TARGET INSIGHT CHECKLIST |

Building Block Basics of Marcom Plans

Craft the strategic marketing communications game plan

☑	Sections within the documented plan	☑	Resource material for research
	Background		Identify internal subject matter experts (SMEs)
	Business goals		Identify external SMEs
	Business objectives		Business plans
	The offer		Product plans
	Target audience(s)		Marketing plans
	Competitive landscape		Marcom budget
	Strengths, weaknesses, opportunities, threats (SWOT)		Historical marcom plans and results
	Marcom strategies		Brand guidelines
	Marcom tactics		Competitors' websites
	Budget		Industry websites
	Calendar of activities		Third party research

Verify the plan

☑	Questions to ask yourself	☑	Ask others
	Are my strategies on brand?		Socialize your plan with key internal stakeholders
	Are my tactics on brand?		
	Does each strategy/tactic resonate with the target audience?		
	Will this plan achieve the business goals and objectives?		
	Is the plan on budget?		
	Do we have enough resources to execute the tactics?		
	Do we have enough sales people to handle an increase in leads?		
	Do we have enough customer service/technical support employees to service existing and new customers?		

Have you read my White Paper of the same title?

If not, you should. It'll give you context for the Checklist.

Visit www.targetinsight.ca and select Knowledge Center.

Revise and polish before requesting approval

☑	No one wants to read a lengthy plan
	Incorporate a 1-page Executive Overview as the first content page to be read
	Remove data not required for decision-making > turn this data into supplemental 'worksheets'
	Proofread

Approval by senior management

☑	Get approvals
	Request approval either by asking signatories to review the documented plan or give an in-person presentation

Implementation

☑	Implement your plan
	Assign tactics within the calendar of activities to members of the marcom team
	Project manage tactics
	Track and report

About Irene Crosby

Irene Crosby, Founder and Principal of Target Insight, is an accomplished marketing communications consultant located in Ottawa, Ontario. Services include marketing communications strategy development; hands-on implementation of marketing communications activities; website planning and project management; and copywriting. Irene works with CEOs, VPs, and marketing managers to develop and executive communications plans that resonate with target audiences, engage customers, and drive business. Her 20 years of experience span high tech, life sciences, education, health care, insurance, financial services, and the public sector. Irene is adept at managing projects and keeping clients up-to-date every step of the way—no surprises. *You and your customers deserve insightful communications.*

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