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BROADBASED

MARKETING COMMUNICATIONS & PUBLIC RELATIONS

The key benefits of developing a Strategic Marketing Plan include:

- Developing a long-range view that expedites decision making.
- Providing market-driven research on which to build operating plans.
- Fostering the coordination and unification of all efforts (print, web, radio, television, trade shows, etc.), which maximizes efficiency and effectiveness.
- Delineating goals, facilitating measurement, course correction and recognition of superior performance for consideration in future marketing plans.

Integrated Marketing Plan

					2008										
									Brand Awareness Campaign		Outreach One				
Media Vehicle	CPM	Circ.	Unit Size	Target	April (7, 14, 21, 28)	May (5, 12, 19, 26)	June (2, 9, 16, 23, 30)	July (7, 14, 21, 28)	August (4, 11, 18, 25)	September (1, 8, 15, 22, 29)	October (6, 13, 20, 27)	November (3, 10, 17, 24)	December (1, 8, 15, 22, 29)	Uses	Gross Cost
									LAUNCH (18)						
Brand Launch															
Marketing Plan															$5,400
Re-branding - Name															$1,200
Trademarking Federally					This process can take up to a year.										$855
Corporate Identity Design					Letterhead, business cards, folder, envelopes, notepads, brochures										$6,000
Services Brochure Development (7)			8/5 x 11 trifold	design, copy writing, art	Comprehensive Ophthalmology, Medical and Surgical, Laser Vision Correction, Cosmetic Surgery, Skin Care, Injectible Products and Optometry and Optical Shop Services										$6,250
Printing					Letterhead, business cards, folder, envelopes, notepads, brochures										$7,895
TV Production															$40,000
Print Ad Campaign															$4,800
Postcard Design															included in
Postcard Printing			6" x 4.25												$1,279
Postcard Postage					$1,760 - $1,960 standard mail (3-5 days) depending on list										$1,960
Employee Message Points															
10M Magnets			4" x 2"		For handing out to patients.										$2,029
Monthy Services Retainer								20 hours month July-January Includes design, consulting, ad liaison and project management. 10% services discount							$13,500
					$5,400	$29,855	$27,688	$14,948	$4,279	$2,250	$2,250	$2,250	$2,250	Budget	$91,168
Print Advertising	**CPM**	**Circ.**													
UNF Spinnaker	91M	4M	1/2 H	Average age 27	$365 10.25 x 7.625				Offer Incentive				Evaluate	8	$2,920
Prime Time	$5 M	215M	3 col x 6"	Adults 55+	$1,032 each, 3 column x 6"					Offer Incentive			Evaluate	3	$3,096
Jacksonville Magazine	$66 M	22M	1/2 H 4/c	52% age 25-50	$1,785/month 7 7/8 x 4 7/8		Top Docs $1647				Senior Living		Cosmetic Surgery Updat	4	$7,002
H Magazine (HEALTH)	$62 M	30M	1/2 H	Adults 30-65	$936/month 7.45 x 4.8 - No current eye-care clients					Overcoming Medical Fears		Defining Plastic Surgery	Evaluate	2	$1,872
Times-Union Bonus					Free listing in the H Directory in the Sunday Newspaper. $1,400 monthly value.					free		free	Evaluate	9	free
Women's Digest	$22M	42M	3/8 H	91% age 35+	$915/month 7 3/8 x 6					Sept/Oct issue Pitch Story		Evaluate		1	$915
Jacksonville Jewish News	$48M	45M	1/2 H	Adults 25-54+	$204/month - 5x rate 10" x 7.5"					Submit Bylined article				4	$816
Encore!	$34M	10M	1/2 H	88% age 50+	$339/month - 7.625 x 4.875					No editorial - Brand Awareness				4	$1,356
							$1,647		$730	$5,941	$4,090	$2,209	$3,360	Budget	$17,977
Television									A25-54		W 18-34 & 25-54				
WJXT - Channel 4	Adults 25-54 in most programs								WJXT(5)	WJXT(9)			Will wait for best opportunity		$31,850
WTLV - NBC	Adults 25-54 in most programs								NBC(5)	NBC(6)	NBC(9)	NBC(9)			$21,000
Comcast	Women 18-34 - Arlington/Southside, Mandarin/Baymeadows and Beaches								Comcast	Comcast(3)	Comcast(3)	Comcast(3)			$11,770
CW 17	Targeted schedule for demographic										CW17(5)	CW17(5)	Pending December		$10,000
Radio									A25-54		W 18-34 & 25-54				
WEJZ	#3 with Adults 25-54								EJZ(3)	EJZ(6)			Will wait for best opportunity		$15,000
WQIK	#2 with Adults 25-54								WQIK(3)	WQIK(6)					$15,000
Traffic	Sponsored by Nicolitz followed by 15-second commercial								traffic(2)						$16,040
Kiss FM	Women 18-34										Kiss-FM(3)	Kiss-FM(3)			
Movin 100.7	Women 18-49										Movin(3)	Movin(3)			
WAPE	Women 18-49										WAPE(7)	WAPE(7)			
Planet	Adults 18-49														
WOKV	Tied for #1 Adults 35+														
Retainer															
									$20,000	$30,220	$30,220	$30,220	$10,000	Budget	$120,660
Web Site				ALL											
Optimization															$2,140
New Services Pages					Need scope of work for accurate estimate										$1,500
E-Solutions															
Patient e-Newsletter				Existing											$1,000
Laser PURL Strategy				Existing											$8,000
PURL postage															$1,960
Public Relations				ALL											
Planning															$2,700
Implementation									$1,800/month						$9,000
Trade Shows															
Southern Women's Show				Women											$900
Show Display					backdrop, banner, design/production, giveaway										$2,500
Senior Expo															
Corporate Citizenship				ALL											
Mayor Peyton's Book Club					Sponsor book, receive 500 free - "Setting Sights on Literacy"										$10,000
							$2,140	$4,200	$11,760	$12,300	$5,200	$2,300	$1,800	Budget	$39,700
				Master Totals	$5,400	$29,855	$31,475	$19,146	$36,769	$50,711	$41,760	$36,979	$17,410	Budget	$269,505

All costs are estimates for planning purposes and subject to change at time of actual negotiations.

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