

## Ready-to-Go™ Marketing Communications Package

This package is based on proven principles. It allows start ups and overloaded organizations to hand-pick the options that are needed.

- Lead Generation and Market Testing
- Ready-to-Go Strategy™ and Go-Forward™ Promotion Plan
- Marketing Collateral Development
- Implementation and Ongoing Support

**Contact us** today with your goals and concerns.

**The Ready-to-Go™ Marketing Communications Package is for organizations that want to *grow*. You have been selling, getting more customers and realize that to get to the next level you have to launch a 'real' marketing program. Hand-pick the options that make sense. You win by knowing:**

- ☐ **Who You Will Reach.** Identification of warm leads and market profile.
- ☐ **What You Are Going to Communicate.** Developing the graphic elements, theme and message(s) that resonate with the audience.
- ☐ **The Channels You Will Use to Communicate.** Media mix decisions: media outreach and placement (uncontrolled media: news releases, feature stories, photos and, controlled media: print, audiovisual, interpersonal communication, public relations, advertising) are made.
- ☐ **The Blue Print to Follow.** Checklists, milestones and deadlines. Identification of key activities, timing and how to follow-through.
- ☐ **The Collaterals to be Used.** Get your core marketing collaterals (logo, business cards, letterhead, corporate kit, stickers, brochure and web site) and product/service/event specific collaterals designed and print ready.
- ☐ **How to Evaluate.** Pre, Post and ongoing testing to identify what can be improved.

*We offer the following options so you choose the right fit for you.*

### **Option One: Lead Generation and Market Testing**

Companies decide they have to do some "real marketing" and often jump ahead and talk about what is going to be done (i.e. send brochures and kit folders). At hmci, we believe to start with profiling the target audiences such as: customers, investors, media contacts and influencers (such as associations that stakeholders belong to) so that your collaterals resonate with your audience. Moreover, we like you to start with warm leads.

**The lead generation option is for:**

- (i) **clear identification** of the goals and objectives of the strategy and collaterals
- (ii) **summary** of channel options that can be used and costs associated with each

- (iii) **target audience profiles** and their reactions to your product, service and/or programs
- (iv) **theme and messages** that resonate with the target audience
- (v) **warm leads**

**Option One Result: Market Factbook.** The Market Factbook offers a detailed profile of the target market(s) and a list of warm leads. The Factbook can be used as a tool for your sales people and employees right away. It also serves as the foundation of your strategy.

### **Option Two: Ready-To-Go™ Strategy and Go-Forward Promotion Plan™**

The Ready-to-Go™ Strategy is a blueprint that offers checklists and milestones that map out the actions to be taken. It is easy to follow and offers contingency plans. Branding, marketing activity (promotion) and collateral development are the main issues addressed. To us, branding is the process of determining your image, identity and reputation. Marketing activity is matching target audiences needs with appropriate messages, in the right channel, at the right time. Implementation is following through on the strategy (refer to Go-Forward Promotion Plan™ below).

**Option Two Result: Ready-To-Go™ Strategy and Go-Forward Promotion Plan™**

#### **Ready-to-Go™ Strategy Elements**

**Target Audience Profiles:** Who counts? This is based on stage one, Lead Generation (or your internal information) and covers the primary market and boundary spanners that have influence with your targeted audience.

#### **Marketing Communications Program Objectives and Evaluation**

- § Informational Objectives: message exposure, comprehension and retention
- § Attitudinal Objectives : formation, reinforcement or change of attitudes
- § Behavioral Objectives: having an impact on behavior
- § Process Objectives: addressing the implementation of the recommended activities outlined in the Promotion Plan

**Overview of competitors.** Competitors defined as: anyone such that if someone owns that product or uses another’s service(s) that they are less likely to buy your product or service.

#### **Go-Forward Promotion Plan™ Elements**

The Go-Forward™ Promotion Plan is for the organization that has a detailed market profile and needs to promote to them. The Promotion Plan offers the recommended actions and gold-circled contacts. It addresses now and beyond. If you choose, hmci can also prepare news releases, sales letters, training and other collaterals to complement the plan. The Promotion Plan includes:

- § **Summary of the main theme and key messages** (corporate and product/service specific statements for internal and external audiences)

- § **Identification of resources** such as: directories (including those used by media and future customers), associations and possibly trade shows/special events where your company ought to have a presence
- § **Direct marketing activities** - schedule, activities, recommended collaterals and costs (can include telemarketing, direct mail and sales presentations)
- § **Paid advertising activities** – if recommended where ads should be placed, copy/design suggestions, when and costs
- § **Public relations activities** - identification of media contacts, opinion leaders, community relations (i.e. possible sponsorship activities), associations and groups that should be aware of your organization. In addition, the timing of the recommended news releases, pre-made articles and telephone scripts that should be used for these contacts)
- § **Speaking engagements** – opportunities for members of your team to get your message out
- § **Sponsorship options** – if any, make sense
- § **Cross-Promotion** – identification of cross-promotion opportunities
- § **Internet** – recommended theme, message and graphic look for the Internet site
- § **Core marketing collateral recommendations** and associated marketing actions (including collaterals to consider in the future)
- § **Copy recommendations**
- § **Action Plan Checklist** - summary of the recommended actions (including timing and associated costs)

## Option Three: Marketing Collateral Development

### Core Collateral Development

Branding of your organization (and/or products, services, ideas, events) includes developing a logo, signature and other design elements. The ideal logo is a marriage of the typography (lettering) and symbol. The logo and signature design elements are the symbols people associate with your company. In addition, corporate and product statements are incorporated into the collaterals to mirror your objectives and goals.

The bottom line is that you start building a brand through the timeless logo, signature and design elements that you can live with and that resonate with your target audience. We believe that the logo and signature design elements have to: look good in all sizes and colour combinations (corporate colours, one-colour and black and white); and, work when sent by fax and/or animated (in particular for the web).

The core piece options include:

- § Logo
- § Business Cards
- § Letterhead
- § Stickers (for shipments)
- § Kit Folder
- § Brochure
- § Web Site

In addition, you can choose to have the content written with your audience in mind.

## Specific Marketing Collateral Development

Product, idea, service and event driven collaterals are created to match specific requirements. This can include web site revisions. Graphic elements and copy such as a signature (high iconicity symbol sometimes with a slogan) is created to attach certain feelings and desires to a particular offering. The signature is designed to match your corporate look and reinforce your key messages. Specific collaterals can be complimented by activities such as media relations.

## Option Four: Implementation and Ongoing Support

Following through. Identifying leads, determining a strategic direction, plan and preparing attractive collaterals only work if implemented. We can manage the roll out of your strategy. ***We offer a turn key solution or you can choose what you need*** - implementation services include:

- § Warm lead follow through
- § Research consulting
- § Ongoing Marketing Communications Support [for organizations that need support (such as 4 days a month) but *not* a full time employee]
- § Web master services
- § Media relations and placement
- § Setting up presentations to your target audience
- § Preparation and use/distribution of: telephone scripts, sales letters, news releases, pre-made articles
- § Customized training
- § Management of direct marketing and advertising campaigns
- § Creation of Trade Show Booths
- § Sponsorship: negotiation and sponsor servicing
- § Pre and Post-test evaluation of campaign actions

*You need to decide the best way to get results.* Contact us to discuss your needs.

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