
Conclusion

Plan. Design. Execute.

A guide to putting together marketing communications based on lifelong learning (so far).

Thank you for reading all or part of this book.

Plan. Design. Execute. A guide to putting together marketing communications based on lifelong learning (so far) was written and is offered as a vehicle to provide some insights into a variety of challenges companies face in developing actionable marketing communications programs in support of building brand equity that becomes a part of the company's standard operating procedures. Each section of this book is grounded in real events and experiences.

Section I offers a window into a number of communications challenges faced by brands encountered in the early part of the author's career inside advertising firms assigned to some of world's best known brands. The learning gained from such a span of advertising, marketing and branding exposure is shared as a way to put some of the discussion in that chapter into a context.

Section II focuses on the Great Man but more importantly the larger view of how marketing communications fits into the scheme of things. It isn't hard to see the experiences of working inside a corporation to deliver quality communications programs has unique obstacles, of which (for me at least), would be insurmountable without the tools of thoughtful planning and tactics learned from the advertising business.

Section III is offered as evidence (as with most people), that relationships, associations and experiences inside and around your personal and business life will always offer inspiration and support. Don't take anything for granted. Celebrate Everything! It's all relevant.

Section IV offers some specific examples of planning for

marketing communications and elements of ways to make your marketing communications program sustainable. Among other things, the simple creative strategy brief format and commitments to manage the process throughout the year are straightforward techniques designed to help you deliver timely, high quality messages that fits within the overall goals of your organization. That being said, the speech about *Emerging Through a Recession* is offered here as a reminder that there are a whole host of challenges inside and outside of companies. It is so very important to keep your FOCUS.

Your comments are welcome. Feel free to e-mail me at morganwes@aol.com



*Miami 2009
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