Marketing Plan

Breakdown of activities from November to March

NB: Please note I have amended this plan by removed company information - to be used as a sample for my CV without including 'real data'.

Objectives

This document provides a breakdown of activities and costs for [COMPANY] product marketing of '[NAME]' for [ARENA]. A separate plan will be produced for other International and 'other' markets.

This plan will enable associates from other departments to clearly identify where, when and how this product/service will be promoted over the next xx months and at what stage their support may be required to ensure the product and brand are properly represented in all client engagements.

Please keep in mind this is a living document and will have version control.

Success Criterion

By the end of the financial year:

- Online activities will increase organic traffic by xxx% to our website
- Market share will increase from XX to XXX
- Retention rate xx%.

These targets will be measured using the company's CRM, Google Analytics and Social Media Activity Preports; reviewed monthly so we can following successful channels and remain flexible and agile.

Associate	Department	Reviewed	Date
xxx	Finance/Operations		
xxx	Sales		
xxx	Customer Services		
xxx	Customer Services		

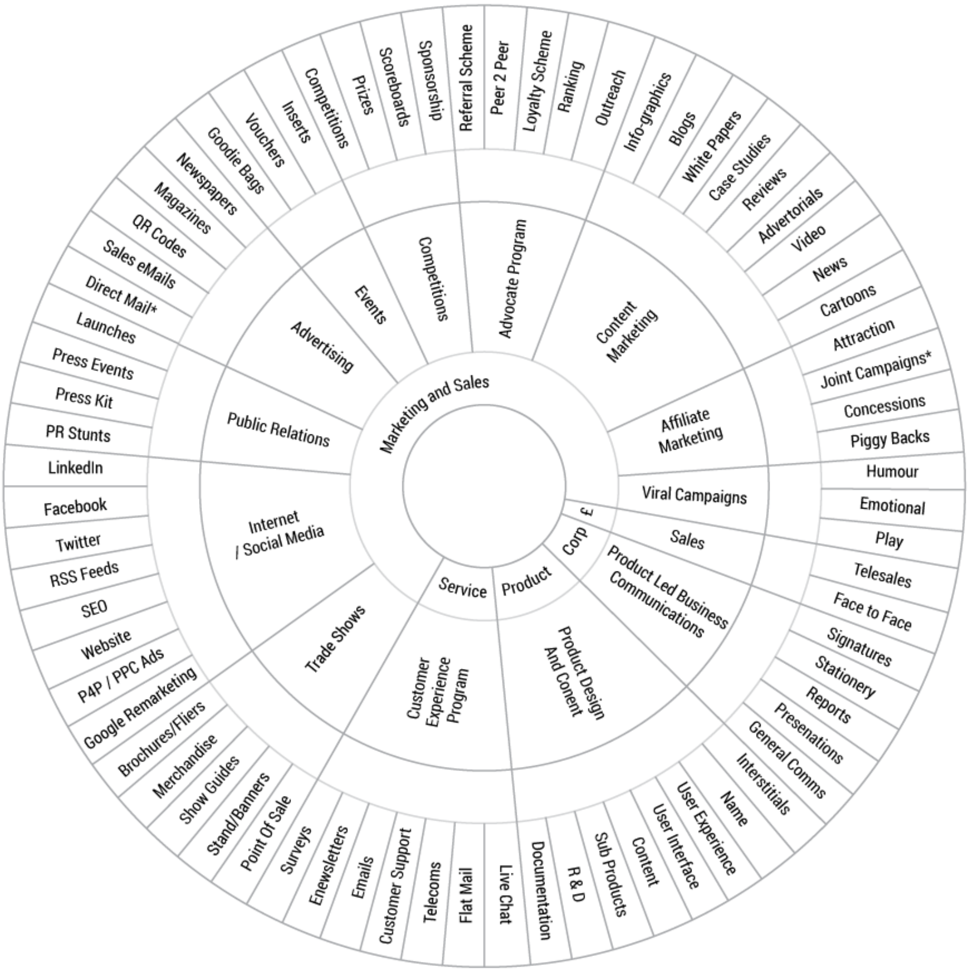
Version 1: 23 November – Author Karen Cave

Version 2: 17 December – Author Karen Cave

Brand Touchpoint Marketing

The marketing plan has been built around our identified channels to market, a budget has been allocated for each activity within each channel. Where possible these activities will be facilitated in-house or using free-of-charge (FOC) services.

Fig 1. Touchpoints.



