

Marketing Communications

OVERVIEW

Course duration: 2 days.

This two-day course is designed for people who want to perfect or increase their knowledge of the communications mix. Dealing with both above and below the line, online and offline communications in addition to planning and measurement tools, this course offers a truly holistic view of marcomms.

IS IT RIGHT FOR ME?

Ideally suited to all those who are involved in the planning, development or implementation of the communications strategy. This includes above and below the line media, digital and paper based. It is particularly beneficial in giving the overview of the media landscape and identifying the benefits of an integrated approach to marketing communications.

WHAT WILL I LEARN?

By the end of this practical course you will be able to:

- Understand the interaction of the communications mix.
- Know how the communications process works.
- Use the appropriate communications tools.
- Understanding the roles of online and offline media.
- Use above, below, through and on the line effectively.
- Get the best value from the communication spend.
- Campaign analytics and evaluation

PRE-COURSE ACTIVITY

Please bring along to the course examples of your company's communications.

WHAT WILL IT COVER?

Undertaking a Marketing Communications Audit

- The key elements of the audit
- Reviewing the marketing communications plan from the key stakeholders' point of view
- Stages in the development of the communications plan
- Sources of strategy

The Communications Process

- The communications mix
- Using digital and conventional media

Communications Development Framework

- A structure for planning and implementing marketing communications
- Media and creative choices

Media Choice

- Using Facebook, Twitter and LinkedIn to best effect
- Understanding the changing media landscape

- The role of Instagram, Pinterest, Whatsapp and emerging media

Creative and Media Strategy

- Getting the creative strategy right
- Matching the medium and the message
- Creating the media campaign

Online vs offline communication

- The strengths of online and offline media
- Using the most appropriate medium
- Developing an integrated communication plan

The Importance of Brand

- Understanding brand equity and brand positioning
- The power of the brand
- Building brand loyalty

Integrated Marketing Communications

- The benefits of an integrated communications strategy above, below, through and on the line

Reviewing Creative Proposals

- Understanding what makes effective creative work
- Feeding back positively to creative people

Budget Setting and Control

- Managing the budget
- Setting the time scales and responsibilities

Communication Plan Evaluation Communications Audit

FURTHER COURSES TO CONSIDER

Direct Marketing

Building Meaningful Brand Relationships

Social Media Marketing in a Day

You may also like : Great Copywriting