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**INTRODUCTION**

Having an effective system of communication is indispensable to any business venture. Regardless of the nature of the institution, the presence of effective and efficient communication channels are primordial. The type of communication needed is not just communication per se, but effective, consistent, and a comprehensive one.

In the field of marketing and advertising, building a strong communication platform is mostly considered as a challenge. However, when appropriately done and established, effective communication channels can help boost the competitive nature of the company.

[SPECIFY YOUR COMPANY NAME] is a [SPECIFY TYPE OF BUSINESS STRUCTURE] which considers communication as the foundation of any successful business projects and programs. In line with the current organizational changes and other relevant developments that the company is currently facing, this MARKETING COMMUNICATION PLAN is created and formulated by its proponents. Furthermore, this plan will cover the following sections:

1. Marketing Objectives;
2. Company Profile;
3. Current Situation
4. Situation Analysis
5. Indicators;
6. Key Communication Channels and Strategies
7. Scope and Timescales;
8. Expenses and Budget Plan;
9. Management and Administration

**OBJECTIVES**

This **MARKETING** **COMMUNICATION PLAN** was duly prepared by the proponents to achieve and attain the following principal objectives and goals:

|  |
| --- |
| **MAIN OBJECTIVES** |
| [SPECIFY THE MAIN OBJECTIVES AND GOALS OF THE MARKETING COMMUNICATION PLAN];   1. To efficiently process customer feedback and assessment forms in the form of surveys and etc.; 2. To provide an avenue for the company’s clients and customers to learn more about the dynamics of the business and to ultimately establish customer loyalty; 3. To streamline the communication channels of the company; 4. To ensure that the employees and members of the company know and understand how decisions are shaped and discussed; 5. To develop a progressive communication-related processes and procedures; 6. To reinforce and establish a strong and remarkable marketing company image and brand; 7. To reach out to a wider clientele; 8. To resolve and handle customer complaints in a responsive and progressive manner; |

**COMPANY PROFILE**

This section shall showcase the relevant company details and information. To ensure that the dynamics of this communication plan coincides with the characteristics and primary thrusts of the company, profiling is very important.

|  |  |
| --- | --- |
| **COMPANY PROFILE** | |
| **COMPANY NAME:** | [SPECIFY COMPANY NAME] |
| **REGISTRATION DETAILS:** | [SPECIFY REGISTRATION DETAILS] |
| **TYPE OF INDUSTRY OR INDUSTRIES THE COMPANY IS INVOLVED :** | [SPECIFY THE TYPE OF INDUSTRY OR INDUSTRIES THAT THE COMPANY IS INVOLVED] |
| **PRODUCT DETAILS:** | [SPECIFY PRODUCT DETAILS] |
| **SERVICE DETAILS:** | [SPECIFY SERVICE DETAILS] |
| **PRINCIPAL PLACE OF BUSINESS:** | [SPECIFY PRINCIPAL PLACE OF BUSINESS] |
| **BUSINESS HOURS** | [SPECIFY BUSINESS HOURS] |
| **CONTACT INFORMATION** | [SPECIFY CONTACT INFORMATION] |
| **BUSINESS DAYS** | [SPECIFY BUSINESS DAYS] |

**CURRENT SITUATION**

This section shall showcase the current condition of the business with respect to the following:

1. **MARKET SHARE**
2. **MARKET AWARENESS**
3. **PREVAILING MARKETING STRATEGIES**

**1. Market Share**

|  |  |
| --- | --- |
| **TARGET MARKET (YEAR)** | **MARKET SHARE (YEAR)** |
| [SPECIFY VALUE] | [SPECIFY PERCENTAGE %] |

**2. Market Awareness**

Currently, the company’s brand is known in the [SPECIFY AREAS]. It is predominantly used in the [SPECIFY AREAS]. In terms of sales rates, it is low in the [SPECIFY AREAS]. In sum, you may refer to the following table:

|  |  |  |
| --- | --- | --- |
| **TACTICS AND APPROACHES USED** | **COVERED AREAS** | **RESULTS** |
| 1. Surveys; 2. By examining the search volume data; 3. By way of social listening; 4. By examining the website traffic | [SPECIFY COVERED AREAS] | [SPECIFY RESULTS] |
|
|

