

Name of your IMC plan client:

FlexScreen

Contact information for client (name, title, company, phone, email)

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Brief description of what the IMC plan will be about

The IMC plan will be about marketing FlexScreen after gaining national attention on Shark Tank and getting continued press from around the country.

The problem you are hoping to solve for the client by developing the IMC plan

The problem I am hoping to solve for the client by developing the IMC plan is how to handle and adapt with the constant growth of the company.

The types of tactics and tools you anticipate you might include in the IMC plan

The types of tactics and tools that I anticipate I might include in the IMC plan is social media calendars, goals and strategy plants.