

1. Planning and Programming (Part D)

a. Tactics and Tools

- Specific IMC tactics and tools recommended (see table below)
- Each tactic and tool should be detailed including look and feel, specific message, distribution, follow-up, and evaluation

Tactics	Tools
Media Relations	<p>Press releases</p> <ul style="list-style-type: none">- These will be used for major product releases, announcement and big milestones for the company <p>press kits</p> <ul style="list-style-type: none">- The press kits will be prepared for most needs and will include, logos, product photos, staff and public faces of the company photos, videos of product, manufacturing photos and much more in the future <p>media advisories</p> <ul style="list-style-type: none">- These will be used when we want to have people know about some large events happening or a big milestone for the company <p>PSAs</p> <ul style="list-style-type: none">- A PSA we can make for FlexScreen are two big ones, a how to keep children safe around an open window and why fresh air is important<ul style="list-style-type: none">- The how to keep children safe around an open window will talk about properly venting a double hung window, and if you dont have a double hung window ways to keep a child safe- The fresh air PSA will talk about the benefits of fresh air and venting your house or business <p>SMTs</p> <ul style="list-style-type: none">- This is a good way for FlexScreen to get the message out about their product and the benefits to a lot of people at once in a very short amount of time <p>Pressconferences</p> <ul style="list-style-type: none">- Pressconferences will be used more in the way and for the same reason that the press releases will be used.

	<p>Briefings</p> <ul style="list-style-type: none"> - Briefings will be used when we want a writer or podcaster to write about or host FlexScreen on their platform for their audiences to learn more
<p>Advertising</p>	<p>Paid mass media</p> <ul style="list-style-type: none"> - using the paid mass media and running ads will have a heavy focus on the B2C sales channel and pushing people to their website to learn more about the message of flexscreen <p>Internet ads</p> <ul style="list-style-type: none"> - Internet ads or better broken down to Facebook Ads, Google ads and LinkedIn Ads are going to focus on brand awareness, the message of don't buy a window without flexscreen and the B2C retail channel of buying a flexscreen directly from the company.
<p>Publications</p>	<p>Newsletters</p> <ul style="list-style-type: none"> - Newsletters will be sent out via email to give updates on what the company is working on and up to. This is a very information based source. <p>Magazines</p> <ul style="list-style-type: none"> - Getting in magazines that are about the building industry or home decorating that FlexScreen fits right into <p>capabilities pieces</p> <ul style="list-style-type: none"> - <p>Brochures</p> <ul style="list-style-type: none"> - Brochures are going to be mainly used for quick overview of the product or company <p>Fliers</p> <ul style="list-style-type: none"> - Fliers are to be used for more detailed information than brochures and mainly used for sales informaotin
<p>Direct Mail</p>	<p>Brochures</p> <ul style="list-style-type: none"> - Brochures in mailing will be used for showing off the product with information on how to learn more <p>Postcards</p> <ul style="list-style-type: none"> - Postcards will be used for sales and coupon codes to our retail store

	<p>solicitation letters</p> <ul style="list-style-type: none"> - These wont be used often in retail but a lot in the B2B sales channel <p>product catalogs</p> <ul style="list-style-type: none"> - Similar to the solicitation letters, won't be used a lot for retail but very effective for a B2B sales channel
Special Events	<p>Special events don't come around often but when they do FlexScreen will be sure to make it an experience and a way to promote what they do in their business</p>
Interactive	<p>E-mail blasts</p> <ul style="list-style-type: none"> - Email blasts are used for announcements, newsletters and general update emails <p>E-newsletters</p> <ul style="list-style-type: none"> - Inside these newsletters will be company updates, inside information, fun things happening and monthly themes <p>web sites</p> <ul style="list-style-type: none"> - FlexScreen already has a lot of websites, each site serves a purpose and allows for individual tracking of who goes on the website <p>social media tools</p> <ul style="list-style-type: none"> - Social media will be used to engage the audiences on each platform and provide live streams to connect with people in real time
Face to Face	<p>Informational meetings</p> <ul style="list-style-type: none"> - These meetings will teach the flexscreen sales pitch, product benefits, company history and much more information. <p>Conferences</p> <ul style="list-style-type: none"> - These events will focus on marketing products, sales trainings, growth and develop of a new company and product. <p>trade shows</p> <ul style="list-style-type: none"> - These will be used to drive B2B business and get more resellers pushing the FlexScreen product

Note: Details on each tactic, its appropriate use, and how to develop the tools within each tactic were covered in other courses. Please review notes and graded assignments

from those courses for details needed to fully write about each tactic and tool recommended in your IMC plan.

- Make recommendations of several tactics, with numerous tools within each tactic.
- There must be both a PR and an advertising component to the final recommendations.
- There should be many tactics recommended in the planning and programming.
Example: Plan focuses not only on the social media aspect of promoting the company but also makes recommendations for development of publications; reaching out to the media; and developing an advertising campaign that focuses on the same messaging, visuals, themes as the social media recommendation.
- There should be no less than three of the six tactics listed and no less than the use of three tools within each tactic, explained and created, for a total of at least nine creative pieces outlined and to be developed in full.

Examples:

- Suggestion of social media with recommendation to develop a Facebook, Twitter and Instagram account. Details would then explain why recommending this:
 - § How each of these platforms will look and feel
 - § Specific messaging within each platform and how different from each other
 - § Recommendations for when and how often post on each
 - § Suggestions for interaction in posts as well as photos, links etc.
 - § Perhaps suggestion for how to manage posts with things like Hootsuite
- Suggestion of media relations by developing and sending six press releases/pitches over the next six months. More than one press release/pitch is expected and all would need to be outlined:
 - § Would expect a list of the subjects of the press release/pitches and specific media these releases would be sent to (including all contact information)
 - § Why the media were chosen (would expect more than just a simple list of the three local tv stations and one newspaper)
 - § When and how the releases would be sent
 - § How and when would do follow up with the media
- This section only outlines in detail the reasoning for the tactics and tools and how they will be developed and implemented. In the creative section, which you will work on during Module 5, the actual tools will be fully developed.