See Appendix A for channels to market jargon buster

Touchpoint Channels

Costs are for xxx financial year 01 April > 31 March

Within this document we mention cluster types, below is a breakdown of each cluster for your information:

Potentials Have no knowledge of our product.	*Incubating* Discovered who we are but still fresh in the pipeline. These potential customers have little or no knowledge of our product.	*New* Customers who recently made their first purchase. These customers are checking us out; there's no trust as yet and are therefore relatively sensitive to their experience with our product.	*Current* Customers who have been active with our products beyond the period of time we've chosen to define customers as New. These are re-subscribers or within their first year and will need reassurance that we are present to support their needs.	*Legacy* Customers who have been inactive for an extended period of time and may need re-engaging with the product.

You can at any point click on the channel to see, in more detail, the program of work centred on this marketing activity *(this has been disabled).*

Channels	Objectives
Trade Shows -	
Point of Sale	**Objectives**: Ensure we use clear marketing message to inform and entice prospective customers to visit our stand and purchase the product. **Activity**: Produce posters, display collateral and digital signage for events. **Call2Action:** Encourage customers to call, return slip (QR), enter event enquiry codes. **Success criterion**: Website enquiries, event leads, product enquiries and sales conversion. **Measurement tools**: Event enquiry/voucher codes, badge scanners, QR codes, Source leads CRM and event forms (manual).
Stand / Banners	**Objectives**: Professional stand design to elevate our brand higher than competitors exhibiting at the same event. Keeping our message simple, clear, graphically impactful and attractive to entice customers to our stand. **Activity**: Ensure all stand collateral is up-to-date, damage free and fresh. Where necessary design and replace panels/pop-ups. **Call2Action:** Customers stop at our stand. **Success criterion**: More up-take and attraction than competitor stands. **Measurement tools**: Visitor forms/business cards/leads - event form data including competitor data/observation.
Show Guides	**Objectives**: Ensure visitors are aware of our presence at the show and to attract potential customers to our stand for details. **Call2Action:** Visit our stand / promotional offer. **Activity**: Book advertising space in major event show guides: Create brand led adverts that will entice customers to visit our stand. **Success criterion**: Attract customers to the stand. Sales conversion. **Measurement tools**: Event enquiry/voucher codes, badge scanners, event QR codes, lead source CRM.

Channels	Objectives
Merchandise	**Objectives**: Providing a physical brand led object that are attractive to the customers. This can be used at events e.g. tote bags. Visitors provide footfall advertising. **Call2Action:** Visit the website, call a telephone number or email, keep the product - display. **Activity**: Review merchandise available, its shelf life and suitability to the brief. Negotiate a good rate and create the artwork. **Success criterion**: The customer keeps the merchandise. The merchandise is reused. More requests for merchandise, customer loyalty. **Measurement tools**: Number of visitors to the stand (hand scanner, business cards, event form), lead source CRM.
Brochures / Fliers	**Objectives**: Physical brand to hand items that will be used by potential customers to review our services, be informed and enticed to buy. Handed out at events. by request from B2B and B2C customers. **Call2Action:** Calls for more information, new sales, website visits. **Activity**: Create digital and printed collateral, used at events and as an additional asset within the sales process. **Success criterion**: Requests for brochures and flyers by B2B and B2C clients. Increase in contacts, sales and website visits. **Measurement tools**: QR codes, source leads CRM, B2B and B2C requests for collateral.
Internet / Social Media – Inbound Marketing: Earn the attention of our customers, make the company easy to be found and draw customers to our website by producing interesting content.	
Google Remarketing *Google ads pushed to the people who have VISITED our site*	**Objectives:** Precision targeting to all cluster types keeping our brand alive in the customers mind. Strategically placed before and after major events to encourage stand visits and leads. **Call2Action:** Visit our stand, webpage, event. **Activity:** Procure service 1 week before and after and event. **Success criterion:** Clients click the ad. Increased sales activity during the promotion. **Measurement tools**: Google Analytics.
P4P / PPC Ads *Pay for position and pay per click advertising on Google as well as online publications*	**Objectives**: Be seen by customers when they're searching Google for what we offer. Pay only when a user clicks the link to visit our website or call. Limited budget to use as a test case. **Call2Action:** Visit our website, enter offer code, call this number. **Activity**: Determine key words and test during peak times such as beginning of the financial year or during events/promotions. **Success criterion**: Clients click the ad. Increased sales activity during the promotion. **Measurement tools**: Google analytics and CRM.
Website *AKA: The Marketing Website*	**Objectives**: Convert into a CMS so other associates can update content easily. Ensure the homepage and landing pages are up-to-date and there is a steady stream of new content for crawling. Keep the content brand led with onus on relationship management for new, current and legacy clients. **Call2Action:** Purchase products / services. **Activity**: Ensure download performance is optimised and rationalise css from template. Fresh, relevant and timely content, SEO maximised. CRM is tracking lead data. **Success criterion**: Website remains up-to-date with dedicated time allocated to this process. Content managers are on board and producing content on a timely basis. **Measurement tools**: Google analytics, CRM, Sales calls.

