
Arrowspires Ltd – Marketing Newsletter

28th November 2007

Strategic Marketing Management
Business Performance Excellence

A focus on one of the services Arrowspires Ltd offer:

Let's Go !

But not yet! ... Does everyone understand where we are going? This is where marketing communications need to be understood. Although this is mentioned now it is important to ensure good communication throughout all the strategic marketing processes.

Marketing communication can be broken into two parts:

Internal marketing communication – It is imperative that the leadership team ensures that all staff are aware of the strategies, tactics, priorities and procedures that are required to reach the company's goals. This even goes as far as communicating why Arrowspires have been engaged by the company and why they are asking lots of questions!

External marketing communication – Taking the Product, Pricing, Promotion, Place, People, Physical Evidence and Process Management and forming an Integrated Communication to be delivered to the customer.

To ensure this is done effectively and with repeatability it is a good idea to base communications on a Communications Plan Framework. This framework consists of the following elements:

- ✓ Where we are now statement
- ✓ Objectives
- ✓ Strategy
- ✓ Tactics
- ✓ Actions
- ✓ Control (Measurements)

Marketing Communication is vital if you wish to get your message across and reinforce all the strategic marketing work that leads up to this stage – This is where Arrowspires Ltd can show you how and guide you through the process.

Arrowspires Ltd – Helping your customers get the message

Colin Lamb

|

Arrowspires Ltd

|

016 4546885

© Arrowspires Ltd - 2007