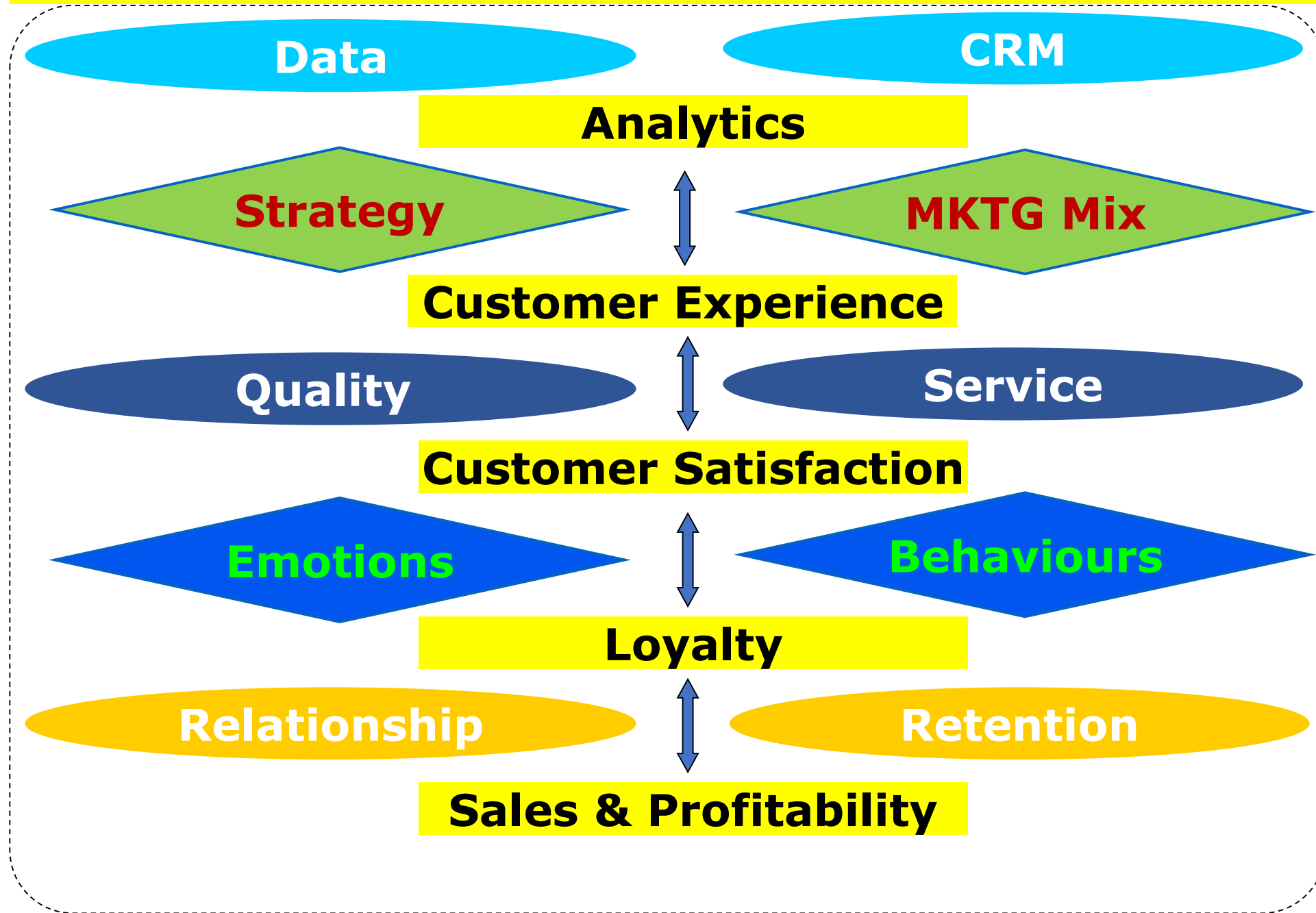
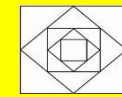
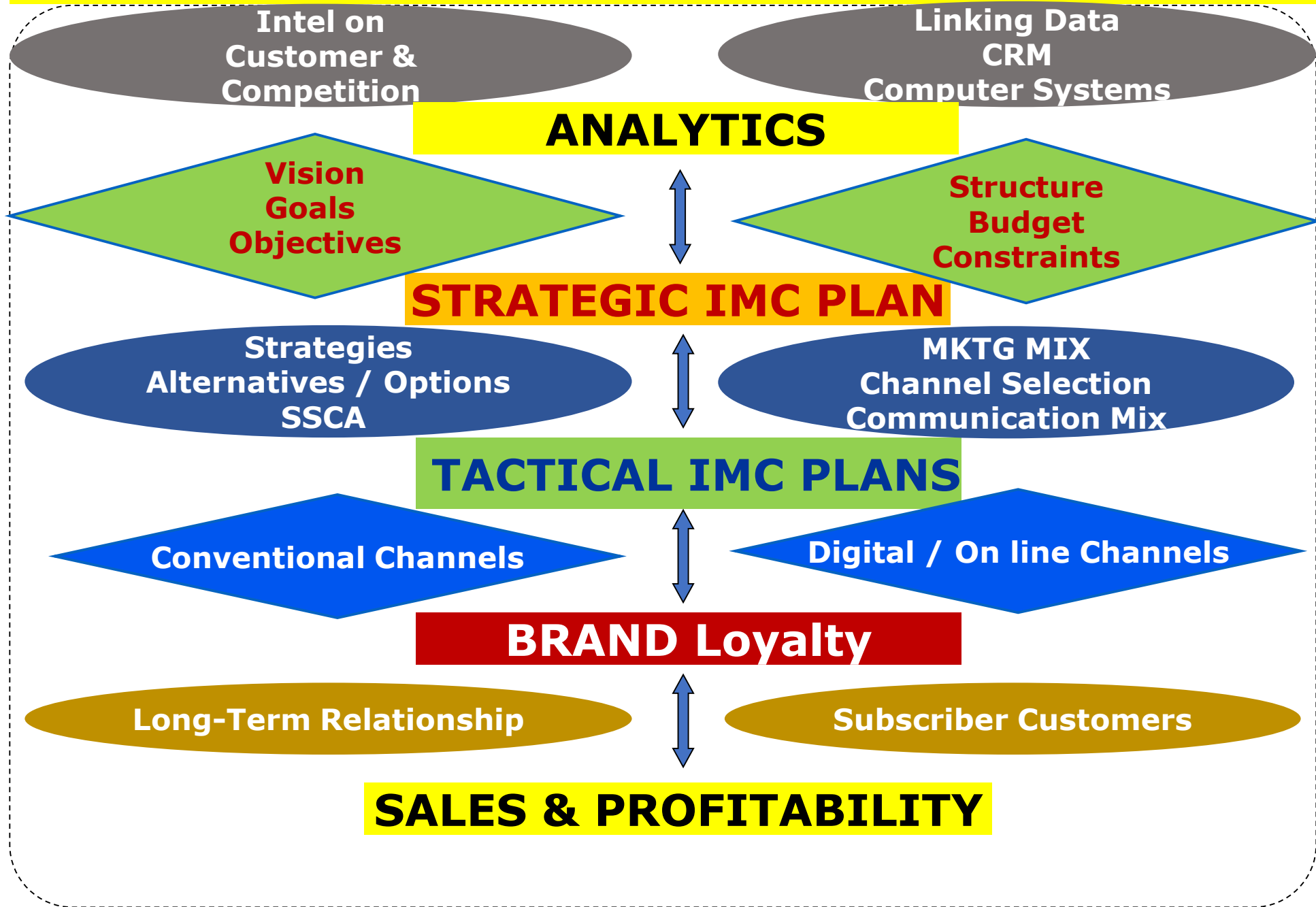
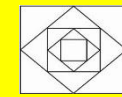