Channels	Objectives
SEO	**Objectives**: To elevate our website above other entries listed using the relevant search keywords. **Call2Action:** Search, find and follow. **Activity**: Create a strategy based on inbound linking; ensure content is keyword rich, activities for link building are in play, contain deep linking and internal linking (within the site). Add a sitemap, checking all images are alt tagged, ensure page titles and pathways (folder structure/naming) are relevant and readable. Change underscores to hyphens, use 301 redirects and ensure page names use target keywords. Get RSS Feeds up and running for subscriptions and inbound linking ASAP. More inbound liking activity on Twitter and Facebook. **Success criterion**: To be ranked highly, if not top, of a keyword search result. **Measurement tools**: Google analytics.
RSS Feeds	**Objective**: Maximise exposure and traffic to our website by using the relevant channels available to distribute RSS feeds linked to our blog, articles and news items. Build awareness of our product/brand, increasing our SEO by backlinks and getting applications like Flipboard, Feedly or BlogLovin to subscribe to our feeds. **Call2Action:** Subscribe to RSS Feed. **Activity**: Standardise feeds throughout our blog and website and include them within our marketing collateral. Ensure the content we produce is useful and meaningful to entice and retain subscribers, building extra value and credibility. **Success criterion**: Bi-weekly articles to keep the content timely, responsive and rich. **Measurement tools**: Number of subscribers, site traffic.
Twitter / Facebook / LinkedIn	**Objectives**: Use intuitive channels to sell products/services, elevate our brand/product awareness and build networks/advocates. Microblogging (content marketing), news and activities both product and industry related articles. Use as a cheap method of online marketing /low cost communication channel. Exploit this platform to observe groups, activities and identify potential high profile individuals we may wish to woo. Develop strong connections with customers and build advocacy network. Align with SEO inbound linking. **Call2Action:** Join group, like page, follow and visit our website. **Activity**: Micro-blogging (content marketing), news and activities both product and industry related tweets. Use Twitter and Facebook advertising services to catch-up with our competitors. **Success criterion**: Each tweet and status update gain hearts, shares and retweets - generating inbound linking and increased visits to our website. **Measurement tools**: Google analytics, Facebook, Twitter and LinkedIn reporting.
Public Relations:	
PR Stunts	**Objectives:** To create a news worthy activity that will promote the brand within the minds of our prospective clients and warrant a media response. These could be in the form of an award, competition, image, viral video or an extraordinary response to something within the community. **Call2Action:** Get more information, visit website, call / email the company. **Activity:** Come up with some creative and insightful ideas and facilitate this activity. **Success criterion:** Featured on various media and social networking channels. **Measurement tools:** Google analytics, news items by 3rd parties, social media activity.

Channels	Objectives
Press Relations	**Objectives:** Provide useful information that helps the media write stories they're currently working on, or provide positive and helpful feedback in the comments section of their site. Introduce them to people we know in the industry, offer ourselves as a source, establish our expertise and get them used to seeing our name and associating it with something positive. **Call2Action:** Requests for information and relationship building. **Activity:** Help a Reporter Out (HARO) https://twitter.com/helpareporter and https://www.quora.com/ both need monitoring so we can respond to requests for information (RFI) from the media. **Success Criterion:** Contact with journalists and use of submitted content. **Measurements:** News articles published with our response to RFIs.
Press Kit	**Objectives**: Make it easy for journalist to access company information, graphics, news stories and fact sheets so there is minimal work needed by the editor to run a story about our product. **Call2Action:** Download or register for a media pack. **Activity**: Create a re-packaged set of promotional materials that can be distributed to members of the media for promotional use. **Success criterion**: Request for media packs/press kits **Measurement tools**: Registration and download data, CRM.
Launches	**Objectives**: Leverage press relations to feature articles about the launch of new products/services/updates within their publication, online and in print. **Activity**: Submit timely press release and attract press interest about our product. **Success criterion**: Published news article in national publication and regional news about our version release. **Measurement**: Appearance in publications.
Press Events	**Objectives**: Build a relationship with reporters/editors; host press breakfasts or luncheons or soiree, appropriate for new releases, invite editors to come and see for themselves how our product has changed, take advantage of events such as Language World to capitalise on attendance. Alternatively facilitate a 'go-to-meeting, skype or google hangout event' (cheaper). **Call2Action:** Attend events. **Activity**: Facilitate a number of press events during the year. **Success criterion**: Attendance and subsequent reporting of our version release. **Measurement tools**: Number of journalists attending and number of articles written tracked within the marketing plan.
Advertising Traditional	
Direct Mail / Affiliate	**Objectives**: Joint direct mail campaign with an Affiliate(s), sharing the cost of printing and delivery - leveraging the Affiliates database; ultimately broadening our client network and contributing to the sales pipeline. **Call2Action:** Produce joint campaigns. **Activity**: Identify and create a campaign with an affiliate partner. **Success criterion**: Increase in customer contacts within CRM and adding leads to the sales pipeline. **Measurement tools**: CRM, return slips, registrations, QR codes.

