

Integrated marketing for hydrox

[Business](#), [Marketing](#)



Integrated Marketing for Hydrox s 31st March Introduction In the studies conducted by Ferrell and Hartline (2011), they stated that every strategic marketing plan should be accompanied with a checklist that can be used periodically to evaluate the success of the marketing plan during its implementation. This evaluation checklist compares the feedback being received during the implementation of the marketing plan and the goals that had been set. For example, the evaluation checklist can countercheck whether there has been an increase in sales of the products that is been marketed after a certain duration when the marketing campaign is ongoing. The writings by Hartley (2006) highlighted the importance of an evaluation checklist in sense that it provides a basis for rectifying or re-strategizing marketing plan if it is deemed ineffective.

This paper is based on the development of an integrated sales and marketing campaign that is designed to resuscitate the Hydrox brand, which is perceived to be a dead brand. In particular, the paper will discuss the success and failure definitions and measurements that can be used as a checklist to determine if the integrated sales and marketing campaign is effectively working towards resuscitating the Hydrox brand.

The evaluation checklist

The checklist will be divided into two sections of which the first will focus on success definition and measurements while the second section will focus on failure definition and measurements.

Success definition and measurements

One of the factors that can be used as a success definition and measurement

of the integrated sales and marketing campaign that is aimed at resuscitating the Hydrox brand is if there is a buzz in the market about the ongoing sales and marketing campaign (Hartley, 2006). This is to say that the campaign will be considered successful if the target audiences engage in positive talks especially in the social media in regards to the Hydrox marketing campaign as well as the brand itself. This will mean that the marketing messages and images that have been used are catchy and create a lasting impression on the target audience.

The second and the most important factor that will act as a success definition and measurement will be if there will be a high demand and sales for the Hydrox chocolate sandwich cookie (Hartley, 2006). When retailers such as supermarkets start recording an increase in demand of the Hydrox chocolate cookie and the cookies quickly run out of the shelves after they are restocked, then it will mean that the integrated sales and marketing campaign has been successful.

Failure definition and measurements

One factor that can be used as a failure definition and measurement is if the integrated sales and marketing campaign fails to get attention from the target audience. This is to say that there is less talk in regards to the ongoing Hydrox's marketing campaign and it seemingly appears as if a majority of the target audience are not even aware of existence of such a marketing campaign. Moreover, it will be a complete failure if the integrated sales and marketing campaign gets negative reviews and is subject of mockery amongst the target audience (Hartley, 2006).

The second factor that can be used as a failure definition and measurement

is when there is low demand and even low sales of the Hydrox chocolate cookie despite the implementation of the integrated sales and marketing campaign that was aimed at resuscitating the Hydrox brand (Hartley, 2006).

References

Ferrell, O. C., and Hartline, M. D. (2011). Marketing strategy. Australia: South-Western Cengage Learning.

Hartley, J. (2006). Marketing Mistakes and Successes. Tennessee, USA: Lightning Sources Incorporated