

Quantitative Marketing Communication Plan

a. Executive Summary

- Focus on measurable, data-driven outcomes.
- Introduction to analytics tools and methods.

b. Target Audience

- Data-driven persona creation based on customer data.
- Behavioral segmentation.

c. Goals

- Quantifiable targets:
 - Achieve 10,000 impressions per month.
 - Attain a 5% conversion rate for paid campaigns.

d. Tactics

- **Predictive Analytics:**
 - Use historical data to predict customer behavior.
- **A/B Testing:**
 - Test messaging, visuals, and CTAs.
- **Personalized Communication:**
 - Data-driven email and content strategies.
- **Performance Optimization:**
 - Use of algorithms to improve ad bidding.

e. Measurement Framework

- Metrics to track:
 - Impressions, reach, CTR, CAC, CLV (Customer Lifetime Value).
- Reporting tools like Tableau, Power BI.

f. Budget

- Focus on tools and platforms that enhance analytics capabilities.

g. Adjustments

- Continuous iteration based on data insights.