

Integrated Marketing Communication

BRAND + CREATIVE	CONSUMER	TRADITIONAL MEDIA	DIGITAL + ONLINE	INTEGRATION
Define positioning brand values+ product attributes	Using research as required.... define by demographics	Evaluate media by catchment	Web performance sites	Combine and integrate all activity
Tone of voice graphics logo + identity overarching concept	Define by relationship to web usage and searches All out push for share	Develop digital collateral material advertising	Develop digital collateral material	Campaign of traditional + digital traffic + sales
Key messages + USP web becomes MARKETING CENTRAL	Channel usage for what function built community	Packaging merchandising expedition promotion PR	Hone performance related to activity analysis	Costing effective integration
BRAND VALUES	ONE VIEW	BUYING	CHANNEL	INTEGRATION
PLANNING	Brand relevance by consumer + media	Optimize by channel + media	Agree budget + actions develop year plan	Manage process + budget set KPIs/ROI

Integrated Marketing Communications Plan For General Motors

Jessica J Manson



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