Channels	Objectives
Sales Emails	**Objectives**: Sales Emails should target prospective and legacy customers. A/B test different versions of a single campaign to measure which performs the best, determined by click rate and open rate. Sales orientated emails should sandwiched between content marketing articles to encourage subscriptions. Be cautious - avoid bombarding the prospect with special offers, this can negatively impact the perceived value of the brand. **Call2Action:** opt-in. **Activity**: Produce bi-weekly emails, content rich and informative. **Success criterion**: More opt-ins, less opt-outs. **Measurement**: CRM to produce campaign reports.
QR Codes	**Objectives:** Link them to a special "Exclusive" YouTube video, discount codes, event, competition or sign-up page. **Call2Action:** Scan in the QR code or return slip. **Activity:** Create and add QR Codes to adverts. **Success criterion:** QR codes are clicked and the sign-up page visited **Measurements:** Google provides a fool-proof way of creating unique urls with urchin tracking modules (or UTM) parameters appended to the URL so that we can track the QR campaign in Google Analytics.
Magazines	**Objectives**: To promote our products/services to the relevant demographic/target audience via an online or traditional printed publication. **Call2Action:** Visit an event, redeem a voucher code, visit our website, register, purchase or enquire. **Activity**: Negotiate a good rate, book and create artwork. **Success criterion**: Increased sales pipeline within a two week duration of the above publications. This will equate to a 2% ROI. **Measurement tools**: Use of enquiry codes, QR codes and Google analytics to measure response.
Newspapers	As above.
Road-shows	
Goodie Bags	**Objectives**: Goodie bags will contain branded merchandise, marketing collateral and vouchers. These will ensure the brand is represented at events when an associate isn't present. The bags are also branded providing free advertising outside the event if reused. **Call2Action:** Visit our website, call and enquire about our products / services. **Activity**: Source, design and make available goodie bags and contents. **Success criterion**: Request for goodie bags at events and number of goodie bags deployed throughout the year. **Measurement tools**: Even specific QR codes, voucher codes, landing pages and source leads CRM.
Vouchers	**Objectives**: Change the concept of voucher to 'Gift Voucher from …' strategically this makes it appear more personal, more flexible and more generous. It also reinforces the brand. **Call2Action:** Redeem gift voucher. **Activity**: Produce new artwork for 'Gift Vouchers' **Success criterion**: Gift Vouchers are Redeemed and more requests for events. **Measurement tools**: CRM tracking.

Channels	Objectives
Inserts	**Objectives**: Inserts should include posters, product information, case studies, testimonials and clear contact details. They should also include a discount code if redeemed within x period after the event. This should be in the form of a QR code which can be printed in-house so we can track which events are more successful. **Call2Action:** Redeem a discount code, visit our website, register, purchase or enquire. **Activity**: Ensure inserts are included and up-to-date. **Success criterion**: Enquiries from the insert information added to the event. **Measurement**: See QR Codes.
Road-show Prizes	**Objectives**: Prizes need to be desirable, the more valued the prize the more it will attract participants. Value doesn't always mean fiscal, we only need to look at our events to understand the Kudos given to the winner. Widen the scope by encouraging team play across the UK and consolidate an undefined number of vouchers into one high value prize i.e. win X worth over £X accumulatively. **Call2Action:** Join the competition and be UK winners! **Activity**: Come up with some creative and insightful ideas for Prize activities. Opportunity to add value by enrolling joint sponsors. **Success criterion**: People participate and the product builds brand reputation/awareness on a broader scale. **Measurement tools**: Number of participants, feedback (CRM/Blog/Website) and press activity. Pipeline activity after an event.
Sponsorship	**Objectives**: Sponsorship can add weight to our event, until we have dominated the market place, by providing fiscal support and by association (endorsing our product). Therefore attracting heavy weights within the industry and affiliated industries are a real win. **Call2Action:** Piggyback with us on events. **Activity**: Offer packages designed to attract and retain sponsors. Define and source desirable sponsors. **Success criterion**: Sponsors approach us rather than being sourced. **Measurement tools**: Quality and number of sponsors. Value of each sponsorship deal and perceived value by sponsors.
Advocate Program Hugely important program	
Referral Scheme	**Objectives**: Customers are more likely to buy our products and services when recommended by friends. We can do this by incentivising; giving a reward – this might be a voucher, it might be something else like a discount or free gift. The person referred is also given a reward so it's a win-win for both the referee and referrer. **Call2Action:** Refer a friend. **Activity**: Establish a referral scheme and pilot. Review and roll-out. **Success criterion**: Number of sales made by the referral scheme against the cost of running this program. **Measurement tools**: Number of referrals, number of conversions and customer retention monitored on the CRM.

