

MARCOM HIERARCHY

How are marketing communications plans structured? What's a logical, organized way to create my marcom marching orders?

These are common questions posed to professionals in this field. While it's a multi-faceted and ever-evolving discipline, the table below lays out a basic approach.

LEVEL		DELIVERABLE/ACTION																				
High	Strategic Function	Comprehensive Marketing Communications Strategy																				
Mid	Tactical Program	Email Program Plan			Web Program Plan			Blog Program Plan			Video Program Plan			Social Media Program Plan			Print Program Plan			Events Program Plan		
Low	Operational Project	Project 1 Plan		Project 2 Plan		Project 1 Plan		Project 2 Plan		Project 1 Plan		Project 2 Plan		Project 1 Plan		Project 2 Plan		Project 1 Plan		Project 2 Plan		
Base	Fundamental Activity	Task 1	Task 2	Task 3	Task 1	Task 2	Task 3	Task 1	Task 2	Task 3	Task 1	Task 2	Task 3	Task 1	Task 2	Task 3	Task 1	Task 2	Task 3	Task 1	Task 2	Task 3

Strategy - A high-level, strategic functional document outlining an overarching approach to defining and accomplishing a business's goals and the various Programs included. Its purpose is to articulate the overall mission and direction, focus priorities, build consensus, get stakeholder buy-in, etc. Strategies are composed of multiple Programs.

Program Plan - An intermediary-level, tactical document that details one aspect (a Program) of the broader Strategy (Function). Programs—smaller, more manageable components of a Strategy—may be based on channel (as exemplified here), product category, market segment, geography, desired objective, etc. or a combination thereof. This charter identifies projects, timelines, dependencies, budgets, etc. to accomplish strategic goals. Programs may be ongoing. Programs are composed of multiple Projects.

Project Plan - An intermediary-level, operational document that details one aspect (a Project) of the broader Program. Projects—smaller, actionable components of a Program—may be based on channel, product category, market segment, geography, desired objective, etc. or a combination thereof. This is essentially a roadmap that identifies actions and owners, timelines, dependencies, budgets, constraints and other considerations, etc. to get from start to finish. Projects have defined beginning and end points; they are not ongoing. Projects are composed of multiple Activities.

Task - A ground-level, operational activity that is the smallest building block unit of a Project. It's a to-do list item that moves the project forward. Tasks are where inputs are transformed into outputs—it's the work being done. Tasks are composed of resources (an owner/doer, time, money, location, etc.), an action, a defined outcome/deliverable, and a schedule.

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Still a bit mystified? Or just want some help from a pro?

Not a problem! And certainly not a unique scenario. If you're not a Marcom Engineer, marketing communications can be confusing, overwhelming or just plain hard to do.

So, let me help you! Reach out to me and we can work through this hierarchy together. I'll let you in on a secret—I have additional tools in my kit that make this much easier and quicker (and somewhat painless!).

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