

What is Integrated Marketing?

Integrated marketing is based on centralized marketing communication efforts, including a system of accountability. The key to effective integrated marketing, is the flexibility to improve, test, read results and adapt.

Ideally, your integrated marketing program will include some or all of the following elements:

- Research
- Advertising
- Public Relations
- Analysis, measurements & adjustments
- Marketing
- Direct Communications
- Promotions

Instead of concentrating primarily on budgets and allocation of resources, marketing managers should ask how the marketing process works, how customers buy and how important communication is to success. Purchasing behaviour can be studied and measured by tracking consumer response.

Key Elements to Your Marketing Program:

1. Clearly differentiate your company from the competition.
2. Create a continuing flow of quality leads.
3. Keep your company in the mind of your customer.
4. Put your company in a position of prominence in the marketplace.
5. Communicate your unique selling proposition; what it is that differentiates you from all others in the marketplace.
6. A long-term outlook ensuring that your customers will be your customers in the future.
7. Customer-oriented. Clearly communicates the value proposition in language the customer can understand.
8. Communicate to existing customers as well as developing new ones.

Five Steps in Designing Your Marketing Plan:

1. Get an Overview

...of your company, your product, your customer, and the risks you take.

2. Analyze the Market

...including industry trends, your company's strengths and weaknesses, target market trends, competitors and client case histories. Research trade publications and attend trade shows to gather more information.

3. Outline Strategies

...using the research as a base for your strategy. Using market perceptions, company strengths and weaknesses and internal goals as guides, position your product/service and price accordingly.

Create a distribution strategy, include selling tactics and tools, promotions, customer service programs, follow-up procedures and set specific time frames with marketing budgets to achieve your goals.

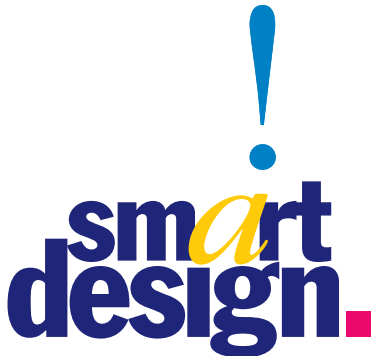
4. Target Your Communications

...directly at the proper target market, determine your message and tone, the media you will use, the program cost and budget.

5. Map Out Your Action Plan

...and assign tasks to employees, know what help you'll need from outside (third) parties and detail tasks for them to complete with appropriate timelines. Stay flexible, review your plan often and update it based on any changes.

Marketing is one of the most important business functions concerned with generating leads, and creating the right emotional environment, making the sale the appropriate next step.



For over 15 years
Three D Solutions has offered
high quality graphic design
and marketing support
to growing companies.

Expertise in developing
smart solutions for our clients
has earned us our reputation
for getting the job done right,
the first time.

We work with our clients to help
identify key marketing objectives,
and then generate
quality solutions designed
to get results.

Call for more information about how
we can help you with smart design.

Three D Solutions
www.3-d-solutions.com
781.662.2024