Channels	Objectives
Peer 2 Peer	**Objectives**: Actively encouraging our advocates to spread the word about our brand. This can include sharing our content on LinkedIn, forwarding our latest white paper to a colleague, or writing a testimonial about our product on a peer review site. **Call2Action:** Share information and support us. **Activity**: Build a list of advocates. Woo them. Send helpful content, have conversations with them on social media or ask for their opinions when we develop new products. When we do this, our advocates will be more likely to recommend us to their peers when the opportunity comes up. **Success criterion**: Enrol advocates and see sales based on their activities. **Measurement tools**: CRM source lead.
Loyalty Scheme	**Objectives**: Loyalty can be recognised by elevating a long-term client with schemes such as a simple point system, using a tier system (ranking) to reward initial loyalty and encourage more purchases, partnering with another company to provide all-inclusive offers to loyal customers and even something fun like an exclusive challenge. **Call2Action:** Join the loyalty scheme. **Activity**: Create an innovate program that will recognise and reward loyalty. **Success criterion**: Number of renewals. **Measurement**: CRM measured renewals possible unique ID for loyalty members.
Ranking	**Objectives**: When a customer has earned their rank they are given extra attention by support, sales and marketing. These high ranking customers receive VIP treatment – previews/news released before general release. **Call2Action:** Rank highly. **Activity**: Create an innovate program that will recognise their rank, this can be by referrals, content contribution, courses attended etc. **Success criterion**: Number of customers participating in the scheme **Measurement tools:** CRM program.
Influencer Outreach Outside endorsement of our brand via social media.	**Objectives:** Identify external influencers to endorse, talk about and promote our products and services via social media channels, blogs, articles, press etc. **Call2Action:** Join our program become an ambassador. **Activity:** Identify information hub which is bursting with 'influencers'. Identify key voices and build a relationship with them – look for advocates that have credibility within the industry or are starting to build a positive reputation. Mentor them. **Success criterion:** Attract two new voices to support our brand message and promote our product with integrity and passion for what we do. **Measurement tools:** Google analytics and social media activity reports.

Channels	Objectives
Content Marketing	
Info-graphics	**Objectives:** Info-graphics are a priceless brand marketing tool - they can convey a clear message, are instantly useful/meaningful to the end-user as shared data (often evidence based) and go viral with little or no effort. They are also a great tool for peer to peer campaigns because of their simplicity and if designed well can be used for print as well as online. **Call2Action:** Share our information. **Activity:** Produce info-graphics which can be stand alone as well as embedded to articles. Purchase reports to use as data and market intelligence. **Success criterion:** Viral share, references and increased sales elicited by our expert knowledge – yes you're in safe hands, we are an authority. **Measurement tools:** Social media activity reports - number of shares, likes, hearts. Google analytics and website activity during publication
Blogs	**Objective:** Provide evidence of subject expertise. Increase the perceived value of the brand, generating more interest in the product and develop brand personality. Kudos for advocates invited as guest bloggers. **Call2Action:** Read or write a blog for us. Request more information. **Activity:** Bi-Weekly Blogs, three categories – Topical / Product / Technology. **Success criterion:** Attracting blog requests by affiliates and media. **Measurement tools:** Increase blog readership and viral share. RSS Feed requests.
White Papers	**Objectives:** An authoritative and informative document advocating that a certain position is the best way to go or that a certain solution is best for a particular problem designed to influence the decision-making processes of current and prospective customers. **Call2Action:** Share white papers, re-use IP. **Activity:** Commission or write in-house two white papers **Success Criterion:** Attract interest from academia and customer base. **Measurement tools:** Scholarly recognition in the form of responses and shares. RSS Feed requests. Google analytics.
Case Studies	**Objectives:** Application of the product in real situations with real outcomes designed to demonstrate the benefits of using our products and services. Ideally demonstrate an issue that was resolved by using our product. **Call2Action:** Request information, buy product/service based on case study evidence. **Activity:** Publish three case studies yearly. **Success Criterion:** Create Advocates. Is actively used as supporting evidence by prospective customers. **Measurement tools:** Improve retention and increase activity in the sales pipeline. Measure online activity using Google analytics and the CRM.
Reviews	**Objectives:** 3rd party reviews on our product. This will be seen as an independent article endorsing our product, written by an Advocate or outsourced review. **Call2Action:** Write a review. **Activity:** Source and commission a review. **Success Criterion:** Promoted online by a recognised Publication or affiliate. **Measurement tools:** Queries during the publication of this review measured by google analytics.

