Digital Marketing-Communication Goals

Name

Institutional Affiliation

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**Communication Goals**

The communication goals are based on your communication's primary and secondary objectives, based on the purchase funnel level that is to be boosted in this case. The organization under consideration, in this case, is Comcast Corporation, which is a provider for broadband networks, which I intend to manage for four years. Ideally, the objectives should be consistent with the brand and price modification decisions contemplated by the management. This paper aims to present the communication goals in line with Digital MediaPRO StratX Simulations.

As a media manager, the primary goal is to communicate with three different consumer segments from Comcast Corporation on a single brand across specified regions. Additionally, as a manager of this company, I must focus on applying traditional and digital media to influence the purchase decision of the target consumers. Also, as a manager, I will build market share and brand loyalty (Digital MediaPRO, n.d). The first objective, which is to be achieved in the first year, will capture 60% of the budget towards purchasing the funnel for urban awareness to create awareness and advocacy of the products. The second objective will capture 40% of the total budget and be geared towards a rural region's purchasing funnel. This objective will be an interesting objective that will develop better brand understanding and increase your consideration as a manager, preference, and purchase intention. Thirdly, the action objective will be the third one for the fourth year which will develop a better understanding of sales promotion to the consumers, thus increasing the company distribution coverage without forgetting the market share. Lastly, engagement objectives will be one of the communication goals that will be applied to the generation of the loyalty programs, thus increasing the company loyalty and advocacy.

**Smart Decision for the 4 Years**

The decision to be made in this case for the Comcast Corporation 5 different areas, which include content powerhouse, media mix and budget, communication goals, media schedule, and forecasting. As a manager of Comcast Corporation, I intend to make the decision after doing ana analysis and discovering and reinforcing the consumer insights through investment of social listening, data analytics and creative sessions. This decision will be ideal in ensuring that allocation of a budget for each of the consumer groups has been implemented based on the information available on the most critical initiatives in line with the relative quantity insights increase. With this decision taken by the management it will help in reaching the defined media objectives. On the social listening, I would provide a budget of $550 where GEN-Z would be allocated 72%, Millennials 19%, and Gen-X would occupy 9% giving a total of 100%. Other components would include Data Analytics as highlighted earlier, which would consume a budget of $2,700 with Gen-Z occupying 43%, Millennials taking 52%, and Gen-X taking 5%; thus giving a toral of 100% consumption rate. Lastly, on creativity I would make decision to invest $2,800, allocating 5% to Gen-Z, 8% to Millennials, and 87% to Gen-X, giving a total of 100%.

Moreover, the second decision that as a manager I intend to undertake in the first 2 years relates to media mix and budget. As a manager of Comcast Corporation, I would focus on reviewing the consumers and dividing the budget across the main business categories. This decision would be followed by performing detailed research on the consumer media habits then ensuring proper budget allocation across all media types, such as Traditional divide printed, radio, and television. Additionally, this decision as a manager would also involve reviewing information on previous years’ media consumption by each segment to provide guidance as far the decision making is concerned. My focus would concentrate on allocating the media budget across the media categories by distributing the budget to the specific media national, urban, rural, and tourism. I would categorize these components into Traditional, Outdoor, Digital Owned, and Digital Paid. Traditional component would be allocated $1,600 where 20% of this amount would be allocated to Print, 33%to Radio, and 47% to Television, summing up to a total of 100%. For Urban, Rural, and Tourism would also take the same budget amount and share. For the outdoor, budget amount would be $500 allocating 25% to the Billboards, 27% to Public Transport, Sponsored Events would take 58%, giving a total of 100%. This allocation be the same for each of the four categories (National, Urban, Rural, and Tourism).

In the third year, I- would focus on deciding on the communication games as affirmed previously. In this case, as a manager, I would decide on the which level of the purchase funnel to boost in the four years of management of Comcast Corporation. Such funnel level in my decision will be based on the four objectives which include creating awareness to the consumers, interest, action, or engagement. I would focus on the first 2 objectives in the first 2 years, putting greater focus on the first objective.

Based on my fourth year, I would make decisions based on media schedule to apply and forecasting. As a manager, I will apply this tool with the aim of finetuning my media investment. Additionally, I target to use $10,000 which is an accurate and optimal spending that will be divided on the monthly basis to keep track of the investment progress. This would also be essential in addressing the seasonal trends and major trends in within the company business. The last issue that is worth attention and I would focus on as a manager of Comcast Corporation would entail forecasting; this tool would enable me to test and do estimation of the results for the next year for finalizing on the decision. Forecasting would also involve performing a rough estimate on the budgets in each year and also projecting the cashflow and sales for the company. Budget allocation would be done on monthly basis, for each category from Jan to December, I would allocate 8% in each month for Urban, Rural, and Tourism, giving a total of 96% in each category. For the forecasting, I would embark on the 3 steps which include the following:

1. Performing estimated size for the next year with the 4 segments (Size in year 1, size next year, and growth rate) for Gen-Z, Millennials, and Gen-X.
2. The second step I would undertake would involve entering estimated market share for the next year which would capture Gen-Z-39%, Millennials 44%, Gen-X-17%. The same allocation would be the same Rural and tourism.
3. Step 3 would focus on the estimated company profit and loss statement for the next year which I would capture brand, volume, revenues, production cost, marketing sales, brand contribution, production development which should be critical in computing Earnings Before Taxes.

References

Digital media. (n.d). Communication Goals. Retrieved from http://digitalmediapro.stratxsimulations.com/Decide/MediaObjectives