

What is the difference between a marketing plan and an advertising campaign?

Introduction

Companies and establishments these days are changing their way of thinking from the past, as companies are moving towards non-traditional methods and from here the idea of spreading plans, research and marketing studies began and giving marketing an important space in the world of companies and their development

As companies began to recognize that interest in marketing and the marketing process would be related to promotion, which results in increasing sales and then winning customers

Here he began to think of the plan, specifically the marketing plan, and then the advertising campaign, which some researchers defined as: a report written for a specific future work to achieve a specific goal or set of goals in a specific time, explaining in detail what to do, when, how it is done, and who will The written plan report includes the expected situation, the best case, and the possible worst case scenarios as well

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What is the definition of a plan and its types

The plan is defined as a way to work, or to achieve a goal, and it usually includes a series of actions or steps, i.e. the sequence of work to be done, and it may be small or large, such as a financial plan that seeks to achieve 5% growth in the next year, or a plan to address Dinner at most what

As for the types of plans, they are represented by
Strategic plans: They clarify the relationship between the different types of plans of the organization. They are designed taking into account the situation of the organization as a whole, so that senior levels of management from senior executives or presidents formulate them to draw a picture of the desired future, and the long-term goals of the organization within the next few years, and therefore strategic plans are the general framework for plans at the lower levels of the organization

Tactical Plans: They are linked to a lower level of plans, so that their mission is to support general strategic plans, and to formulate specific plans related to the areas of excellence of the organization according to the strategic plan

Operational plans: (English: Operational Plans) are formulated by the lowest administrative levels, and all operational plans focus on the specific procedures and processes that occur at the lowest levels of the organization, and are concerned with the routine tasks of the departments so that they enter into the details of the daily work

Hence, the planning process is
The basis in the planning process is the development of goals, strategies, task lists, and agendas to strive to achieve, as the planning process is one of the basic management functions that includes the formulation of one or more detailed plans to achieve alignment with regard to needs and requirements in light of the available resources



What is the marketing plan and what are the basic elements

The marketing plan of any company is the window to success in achieving the goals of this company to carry it to its goals. Actually there are three types of companies; The ones that make things happen; and those who watch things happen; And those who wonder what is happening. The marketing plan should make things happen! With a well-crafted marketing plan, the company's goal becomes to make things happen instead of wondering what happens, You may be interested in looking at the 6 most famous problems of e-marketing and ways to solve them

It can be said that the marketing plan is a business plan for the company that focuses mainly on sales and marketing, but this simple definition does not reflect the importance and complexity that characterize the marketing plan
What are the basic elements of a marketing plan
executive summary
The executive summary is a powerful tool when presenting a marketing plan or other report to managers. It consists of several short paragraphs that summarize the main objectives and recommendations of the marketing plan
Situation analysis or what is known as SWOT analysis
Strengths and weaknesses are internal factors in the company that may affect the market and sales plan, and you must look ahead, identify opportunities and threats, and anticipate significant developments that may affect the company. Opportunities must also be arranged

And threats so that the task gets the most attention, and likes to focus on good and reasonable opportunities, taking into account the company’s goals, resources and expected return on investment
Objectives
Each company has its goals that depend on its mission, and the marketing

plan is the place where we must focus on the goals that can be achieved during the plan's period, and we should not set goals that are excessively ambitious, because often the failure of some marketing plans is due to the company itself, it is in Outburst of enthusiasm, trying to get a lot and very quickly. So, before defining marketing objectives, the objectives of the company must be challenging but achievable. The general objective of all companies may be to maximize profit as possible

Marketing Strategies

This part explains the strategies needed to achieve the goals. The strategy takes into account the elements of the marketing mix. What types of products and services will be offered and at what price? Where and when will be the distribution of these products and services to customers? Any kinds of necessary promotion, and those who will be directed and how? These variables can be configured to suit the company's marketing objectives. In this part of the marketing plan you should be able to describe how the company designs the marketing mix in the best way. Also, the appropriate strategic plan must be determined in harmony with the appropriate tactical objectives

Programme of Action

The business program transforms analyzes, objectives, and strategies into specific actions that answer the following questions about the marketing plan

Who is responsible
What to do
Where will the program start
When will it be done
Why is it important, and necessary
How will it be implemented
What will it cost
How will it be monitored and controlled

budget

The marketing budget is a statement that gives a correct idea of profit and loss, and gives an analysis of revenues and expenses to determine the expected profit, and the revenue part shows the expected sales volume and price, while the expenses part shows