Channels	Objectives
Advertorials	**Objectives:** To create advertorials that look like they have been written by the publication and are not sales led. Ideally advertorials should be interesting articles written about how a problem has been overcome; focused on a subject that is timely or aligns with an event. This will motivate potential customers to enquire about our product and how it relates to them and their needs. **Call2Action:** Visit website, email or call for more information. **Activity:** Write a number of creative articles we can store for future use and be agile enough to respond quickly to opportunities that provide business benefits. **Success Criterion:** To have published two advertorials within an industry publication. **Measurement tools:** Responses to articles either by increased website activity or sales funnel. CRM.
Video	**Objectives:** Leverage this media for the use of customer support, new product features and upselling. Can be used for viral campaigns. **Call2Action:** Subscribe. Respond to video with enquiry online, by telecom or by email. **Activity:** Set up an OFFICIAL branded YouTube Channel. Commission an introduction piece. Embed this video within our marketing website. **Success Criterion:** Create a subscription base. **Measurement:** Enrolling subscribers to the channel – determine an initial benchmark.
News	**Objectives:** To make news there needs to be news! With more proactive action directed at building advocates we can start to identify where there may be news worthy content and allocate time and resources towards developing these. **Call2Action:** Submit your story, share your news. Enquire about the products and services. **Activity:** Regular communications with platinum customers identifying where our products or services have resolved issues and examples of successes. **Success Criterion:** Regular updates encouraging inbound linking and regular crawling from major search engines. **Measurement tools:** Website activity within the news section of our website with Google analytics.
Cartoons/Fun (see humour)	SEE HUMOUR. **Objectives**: To create a number of viral campaigns around events that will raise the profile of the company and gain interest from potential customers. Create a number of images that will be reused (no shelf life); that keeps our products and services in the minds of potential customers. **Call2Action:** Share, like, heart, re-tweet. Visit website or article for more information. **Activity**: Create a library of images ready to use that can be used for viral marketing. **Success**: The image goes viral or trends on facebook and twitter. **Measure tools**: Number of shares, likes, hearts and re-tweets - social media reporting.

Channels	Objectives
Affiliate Marketing Maximise reach by utilising resource partners 'brand power' and market share.	
Attraction	**Objectives**: Attract affiliates whom will benefit the fiscal health of our company and promote our brand value. These affiliates can be intuitive and non-intuitive however they must support our company values. A non-intuitive affiliate, for example, would be Amazon whom we use for prizes but who are not obviously linked to our industry. **Call2Action:** Become an affiliate. **Activity**: Create a list of prospective affiliates' and approach these organisations to create a win-win solution and build long term, mutually beneficial, relationships. **Success criterion**: Attract and retain affiliate partnerships and gain fiscal support in the form of join marketing, sponsorships and piggyback campaigns. **Measurement tools**: Track campaign ROI with CRM.
Joint Campaigns	**Objectives**: Shared marketing campaigns mean shared costs and that's always welcomed by all parties. The more organisations involved the bigger the budget and the greater the reach/impact. **Call2Action:** Join in marketing campaign initiatives. **Activity**: Produce creative campaigns that will entice affiliates to part with funds, data or materials. Ensure these are measured clearly so the agreed success criteria is evident encouraging future marketing ventures. **Success criterion**: Gain buy-in and hold at least two joint marketing campaigns over the year. After these events the affiliate wishes to schedule the next program of work. **Measurement**: Use QR codes, Google Analytics and other measuring tools to track each campaign and provide evidence to potential affiliates.
Joint Programs / Concessions	**Objectives**: A joint program could be a 'collaborative package' or an agreed concession. Unlike joint marketing these are longer-term activities and require some management. It will be necessary to review these regularly to ensure both parties are benefiting. **Call2Action**: Join in a concession campaign. **Activity**: Review current programs, look at other avenues and review their feasibility. Run a cost analysis to ensure this will provide an acceptable ROI. **Success criterion**: Ensure current programs are up-to-date, attract new joint ventures and create more possibilities within the marketplace. Revenue is generated and an acceptable ROI reached. **Measurement tools**: Unique QR code, CRM and Google analytic activity.
Piggy Backs	**Objectives**: Piggy backs are jumping on an affiliates marketing activity. These are not run jointly but can still be mutually beneficial. More can be done to exploit these opportunities if they are seen as fair and both parties benefit. These could simply be shared inbound linking, advertising on emails or direct mail. **Call2Action:** Agree to piggy back initiatives. **Activity**: Look at the marketing activities of our affiliates and discuss the possibility of mutually piggybacking off each other's initiatives. **Success criterion**: To encourage affiliates to join in mutual piggy back marketing initiatives or run joint activities (see Joint Programs). Revenue is generated and an acceptable ROI reached. **Measurement tools**: Campaign QR codes, CRM and Google analytic activity.