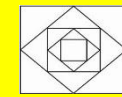
Subscriber Paradigm



and...Integrated Marketing Plan



by...Developing the IMC PLAN



Strategic Plan

Selecting & Synthesizing Mix of Channels

Conventional Channels

Advertising
Sales Promotion
Personal Selling
Direct Marketing
Public Relations

Digital/Online Channels

Web (*User Interface/Experience/Responsive Design*)
Email Marketing (*standardized, customized*)
Mobile (*Mob Application*)
Social Media (*LinkedIn, Google, Facebook, etc.*)
Blogs (*Community, B2B, Professional, Guide, etc.*)

Coordinating & Integrating Use of Channels

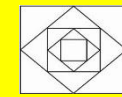
Implementing IMC Strategy via Tactical Plans

Monitoring/Evaluating/Modifying IMC Strategy

Strong Brand Relationship

Tactical Plans

and utilizing... **Conventional & Digital...IMC tools...**

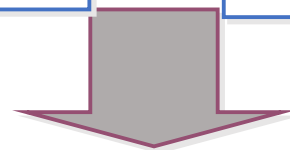


Conventional Channels

- **Broadcast** (*TV, Radio Ads*) (*biggest*)
- **Print Ads** (*Newspapers, Magazines, etc.*)
- **Billboards** (*Outdoor, Indoor*)
- **Direct MKTG** (*Phone, Video, etc.*)
- **Sales Promotion** (*Consumer Promotions, Trade Promotions, Events, Trade Shows, In store experience, Packaging, etc.*)
- **Personal Selling** (*Account Mgt, Prospecting, Retail Sales, etc.*)
- **Public Relations** (*Publicity, Press Releases, Newsletters, Media Relations, Investor relations, Influencers, etc.*)
- **Word of Mouth**
- **Other offline channels** (*sponsorships, etc.*)

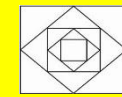
Digital/Online Channels

- **Mobile**
- **Social Media** (*Facebook, Google, Snap, LinkedIn, Instagram, Twitter, YouTube, etc.*)
- **Synthetic Billboards**
- **Email MKTG**
- **Website**
- **Blogs**
- **Public Relations**
- **Multi Media**
- **Search MKTG** (*SEO/SEM Content*)
- **Word of Mouth**
- **Other Online/Interactive channels**



Engage targeted customer

Our Subscriber Model



Data + CRM $\Rightarrow$ **Strategic MKTG Plan**

Experience + Relationship + Loyalty $\Rightarrow$ **Subscriber Customer**



Sales



Profitability

Objectives

- ◆ Linking data to increase brand awareness and empower relationships sales
- ◆ Implementing solid strategic marketing plan and flexible channel mix
- ◆ Improving customer experience, satisfaction and loyalty
- ◆ Increasing sales and profitability