trilliant simulations

Module 7: Marketing & Communications

Marketing Plan

Field	Value
Competitor ID	0
Reference Competitor	N/A
Pricing Strategy	N/A
Which Category Generates Most Income	N/A
Key Observation Around Pricing	N/A
Other Remarks	N/A
Group ID	25

Integrated Marketing Activities

Store ID	Store Format Type	Pricing Strategies	Rational	Other Strategy	Group ID
0	N/A	N/A	N/A	N/A	25

Brand Journey

Category ID	Category	Pricing Strategies	Other Strategy	Rational	Group ID
0	N/A	N/A	N/A	N/A	25

Marketing Communications Strategy

Field	Value
Define ID	0
Reference Competitor	N/A
Ongoing Key Promotions	N/A
Among Key Various Promotion	N/A
What Are The Same Key	N/A
Other Remark	N/A
Group ID	25

Promotional Calendar

Calendar ID	Month	Category	Type of Promotion	Success Metric	Objective	Remarks	Group ID
0	N/A	N/A	N/A	N/A	N/A	N/A	25

Promotion Competitor Analysis

Promotion ID	Competitor Efforts	Top Promotion Types	Top Categories for Promotions	Spillover Categories	Group ID
0	N/A	N/A	N/A	N/A	25

Recovery of Promotional

Field	Value
Recovery ID	0
Based Understanding	N/A
What Percentage	0
What Category	N/A
Group ID	25

Categories Under Promotions

Field	Value
Categories ID	0
On Which Category	{}
Group ID	25

Customer Engagement

Field	Value
Customer ID	3
Promotions Submissions	N/A
Promotions Summarise	N/A
Group ID	25

Competitor Loyalty

Field	Value
Competitor ID	3
Reference Competitor	N/A
Do They Have Loyalty Program	No
Loyalty Program Type	N/A
Key Observations Loyalty	N/A

Is It Useful For Store	N/A
Want Loyalty Program	N/A
Describe Loyalty Program	N/A
Budget Allocated	0
Benefits of Loyalty Program	N/A
Perils of Loyalty Program	N/A
Difference From Competitor	N/A
Other Notes	df
Group ID	25

Summary

Field	Value
Summary ID	5
Promotions Submissions	sdf
Promotions Summarise	edf
Group ID	25

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