Channels	Objectives
Viral Campaigns	
Humour (see cartoons)	**Objectives**: Many customers, on social networks, share humorous images and posts - the more shares these posts acquire the greater the brand exposure… our competitors are prolific with viral images. **Call2Action:** Share, like, re-tweet posts with link to marketing website. **Activity**: Create humours posts using image libraries and in-house skills. **Success criterion**: Number of shares and number of views. Number of likes and the number of retweets, actively seeking out our collateral. The amount of exposure our brand is getting is greater than our competitors and remain at all times positive. **Measurement tools**: Social media reporting tools.
Emotional	**Objectives**: Creating motivating, emotional and sympathetic image-posts get shares. An example of this is an image we created and published on Facebook got 59 Likes, 11 Shares, 99 Post Clicks and reached over 2,275 people without spending a single marketing budget penny. **Call2Action:** Share, like, re-tweet posts with link to marketing website. **Activity**: All the images produced include the logo graphic. Build relationships, identify potential advocates / influencers and express an understanding of how our customers feel. **Success criterion**: Number of members to our Facebook group. **Measurement tools**: Facebook and twitter activity reports and google analytics.
Play	**Objectives**: Play can be quite powerful. Play isn't just for the young and can be an equally attractive draw for adults if intelligently produced such as cryptic puzzles, treasure hunts and picture puzzles. These often go viral. **Call2Action:** Share, like, re-tweet posts with link to marketing website. **Activity**: Formulate a number of ideas for play, look at feasibility and resources required. **Success criterion**: Viral impact and activity > visits to our website, build brand equity. **Measurement tools**: Number of registers to play tracked by Google Analytics or in-house systems – possibly used as a road-show challenge open to customers only.
Sales	
Telesales	**Objectives**: Our values guide our behaviour and the way in which we communicate. Our attitude is reflected through the usage and tone of our language therefore all verbal communique with any and all client types needs to follow our Brand Voice: • Confident and authoritative, but never arrogant, patronising or dogmatic. • Clear and concise to demonstrate intelligence. • Knowledgeable in our product and brand to establish competency and consistency. • Use crisp, active sentences to give more life to the verbal word (avoid using passive voice). • Use factual evidence in supporting strong claims and avoids over use acronyms. **Activity**: Ensure all associates have a good understanding of the product but also a strong understanding of our brand voice, values and promise – creating an awareness and emotional connection to a brand. **Success criterion**: Our sales force communicate the values of our brand not just the features of our product e.g. the attitude and demeanour of our personality: quality, authority, credibility, integrity and accessibility. **Measurement tools**: Converting leads into sales. CRM for measurements.

Channels	Objectives
Face to Face	**Objectives**: Very much in the same idiom as Telesales our associates should reflect professionalism, authority, intelligence, integrity, credibility and accessibility by being open, friendly and confident with a clear understanding clients' needs and the products/resources available to address and resolve these requirements. They should always present themselves professionally; smartly dressed, clean and pleasant smelling! **Activity**: Ensure all sales associates follow our brand guidelines and understand the essence of our brand personality. **Success criterion**: (see Telesales) **Measurement**: (see Telesales)
Product Led Business Communications	
Signatures Reports / Documentation Presentations General Comms	**Objectives**: It is impossible to overemphasise the importance of brand consistency. The more single-minded we are, the more powerful the brand will be. All communique should follow brand guidelines – any and all product led business communique needs to be template driven - building a brand relationship with our clients wherever they are within their customer lifecycle. **Activity**: The relevant templates are available to avoid deviation or fragmentation of the brand. **Success criterion**: Complete adoption of template driven documentation. **Measurement**: Complete rollout communications by xx/xx/xxxx.
Stationery	**Objectives**: To ensure all stationery used follows brand guidelines. **Activity**: Create camera ready artwork and ensure colour consistency. **Success criterion**: All stationery collateral is branded correctly. **Measurement**: Complete rollout by xx/xx/xxxx.
Customer Experience Program	
Surveys	**Objectives**: Surveys can be used to develop our business not just by understanding what needs improving but also identifying what works well. Surveys uncover newsworthy stories and develop advocates, letting customers know we listen, we care and we react to their needs. **Activity**: Create a number of surveys tied in with marketing activities and our Customer Engagement Programme. Review these reports regularly and communicate with customers regarding activities derived directly from their feedback. E.g. Monthly survey news. These can include non-software related surveys for market intelligence. **Success criterion**: Number of surveys completed. These should steadily grow as we respond to their feedback. **Measurement tools**: Regular survey reports, number of activities implemented as a direct result of this data, improved customer retention and increased sales from understanding clearly our customer needs. Tracked by CRM.
E-Newsletters	**Objectives**: E-Newsletters are purely editorial relating to news about our company, events and product development. They can contain links to articles, case studies and feature product insights such as 'getting the most out of monitoring'. **Activity**: Create bi-monthly E-Newsletters for current and new customers. **Success criterion**: Customers opt-in vs. opt-outs. Increase in referrals and renewals. **Measurement tools**: Tracked by CRM.

