



## The promotion > **Process**

### **Development of the marketing communications (Promotion):**

1. Identify the targeted audience.
2. Determine the communications objectifs.
3. Select a strategy of communications.
4. Conceive a message.
5. Determine the global communications budget.
6. Finetune the promotional means of action.
7. Evaluate the results.

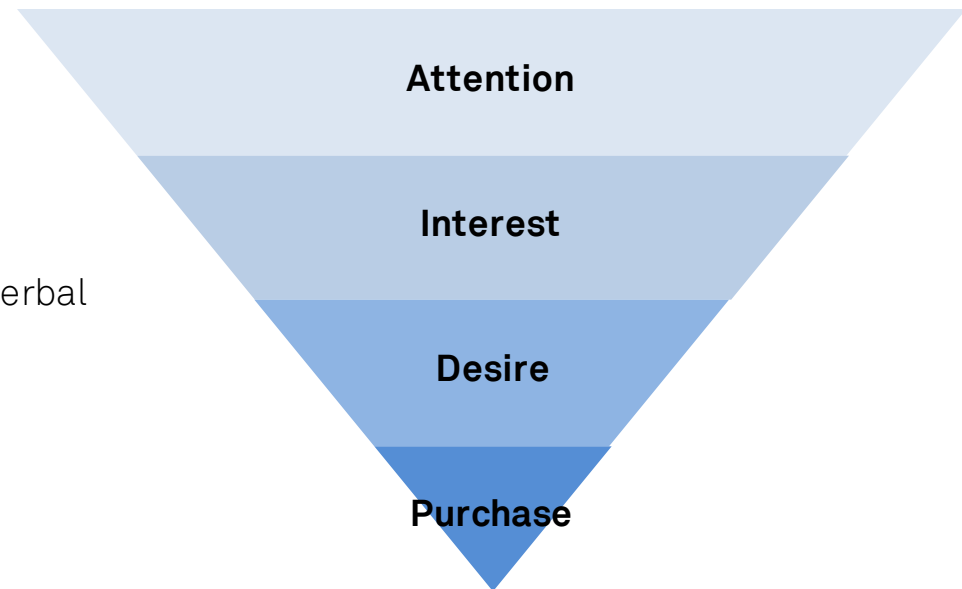
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### **Content of the message:**

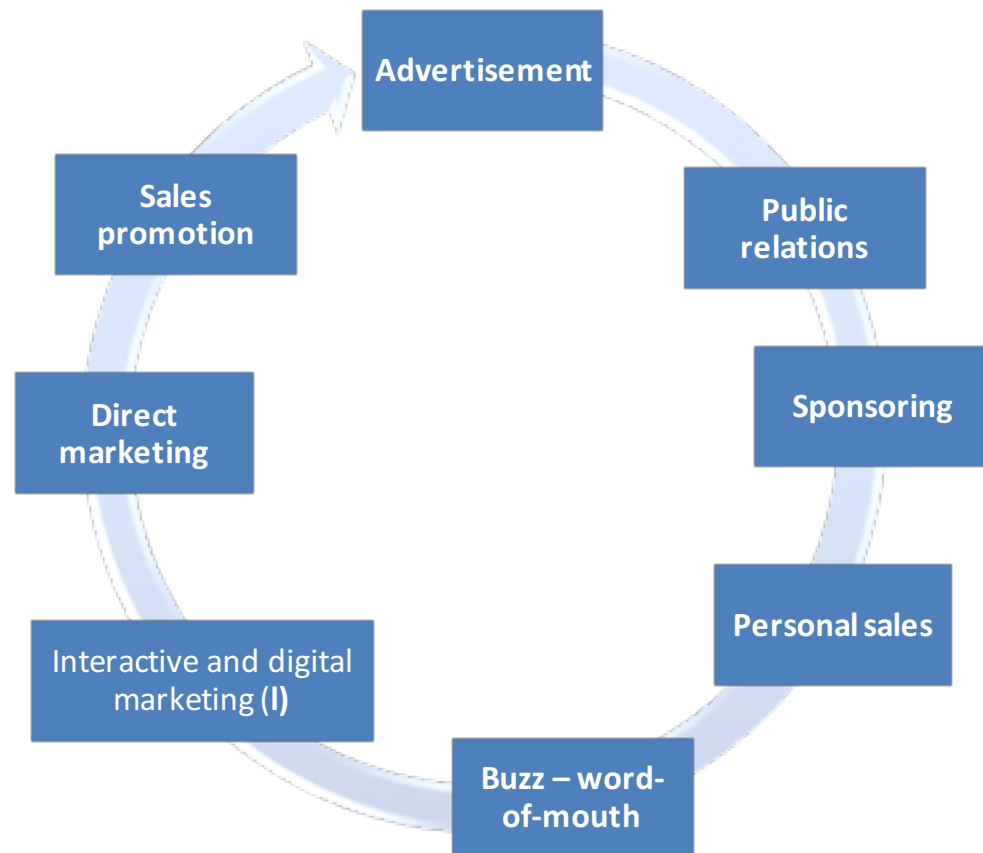
- Unique selling proposition (USP)
- Argument (reason why)

### **Message format:**

- Textual, audio, visual, multimedia, non-verbal
- Color and brand imagery



## The promotion > **Media/channels**





## **Thank you**

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