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# Marketing Campaign Development: What Marketing Executives Need To Know About Architecting Global Integrated Marketing Campaigns



## Synopsis

This book is a practical, pragmatic "how to" book designed for hi-tech marketing operations, regional, and corporate marketing leaders at every level. This unique book takes you step-by-step through the disciplined, yet practical, process of architecting truly integrated marketing communications plans that work. In it, you will find a prescription for building a successful, repeatable campaign development process, including the necessary templates and helpful, practical techniques. This book is your guide that will show you how you can optimize your marketing efforts and achieve an even greater return on your marketing investment. While many of us will recognize a good, well-thought-out marketing campaign when we see one, the single, basic truth about world-class marketing campaign development is that it is easy to say, but hard to do. It is hard to do because we all like to take short-cuts. I hear the lament all too often: "I'm over-worked don't have the time to think strategically" or "Planning is overrated. I just need to get these projects done." As a result, we take short-cuts like "ready, fire, aim." Lack of planning is the slippery slope that leads to wasteful marketing. Then one day we get the call from the corner office to come and explain why our marketing efforts did not produce the desired results. Luckily, architecting world-class campaigns is achievable for any marketing team. Successful marketing requires following a disciplined, systematic approach to working cross-functionally and cross-regionally in order to prioritize marketing objectives, design a customer-engaging go-to-market strategy, and execute the plan.

## Book Information

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## Customer Reviews

"Mike's approach to integrated marketing and his use of program blueprints are the tools that will keep the spirit of the guerrilla marketer alive." Jay Conrad Levinson, *The Father of Guerrilla Marketing*, with Over 15 million sold "Mike has written a great inspirational "how to" book for business-to-business marketers in the Internet age. His examples and prescriptions really got my creative juices flowing! He shows you how to focus, align and motivate your executives, your distributed marketing professionals, your publicists, and your sales organization (direct and indirect channels). He explains how you can design holistic, integrated marketing campaigns that address the specific needs of individual customers in particular roles in targeted industries. This is customer-led marketing at its best!" Patricia B. Seybold, Author, *Outside Innovation*, *The Customer Revolution*, and *Customers.com* "A true 'marketing process' approach that aligns customers, sales and marketing for marketplace success. Practical and powerful." Don Schultz, Professor, Northwestern University, and author of the book 'Integrated Marketing Communications'

Mike Gospe is an accomplished leader, marketing strategist and corporate executive with 20 years of experience. Mike's expertise is in working with CEOs, CMOs, and marketing teams to architect and hone their marketing processes and plans. In this capacity, Mike frequently designs and facilitates team meetings and workshops to help them structure and coordinate market- and product-requirements gathering processes, design and execute multi-faceted demand generation campaigns, and identify and resolve product management and product marketing roles and responsibilities issues. Mike is a noted author of a number of marketing- and sales-related articles, and has been a guest speaker at Golden Gate University in San Francisco. He is also a frequent speaker at VC and marketing forums on the topic of business and marketing planning, messaging, and sales development.

This book is very informative and Mike does a great job in sharing his experience and insight. I can personally relate to his experience at Sun during one of the greatest campaigns in corporate history. My company also supported their repositioning effort working with SunSoft division. It was truly an all hands on and in matter driven from the top and the entire sun value network contributed to the effort. It's always good to reflect and know where you been. Nice job Mike.

Not suitable for practitioners. The only good things that you can learn is "blue print" and only in 1 chapter. Other chapters are not useful. Too little thing to learn.

Great book. Very practical.

Fast read. Good primer. Solid basics. Check it out.

I had the pleasure of working for Mike Gospe for a brief time when he was brought into a company to manage and build our Integrated Marketing programs while we were in transition. Not only is he a great guy to work with, but he really knows what he is talking about. He has a methodical but creative approach to marketing and I learned more from him in the two months I worked with him than I had learned in the previous year. If you are looking for a book that goes beyond theory and into proven practice about how to put together a well articulated and integrated marketing program, this is the book for you.

This is more than an excellent book, it is also a practical and easy-to-use "tool kit" to help the reader develop complex company-wide marketing campaigns successfully. Mike starts with the basics: marketing campaign terminology, roles and responsibilities, establishing campaign objectives and schedules. He provides examples of agendas for key meetings, and suggestions for who should be invited to attend each. He provides templates for key planning documents, slide presentations, and campaign timelines. Gospe describes how to build the program blueprints critical for success, how to manage campaign budgets, and even how to overcome objections from the inevitable nay-sayers in many organizations. Throughout the book Gospe provides real-life examples of marketing campaigns he has planned. As a bonus, Gospe also provides a website from which to download the templates, program blueprints, and a comprehensive integrated marketing plan slideset template. There are a lot of good ideas in this very complete and comprehensive book. An excellent value for a very reasonable price.

Mike Gospe's approach to marketing campaign strategy and execution was a revelation to me. At my high tech software company, we'd been doing one-off marketing campaigns for years. As I took over as VP of Marketing, Mike's approach really helped me define a strategic approach to campaign planning and execution, in a very easy to understand and easy to communicate way. My team was able to quickly understand where we needed to focus our campaign efforts, and they quickly adopted the toolset Mike provided. This book lays out a great way to plan, execute, and measure the result of a series of multi-touch marketing campaigns, linked to strategic goals, and easy to

communicate to the rest of the organization. This is now a foundational element of how we do marketing, and all my new marketing employees get a copy of this book.

As a overstretched B2C campaign manager for a large UK based telecoms firm I am continually looking for ways to improve our workings and streamline our campaign planning and development with our internal and external stakeholders. This is the only book I have come across that has helped me to do that. The templates are of immediate use and the writing comes across as it was written directly for us marketers. I'll be encouraging members of team to buy a copy as pinching mine just won't do as I still have lots of techniques to learn and apply from this book.

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