "Every major executive in America ought to read at least one book on crisis management. In this way, he or she might be better prepared to deal with the disasters striking organizations at an ever-increasing rate ... The question is: 'Is Steven Fink's book one that busy executives ought to read?' The answer is a resounding yes."—LOS ANGELES TIMES, FRONT PAGE SUNDAY BOOK REVIEW

*A Global Brand-Driven Approach* Prentice Hall Marketing

*Communications: A European Perspective* provides an extensive overview of the key concepts, techniques and applications of marketing communications within a European context. The book covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, and personal selling. It also offers up-to-date coverage of e-communication, including e-marketing, mobile marketing, interactive television and relationship marketing. Building on the success of the third edition, the fourth edition comes fully updated with brand new material on a diverse range of products and brands such as Coke Zero, Twitter and Wii Fit, as well as coverage of topical issues such as the Barack Obama campaign and the EU anti-smoking campaign. The fifth edition of *Marketing Communications: A European Perspective* has been fully updated to include: A brand new chapter examining ethical issues in marketing communications Brand new end-of-chapter cases

on international companies and organisations such as Mars, UNICEF, Carrefour and many more Video case material linking key marketing communication theory with the practical issues faced by marketing professionals in a variety of companies The book is suitable for both undergraduate and postgraduate students of marketing communications

**Television, Print, Internet, Radio**

*Integrated Marketing Communications Plan for The National Bar Crawl Association* An Integrated Marketing Communications Plan for Syracuse, NY "The National Bar Crawl Association is a company that holds large scale bar crawl events in major cities across the U.S. ... This IMC plan will focus specifically on their 'Cuse Crawl' event in Syracuse, NY. Syracuse will be used as a test market to create a marketing template and, if successful, that template will be used going forward to promote events in other markets"-- Executive summary, p. [7]. *Beloved Brands The Playbook for How to Build a Brand Your Consumers Will Love* This book reviews,

updates and enhances the basic concepts surrounding the academic theory and practice of Integrated Marketing Communication (IMC). Since the introduction of IMC in the late 1980s, the concept has spread around the world. In that expansion, many authors have written about IMC; practitioners have adopted and adapted the concept to fit their own market situations. Further, dramatic changes have occurred in the technologies used in marketing communications which consumers have accepted and employed in their consumption of marketers' messages and incentives. Thus, there have been dramatic changes in how IMC was initially envisioned and how it has developed over time. This book identifies and discusses these changes, how they have occurred and what they mean going forward for all types of marketers around the world. Thus, IMC, and indeed integration of communications at all organisational levels is an essential in the 21st century organisations. This book was published as a special issue of the Journal of Marketing Communications.

### **Marketing, Advertising, and Public Relations in the Consumer**

**Revolution** Happy About Integrated Marketing Communications Plan for The National Bar Crawl Association  
An Integrated Marketing Communications Plan for Syracuse, NY

*The Entrepreneur's Guide to Advertising* Kogan Page Publishers

How do you orchestrate the next great advertising campaign? Find out with **ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS**. Inside you'll see step-by-step how to take a great idea through the complete advertising process. And because it's focused on campaigns, **ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS** is loaded with the tips you'll need to succeed in the class now and get your project chosen in the future. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

[Marketing Campaign Development](#) ABC-CLIO  
The Practical Guide to Lean Sigma Problem-Solving--Expanded & Updated! Lean Sigma

delivers results--if you use the right tools and techniques. In this updated edition, Ian Wedgwood details his proven best-practices from more than forty successful Six Sigma and Lean deployments in multiple industries, helping you identify and apply the solutions that will work best in your projects. This expanded edition offers detailed guidance on DMAIC process improvement, DMASC standardization, Kaizen accelerated improvement, and more. Wedgwood helps you identify potential Lean Sigma projects, even in processes without obvious targets. He illuminates fast, effective routes to solving global and individual step-process problems, and explains why these solutions work. Next, he presents 62 detailed "tools roadmaps": step-by-step instructions showing exactly how and when to use each of these techniques: 5 Whys 5S Affinity Anova Box plot Capability C&E matrix Chi-Square Concept ideation, design, selection Control charts Control plan Core process map Critical path analysis Customer interviewing Customer requirements tree



Customer surveys D-  
Study Demand profiling  
Demand segmentation  
DOE Fishbone diagram  
Handoff map KPOVs &  
data Load chart MSAs  
Multi-Cycle analysis Multi-  
Vari studies Murphy's  
analysis Normality test  
OEE Pareto chart Process  
performance mgmt. Poka  
Yoke Process board  
Process FMEA Process  
scorecard Process  
variables (I/O) map  
Project charter Pull  
systems & Kanban Rapid  
changeover (SMED)  
Regression SIPOC  
Spaghetti map Standard  
work instructions SPC  
Swimlane map Test of  
equal variance Time Total  
productive maintenance  
T-tests Value stream map  
With this guide Green,  
Black, or Master Black  
Belts will benefit from  
decades of Six Sigma and  
Lean consulting  
experience.  
Analysis, Planning,  
Implementation CRC Press  
'Bridges the academic gap  
between textbook and  
leading edge marketing

thinking. It has been  
substantially revised and  
is particularly strong on  
electronic media and their  
current marketing usage'  
- Ros Masterson, De  
Montfort University,  
Leicester, UK 'Lucid,  
insightful, an inspiration  
for even more creative  
communications and a  
treat for the mind. A must  
read for all wanting to  
better understand  
advertising and  
promotions' - Leslie de  
Chernatony Professor of  
Brand Marketing,  
Università della Svizzera  
Italiana, Lugano,  
Switzerland and Aston  
Business School, UK The  
eagerly-awaited Second  
Edition of Advertising and  
Promotion continues to  
provide a highly readable  
and authoritative  
introduction to the key  
concepts and issues for  
the study of advertising  
and promotional  
communication in a global  
context. NEW to this  
edition: - A stronger focus  
on integrated marketing  
communications and the  
promotional mix,

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selling. - Expanded  
coverage of contemporary  
topics, including:  
integrating e-marketing,  
Web 2.0, mobile  
advertising, sponsorship,  
branding, direct  
marketing, ethics, and  
social responsibility and  
regulation. - A focus on  
the implications for  
advertising of the  
continuing changes in the  
media infrastructure and  
the new media funding  
models emerging as a  
result. - A companion  
website including a full  
instructors' manual for  
lecturers, including  
PowerPoint slides and  
extra case studies, and  
access to full-text journal  
articles for students  
(www.sagepub.co.uk/hack  
ley) Packed with case  
studies and first-hand  
examples gathered from  
leading international  
advertising agencies,  
Chris Hackley succeeds in  
providing a lively and  
stimulating guide to the  
rapidly evolving  
advertising environment.

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