



What is a Marketing Communications Strategy?

What?

Marketing Communications is all about how companies and organisations communicate about their brands, products or services. Marketing Communications is perhaps the most visible element in the marketing mix, traditionally the P of Promotion. When you think of promotion, you might think of advertising on TV and radio, billboards, newspapers and magazines. Yet, nowadays companies increasingly advertise on the internet and online advertising has become the preferred advertising medium.

Integrated marketing communications is making sure that all communication about the brand is consistent and create synergy. By combining different media channels, offline and online, PR and sponsoring, marketers try to achieve a total effect that is greater than the effect of each separate activity.

Who?

Marketing Communications professionals often work in the marketing and communication departments of companies, the client side. Or they work for an advertising agency, PR or media agencies, or the many small or medium sized production companies.

Their job titles could be marketing consultant, account planner and executive, media consultant, creative director or copy writer. It is their task to find creative ideas and strategies on how best to reach consumers with the aim to inform, persuade or encourage people to buy or engage with the brand.

How?

Launching a marketing communications campaign requires careful research and planning. On the next page you see the steps to take when developing a marketing communications plan.

Learn more

- **Wikipedia:** [Integrated Marketing Communications](#)
- **YouTube:** ['So what is integrated advertising?'](#)

Date & Author

03.08.2015 Randy Bundel (r.bundel@hva.nl)





Market Basket Virtual Student Collaboration Model

Step	Description
1	Research into market, products, and consumers: you need to research the product, market and consumers, for example: major market trends, brand image, competition, consumer behaviour etc.
2	Defining your target audience: think about who you want to reach, in other words your target audience? What are the characteristics of your target group
3	Formulating communication objectives: What do you want them to know, to think and feel about your brand? What do you want them to do?
4	Marketing communication strategy: Think about how you are going to achieve your objectives. What is your proposition, in other words what will you promise your target audience? What is your brand's USP or Unique Selling Point? Where should they place your brand against competing brands, in other words positioning?
5	Creative campaign concept: the creative team (creative director, copy writer, designers etc.) has to find an original and striking way how to surprise, persuade, engage your target audience. What will be your overall message theme of your campaign? How will you get your message across: style, tone of voice, humour, emotion etc.?
6	Marketing communications mix: which tools will you use, for example, online advertising, social media or print ads, billboards or maybe even TV or radio advertising? Will you use public relations or sponsoring? This all depends on your budget.
7	Media tactics and planning: this is the stage where you plan all your activities. Where and when are you going to advertise, or start your PR campaign? Who are you going to sponsor? When will your website go live or launch your social media campaign?
8	Measuring effectiveness: marketing communications campaign are often quite expensive. Consequently, companies want to know how effective they are. In your marketing communications plan you should describe how you will measure the results of your campaign.