**3**. **Prevailing Marketing Strategies**

The company is currently implementing the following marketing strategies:

|  |  |  |  |
| --- | --- | --- | --- |
| **MARKETING STRATEGIES** | | | |
| **STRATEGIES** | **DESCRIPTION** | **OBJECTIVES** | **SPECIFIC PROGRAMS** |
| Close Range Marketing Strategies | This type of marketing strategy emphasizes the significance of using wi-fi or Bluetooth in sending marketing messages. | This can help revolutionized the marketing platform of the business. | Creation and establishment of reliable marketing servers and platforms. |
| Relationship Marketing Strategies | This type of marketing strategy emphasizes the significance of building a healthy relationship with customers and clients | This can help establish customer loyalty. | Hold seminars and conferences, host parties and music festivals, and etc. |
| Offline Marketing Strategies | This type of marketing strategy focuses more on marketing ideas and initiatives that does not involve the use of the internet. | This can create more avenues for customer interaction. | Establishment of marketing booths and the use of gadgets that does not involve the use of the internet. |

**SITUATIONAL ANALYSIS**

This section covers for relevant subsections:

1. Competitor Analysis
2. SWOT Analysis
3. Target Audience
4. **COMPETITOR ANALYSIS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COMPETITOR ANALYSIS** | | | | |
| **COMPANY NAME** | **BRIEF PROFILE** | **MARKETING STRATEGIES** | **PRODUCT DETAILS** | **OTHER RELEVANT DETAILS FOR COMPARISON** |
| COMPANY A | [SPECIFY COMPANY PROFILE (pertaining to its main operations, type of business it is operating, and etc.)];  Company A is engaged in the business of producing [SPECIFY PRIMARY PRODUCTS] | [SPECIFY MARKETING STRATEGIES AND PROGRAMS]; | [SPECIFY PRODUCT DETAILS]; | [SPECIFY OTHER RELEVANT DETAILS FOR COMPARISON]; |
| COMPANY B | Company A is engaged in the business of producing [SPECIFY PRIMARY PRODUCTS] | [SPECIFY MARKETING STRATEGIES AND PROGRAMS]; | [SPECIFY PRODUCT DETAILS]; | [SPECIFY OTHER RELEVANT DETAILS FOR COMPARISON]; |
| COMPANY C | Company A is engaged in the business of producing [SPECIFY PRIMARY PRODUCTS] | [SPECIFY MARKETING STRATEGIES AND PROGRAMS]; | [SPECIFY PRODUCT DETAILS]; | [SPECIFY OTHER RELEVANT DETAILS FOR COMPARISON]; |

1. **SWOT ANALYSIS**

[SPECIFY YOUR COMPANY NAME]’s SWOT ANALYSIS results are as follows:

|  |  |
| --- | --- |
| **STRENGTHS**  [SPECIFY STRENGTHS ]  The innate strengths of the company are as follows:   1. The company’s management understands and gives much value in investing in trainings and seminars which can help improve the marketing communication arm of the company; 2. The company has established systematic and structured communication channels 3. The agreed modes of communication are regulated and regularly upgraded | **WEAKNESSES**  [SPECIFY WEAKNESSES]  The weaknesses of the company are as follows:  There are some departments and offices in the company that do not strictly follow communication-related procedures and other problems when it comes to interpretations;  Some of the procedures are not strictly implemented in the ground level; |
| **OPPORTUNITIES**  There are areas for the creation of partnerships and business engagements | **THREATS**    Communication-related security issues and threats |

**C. CLIENT VALUE PROPOSITION**

|  |  |
| --- | --- |
| **CLIENT VALUE PROPOSITION** | |
| **TARGET MARKET SEGMENT** | **CLIENT VALUE PROPOSITION** |
| Businessmen  Employees  Students  Other professionals  [SPECIFY OTHER PROSPECTIVE CLIENTS] | [SPECIFY WHY THE SAID CUSTOMERS SHOULD BUY OR AVAIL YOUR PRODUCTS]; |

**KEY COMMUNICATION CHANNELS AND STRATEGIES**

|  |  |  |
| --- | --- | --- |
| **TARGET AUDIENCE/ MARKET** | **MAIN OBJECTIVES OF THE COMMUNICATION PLAN** | **MARKETING COMMUNICATION STRATEGIES** |
| Businessmen  Employees  Students  Other professionals  [SPECIFY OTHER PROSPECTIVE CLIENTS] | [SPECIFY THE MAIN OBJECTIVES AND GOALS OF THE COMMUNICATION PLAN  To streamline the communication channels of the company, to ensure that the employees and members of the company know and understand how decisions are shaped and discussed, to develop a progressive communication-related processes and procedures, and etc.)]; | [SPECIFY NEW MARKETING COMMUNICATION STRATEGIES]  Focusing on a more developed content marketing;  Making use of infographics and videos to attract more customers;  Building a strong social media platform both for office and general usage;  Building a task force or specialized committee that will deal with the customer complaints in a fast and efficient manner;  Online and modern communication systems, formation of committees and task force to deal with issues and concerns, the conduct of seminars and communication-related trainings and forums, and many more; |