Salaries, supply cost, wages and marketing expenses. The difference between revenues and expenses is the amount of profit or loss, and this part is considered one of the most important parts of the marketing plan as it gives details about the financial results that the company aims to achieve

Evaluation of results
This part defines how to monitor and evaluate the plan, where success criteria are defined to measure the success of the marketing plan, and by monitoring the workflow during the implementation period of the plan, its success or failure is judged
The reasons for the failure of the plan is that there is a weakness in some of the strategies developed, and therefore this strategy is reviewed and evaluated again
The lack of information about the market and competitors may be one of the reasons for the failure of the plan



What are the problems facing the marketing plan

Implementing a marketing plan is not an easy process and you may encounter problems, here are some common ones ,You may be interested in seeing the most important features of the art of negotiation in marketing and sales
The resistance of employees and managers to change
The interest of some managers in short-term goals, despite their importance, should not be neglected, long-term goals for the development of the company
If the implementation plan and marketing plan are not specific, coherent and achievable, it will be difficult to motivate employees to convince customers
Inaccuracy of the information, due to weak marketing intelligence centers in the company
The lack of high material and human capabilities, which leads to the failure to implement marketing strategies well
The rapid change in technology and the difficulty of keeping pace with its data, which leads to traditional and primitive marketing practices
Change in the demographic environment in terms of different elements of consumers and change in culture



What is the advertising campaign and what are its main points

It is a series of advertising messages that carry a single idea or topic and form an integrated marketing communication. Integrated Marketing Communication is the platform where a group of people can aggregate their ideas, beliefs and concepts into a large media database. Advertising campaigns use various media channels within a specific time frame and target a specific audience, You may be interested to see what is a successful product and how to market it

The campaign theme is the primary message that will be received in the promotional activities and is the primary focus of the advertising campaign, as it determines the motivation behind the series of individual advertisements and other marketing communications that will be used. Campaign themes are usually produced with the intent of being used for a specific period of time but most are temporary due to factors such as ineffectiveness, market conditions, competition, or the marketing mix

What are the main points of the advertising campaign

Integrated Marketing Communication

Integrated Marketing Communication is a conceptual approach that most organizations use to develop a strategic plan on how to disseminate their marketing and advertising campaigns. There has been a recent paradigm shift in the way marketers and advertisers interact with consumers, and it is now a dialogue between advertising or marketing teams and consumers. Integrated Marketing Communication has emerged as an essential strategy by which organizations manage consumer experiences in the digital age. Traditional advertising methods such as newspapers, billboards and magazines are still used, but their role is not as effective as it was in previous years

media channels

Media channels, also known as marketing communication channels, are used

to create an association with the target consumer. Newspapers, magazines, radio, television, billboards, telephone, mail and door-to-door sales are among the traditional ways of communicating with the consumer, and these are some of the historically traditional ways

Contact points

When touchpoints are taken into account in an advertising campaign, a brand appears as a multisensory touchpoint. These touch points help the brand to develop a connection point between itself and the consumer. Recent advances in many forms of technology have facilitated consumer engagement with a brand in many ways. The most successful touch points are those that add value to the relationship between consumers and brands

Common examples of touch points include: social media links, QR codes, the distribution of individual brand posts, billboards, websites, and many other means of connecting the consumer and the brand

styles

Advertising campaigns may be in the form of

Newspapers, magazines and brochures that are distributed with newspapers. etc

TV and radio

On websites or mobile phones

Outdoor advertising (street billboards, on public buses, etc.)



What is the difference between a marketing plan and an advertising campaign

Marketing plan: is to define goals, draw up policies and procedures, set programs, and identify resources to achieve the goals within a period not exceeding five years

Marketing campaign: It is a program within the marketing plan, which consists of using a group of marketing means during a short period not exceeding a month for the purpose of achieving a specific goal, for example, introducing the company and its products among consumers

In terms of planning

Marketing plan: It is a strategic plan that aims to achieve marketing objectives

within a certain period of time
As for the marketing campaign: it is a plan characterized by direction and focus in order to achieve a specific marketing goal, through deliberate activities and a pre-prepared plan
The marketing plan is more comprehensive than the marketing campaign
In terms of comprehensiveness
The marketing plan is a comprehensive concept of a set of marketing procedures for the purpose of marketing and promoting the products of the economic or social activity that it undertakes
Marketing campaign: It is less comprehensive and is one of the procedures of the marketing plan and one of its effects, which includes some marketing activities that suit the community and the environment that targets the work and is considered a tool for implementing the marketing plan or one of its tools

Conclusion

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