



# GAME PLAN

## Strategic Marketing Communications Plan

The marketing concerns of the minute; they're like tiny fires, always changing and forever alarming. They can also be a distraction from the larger mission. GamePlan sets the strategy for long-term marketing success. It delivers a strategic approach, designed with maximum effect in mind, a plan that's ready for the unexpected, so you can focus on the big picture.



## GAME PLAN

### GamePlan

*GamePlan* leverages the findings of our SquareOne Market Assessment exercise to design a strategic marketing plan. It defines the tools and tactics needed to meet your goals with budget and timing in mind.

### The Process

When target audiences and market segments are clearly defined, the strategic plan that follows is more focused, resulting in a more effective communications plan.

By utilizing the results from our *SquareOne* assessment, JHA strategists develop each unique GamePlan to profile and prioritize target markets, refine messaging and identify the communications vehicles best suited to deliver your message(s).

The plan then deploys compelling, customer-facing messaging through digital, brochures, press releases, special events, social media and more. The range of related communications vehicles is detailed in JHA's *LaunchPad!*

# Strategic Marketing Communications Plan

*(Spans 12 Months)*

The results and recommendations contained in our *SquareOne* will be used as a foundation to assemble the following in-depth strategic plan.

### Consultation with Client

- Define budget
- Define corporate business objectives
- Define and prioritize external target market(s)
  - Review / refine program challenges, goals and objectives
  - Discuss how client's products / services address these issues
  - Discuss how client's products / services are uniquely compelling
  - Develop internal campaign objectives to educate and inform employees and other internal stakeholders
- Consider communications vehicles - refer to *LaunchPad!*
  - Assess and evaluate tactical marketing communications alternatives
  - Discuss best method(s) of reaching the target audience within budget
  - Review current marketing materials if available; define specific needs for new, updated and enhanced materials

### Align Internal Processes

- Holistic review of internal process
- Recommend changes for brand alignment
- Ongoing assessment

### Develop Strategic Tactical Plan and Approve Budget

- Identify, estimate and schedule final deliverables
- Produce campaign map of all components
- Execute strategic plan

Typical Total Time to Complete *GamePlan*:  
Three - four weeks

*Client involvement outlined above may be supplemented by phone calls, emails and meetings as progress warrants.*



## A Relationship With JHA Just Makes Sense.

A new organization may not know how or where to begin with marketing; or what elements should be prioritized for their specific situation. Over time, even established organizations can lose marketing focus or brand consistency. GamePlan provides a strategic vision with executable actions to guide marketing communications efforts over a 12 to 18 month time frame.

- Generate comprehensive, credible market presence faster with lower costs
- Establish a consistent, compelling brand identity that works
- Reduce internal marketing responsibilities for improved focus on core business
- Convenient, one-stop source for all business-critical marketing materials
- Seamless integration between printed materials and digital/ social media
- Veteran, career professionals committed to exceptional results
- Highly refined tools and processes for fast, efficient execution
- In-house research, planning, writing, design and development
- Long-term vendor relationships ensure quality results—on time and on budget
- Regional, National and International launch experience, from start-ups to the Fortune 500