



## **Integrated Marketing Execution for Effective Brand Management**

*(Half Day Workshop)*

### **Workshop Description**

Research suggests that the highest performing companies link everything that they do to their brand purpose. Most marketing teams find it challenging to execute their plan across multiple touchpoints in a way which is seamless for the customer.

This workshop is focused on the practicalities of integrated marketing execution. We will explore techniques for ensuring a joined-up approach across the organization, study examples of best practice and tools for measurement, and learn techniques for breaking down silos to drive results. The workshop culminates with attendees applying the learnings to a real-world example for their own organization.

***\*Previous participation in the ANA workshop “Integrated Marketing Planning for Effective Brand Management” is a requirement for taking this workshop.***

### **Who is this workshop for?**

This workshop is for marketers at all levels that want to improve the effectiveness of their marketing planning and get greater impact for their investment.

### **Workshop Benefits**

The benefits of attending this workshop fall under the following key drivers of growth:

*This workshop helps attendees **improve marketing effectiveness** by teaching them:*

- How to identify what integrated execution looks like and how it can be implemented
- How to ensure tactical execution is customer centric

*This workshop helps attendees **increase marketing efficiency** by teaching them:*

- How to develop tactics that will work across multiple channels
- How to take marketing beyond just communication-based tactics and think about the broader customer experience

*This workshop helps attendees **improve marketing ROI** by teaching them:*

- How integrated marketing drives up your ROI
- Techniques for ‘sweating the assets’ across multiple channels



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#	Module	Time	Learning Experience Summary
1	<b>Setting the Stage</b>	:15M	<ul style="list-style-type: none"> <li>Welcome and expectations</li> <li>Summary of ANA Member benefits</li> <li>Agenda and workshop objectives</li> </ul>
2	<b>The Principles of Integrated Marketing Execution</b>	:20M	<ul style="list-style-type: none"> <li>Recap on journey, touchpoints and strategies from “Integrated Marketing Planning for Effective Brand Management”</li> <li>The role of the 4Es</li> <li><b>Tool:</b> The Integrated Planning Road Map</li> </ul>
3	<b>Best Practices in Integrated Marketing Execution</b>	:45M	<ul style="list-style-type: none"> <li>The role of marketing techniques at different stages of the purchase process</li> <li>Omni-channel marketing techniques to drive engagement and results</li> <li>Case study</li> <li>Integration best practices</li> <li><b>Exercise:</b> Analyze examples of recent integrated marketing programs and assess their strengths and weaknesses using the list of best practices.</li> </ul>
4	<b>Making Integrated Marketing Happen Internally</b>	:30M	<ul style="list-style-type: none"> <li>How to break down the internal silos and increase efficiency</li> <li>Discussion on the concept of ‘sweating the assets’</li> <li>Shared goals, cross functional teams and communication</li> <li>Case Study</li> <li>The RACI model: Uses in governing integrated marketing practice</li> <li><b>Exercise:</b> What are the key actions we need to take in our organization?</li> </ul>
	<b>Break</b>	:15M	
5	<b>Developing Integrated Marketing Tactics</b>	:60M	<ul style="list-style-type: none"> <li>What’s hot in omni-channel marketing right now</li> <li>How to foster innovative thinking</li> <li><b>Exercise:</b> In groups identify the key tactics for each of the 4Es, using a real-world example from the organization. Present back.</li> </ul>
6	<b>Measuring the Impact of Your Integrated Marketing Plan</b>	:30M	<ul style="list-style-type: none"> <li>An overview of potential brand metrics including:               <ul style="list-style-type: none"> <li>- brand</li> <li>- channel ROI</li> <li>- cross-channel metrics</li> <li>- ‘return on experience’</li> </ul> </li> <li><b>Exercise:</b> Identify key measures for your integrated marketing plan, as defined during the “Integrated</li> </ul>



#	Module	Time	Learning Experience Summary
			Marketing Planning for Effective Brand Management” workshop.
7	<b>Summary and recap</b>	:10M	<ul style="list-style-type: none"><li>• Learner led recap of key learnings and concepts. Group feedback session.</li><li>• Paper survey distributed by the ANA.</li></ul>