Channels	Objectives
Emails	**Objectives**: Automated emails and emails generated by support need to follow our brand guidelines see 'voice' ensuring both editorial and graphical content maintain consistency as with all other touchpoints. **Activity**: Review current communique and ensure all templates are branded correctly. Ensure all support associates are familiar with using templates and have a copy of the brand guidelines to understand the importance of a repeatable quality brand experience. **Success criterion**: All communique is branded correctly and editorial follows our brand values and voice. Check all communiqué and templates and ensuring brand compliance. **Measurement tools**: Email campaign client e.g. Mail chimp/constant contact etc.
Customer Support	**Objectives**: No matter where or how a client interacts with our company, within their customer lifecycle, they should have the same repeatable quality experience. They should always know and recognise they are interacting with our brand, from the moment they pick up the phone to the day they retire their account. **Activity**: Ensure all touchpoints follow our brand guidelines and that every aspect of their relationship with us follows our brand values. **Success criterion**: Happy customers and a happy support team. Number of calls, letters or emails praising the way our customers feel supported. **Measurement tools**: Surveys and CRM.
Flat Mail	**Objectives**: Flat mail sent via snail mail are usually in the form of printed letterhead. These need to follow a template design using the correct fonts to ensure all communique follow our brand guidelines. **Activity**: Review all current templates and update where necessary. **Success criterion**: All communiqué follow brand guidelines and are all consistent. All templates a have been checked and were necessary amended. **Measurement tools**: ROI from unique QR cope, voucher code or source lead CRM.
Live Chat	**Objectives**: Live Chats is something, in the future, we should facilitate – the benefits are providing the customer with an instant LIVE connection to customer support ensuring they feel, at all times, supported. Resources would need to be available to ensure the success of this communication channel and manage the expectations of this services. **Activity**: Have this added to the strategic direction of the company. **Success criterion**: The number of satisfied customer queries and increased renewals. **Measurement tools** : CRM: Number of renewals and feedback from our customer satisfaction survey.
Product Design	
Interstitials comms displayed at natural transition points in the flow of an application such as between activities or during the pause between in-play	**Objectives**: Not something we are ready to do yet however as the in-play applications develop there will be opportunities we can leverage to add communications in between the loading of one activity to another. **Activity**: To review the availability of this form of staged communication and determine strategically when these opportunities can be utilised e.g. during a challenge. **Success criterion**: A reaction from the campaign. **Measurement**: Website activity, new sales or a healthier pipeline.

Channels	Objectives
User Experience User Interface Content	**Objectives**: Ensure our product user experience follows the values of the brand: professional, authoritative, intelligent, trustworthy, credible, purposeful, accessible, friendly and easy to use. The design of the user interface needs to follow brand guidelines adopting both colour palette, content and imagery guidelines e.g. emotive, bold, bright, and positive. **Activity**: Work with the development team to ensure the content, UX and UI designs follow brand guidelines. **Success criterion**: The product is successful, recognised in unsolicited reviews, and receives positive feedback via our customer surveys **Measurement**: Surveys, reviews, increased sales and renewals.
Sub Products	**Objectives**: Sub products can be in the form of stand-alone learning modules or games and are ideally suited for viral campaigns especially as the little brother lead-up to a main event – keeping our brand name firmly in the mind of our prospective customers. These need to be engaging, fun, competitive and easy to share. An example could be a 'word treasure hunt' when you complete the task enter the code on our website page – this triggers either an award, a scoreboard or a discount. **Activity**: Compile a number of creative ideas to discuss feasibility. **Success criterion**: Viral share, engagements and trending. **Measurement**: Activity on the app and on the competition webpage.
R & D	**Objectives:** Disney has a brand promise of 'fun' which is why you'll never see a Disney produced horror film. In the same way our brand should be at the core of what we do. When developing new products we need to be mindful of our brand promise. **Activity**: Ensure that any future activity follows brand, does not diversify or follow a different star. **Success criterion**: No deviations away from our core promise. **Measurement tools**: Research data, testing, UAT.
Documentation (see Product Led Business Communications)	**Objectives**: Any product documentation should follow the templates created for brand led communications. **Activity**: Ensure all developers are aware of the brand guidelines, where the templates are stored and how to use then. **Success criterion**: All development documentation is branded. **Measurement**: As above.