**SCOPE AND TIMESCALES**

This section provides the scope and a detailed timeframe which will be observed in the course of implementing the said business projects and programs.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TARGET AUDIENCE/ MARKET** | **MAIN OBJECTIVES OF THE COMMUNICATION PLAN** | **MARKETING COMMUNICATION STRATEGIES** | **TIMESCALES** | **TARGET DATE** |
| Businessmen  Employees  Students  Other professionals  [SPECIFY OTHER PROSPECTIVE CLIENTS] | [SPECIFY THE MAIN OBJECTIVES AND GOALS OF THE COMMUNICATION PLAN  To streamline the communication channels of the company, to ensure that the employees and members of the company know and understand how decisions are shaped and discussed, to develop a progressive communication-related processes and procedures, and etc.)]; | [SPECIFY NEW MARKETING COMMUNICATION STRATEGIES]  Focusing on a more developed content marketing;  Making use of infographics and videos to attract more customers;  Building a strong social media platform both for office and general usage;  Building a task force or specialized committee that will deal with the customer complaints in a fast and efficient manner;  Online and modern communication systems, formation of committees and task force to deal with issues and concerns, the conduct of seminars and communication-related trainings and forums, and many more; | START:  END: | [SPECIFY TARGET DATE] |

**NEEDED FUNDS AND RESOURCES**

|  |  |  |
| --- | --- | --- |
| **STRATEGIES AND PROGRAMS** | **NEEDED FUNDS** | **OTHER NEEDED RESOURCES** |
| [SPECIFY STRATEGIES AND PROGRAMS ex. Online and modern communication systems, formation of committees and task force to deal with issues and concerns, the conduct of seminars and communication-related trainings and forums, and many more)]; | [SPECIFY NEEDED FUNDS]; | [SPECIFY OTHER NEEDED RESOURCES]; |

**EXPENSES AND PROPOSED BUDGET**

|  |  |  |
| --- | --- | --- |
| **EXPENSES** | **BRIEF DESCRIPTION** |  |
| Fees for the resource speakers | [SPECIFY BRIEF DESCRIPTION] | **$0.00** |
| Research and development expenses |  |  |
| Food and other relevant allowances |  | **$0.00** |
| Technologies, gadgets, technical support |  | **$0.00** |
| Operational Costs |  |  |
| [SPECIFY OTHER RELEVANT COST ELEMENTS] |  | **$0.00** |

|  |  |  |
| --- | --- | --- |
| **LIST OF EXPENSES** | **BRIEF DESCRIPTION** | PROPOSED BUDGET |
| Operational Costs | [SPECIFY BRIEF DESCRIPTION] | **$0.00** |
| Fees for the resource speakers |  | **$0.00** |
| Research and development expenses |  | **$0.00** |
| Food and other relevant allowances |  | **$0.00** |
| Technologies, gadgets, technical support |  | **$0.00** |
| [SPECIFY OTHER RELEVANT COST ELEMENTS] |  | **$0.00** |
| **TOTAL:** | | **$0.00** |

**MANAGEMENT AND ADMINISTRATION**

This section shall explain who are the person(s) and committees responsible for implementation of the said strategies taking into account that the leadership structure and organizational system of a company play a key role in its communication processes and systems. [INSERT THE ORGANIZATIONAL STRUCTURE OF COMPANY]

|  |  |  |
| --- | --- | --- |
| **DEPARTMENT** | **LEADERS AND MANAGERS** | **DESIGNATED TASKS AND FUNCTIONS** |
| [SPECIFY DEPARTMENT OR OFFICE]  **Marketing Department** | [SPECIFY THE LEADERS AND MANAGERS]  **NAME:**  **DESIGNATION:**  **FIELD OF EXPERTISE:**  **NAME:**  **DESIGNATION:**  **FIELD OF EXPERTISE:** | [SPECIFY DESIGNATED TASKS AND FUNCTIONS]; |
| **Human Resource Department** | [SPECIFY THE LEADERS AND MANAGERS]  **NAME:**  **DESIGNATION:**  **FIELD OF EXPERTISE:**  **NAME:**  **DESIGNATION:**  **FIELD OF EXPERTISE:** | [SPECIFY DESIGNATED TASKS AND FUNCTIONS]; |
| **Operations Department** | [SPECIFY THE LEADERS AND MANAGERS]  **NAME:**  **DESIGNATION:**  **FIELD OF EXPERTISE:**  **NAME:**  **DESIGNATION:**  **FIELD OF EXPERTISE:** | [SPECIFY DESIGNATED TASKS AND FUNCTIONS]; |