



How to Build an
Integrated Marketing
Plan: Tips for Effective,
Integrated Planning

Now that you have built your
marketing

STRATEGY

What tactics will you use?



First Thoughts

What tools do we use?

How can we get the most out of what we have?

How are we going to measure it?



Determine

- ▶ WHAT are our objectives and goals?
 - ▶ Think of things in the form of campaigns even if the budget is tight
- ▶ WHAT can we provide that will deliver the message we want?
 - ▶ Do our materials provide the WIIFM, “What IS In It For Me?” message?
 - ▶ Do we talk F&B or value?
- ▶ WHERE and WHO will the content come from?
 - ▶ White papers
 - ▶ Publications
 - ▶ Collateral
 - ▶ Anything else?

Determine

- ▶ WHAT measurement matrix will we employ?
 - ▶ Registered Downloads
 - ▶ Landing page visits
 - ▶ Click rates
- ▶ HOW will we course correct?

Develop a plan

- ▶ Sales automation tools
 - ▶ Marketo and Hubspot
 - ▶ Sales CRM to handle leads
 - ▶ Excel spreadsheet so the team knows what is expected and when
- ▶ Whatever system the following info needs to be there
 - ▶ MarCom elements
 - ▶ Type of tool(s)
 - ▶ How will we measure it
 - ▶ How can we integrate it- how will it be used
 - ▶ Who is responsible?
 - ▶ Call to action- what do we want the customer to do?
 - ▶ Delivery dates

Use all the elements that will work for your audience



Integration Do's

- ▶ WHAT DO YOU WANT THE CUSTOMER TO DO?
- ▶ Tell a story so customers can see how your product/ service will fit into their work environment
- ▶ Keep the message simple and consistent
- ▶ Website - the hub of all your marketing efforts
 - ▶ Site should be responsive design
 - ▶ Drive all activities to your website
 - ▶ Use landing pages to finish the marketing message

Integration Do's

▶ Content

- ▶ Develop and Reuse content in multiple formats (i.e., Social Media, eBlasts, Advertising, Landing pages, Google adwords)
 - ▶ Note: people need to see things in multiple formats 6-8 times before they remember or recognize it
- ▶ Use tools that will drive to the website
- ▶ Finishing the marketing message with landing pages
- ▶ Drive leads by having content worth registering for to download

Integration Don'ts

- ▶ Links or URLs that go to
 - ▶ Product pages
 - ▶ What do you want the customer to do
 - ▶ Provide URLs to your home page- make sure where they go is related to the goal.
 - ▶ Content that is not download worthy
 - ▶ Marketing materials like literature pieces instead of high value content
 - ▶ Literature and case studies are freebies

Integration Don'ts

- ▶ Expect the customer to figure out the marketing message
 - ▶ Forget to deliver the WIIFM message
- ▶ Develop print ads and banner ads that are relate
 - ▶ Develop 1 digital ad- 2 would be better for rotating the ads
 - ▶ Keep you concepts straight forward and eye catching

And Remember to...

▶ MEASURE

- ▶ Track what works

▶ REASSESS

- ▶ Remove things that don't work
- ▶ Look for things that do work
- ▶ Don't keep doing the same thing if it doesn't work

Use all the elements that will work for your audience





bandwidth
s o l u t i o n s

7/31/12