



Westmount Signs and Printing

We look good when you look good!

Integrated Marketing Communications Plan by

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EXECUTIVE SUMMARY

Westmount Signs and Printing is one of the leading sign manufacturers in the Waterloo region. The company is doing well, but relies almost solely on word-of-mouth advertising. This Integrated Marketing Communications Plan was developed to look at how Westmount can remain a leading competitor in its field, and increase its current market share.

To achieve this, Westmount needs to meet these objectives:

1. Increase number of medium sized business customers.
2. Increase repeat customers.
3. Increase traffic to website.
4. Increase conversations on social media.
5. Engage community partners in relationships that result in new business.
6. Grow marketing, communications and graphic design services of Westmount Signs and Printing.

The services Westmount provides enhance the profile and the image of their customers. In turn, Westmount should endeavour to maintain a profile and image that reflects the quality and professionalism they offer.

The objectives can be met through the implementation of action strategies that relate to Westmount's website, social media, relationship building, print, and day to day operating procedures.

Our main recommendations are:

1. Improve the Westmount website.
2. Streamline and manage social media more effectively.
3. Maximise benefits from Chamber of Commerce membership.
4. Effective networking.
5. Quarterly newsletter.
6. Advertisements aimed at business professionals.
7. Follow-up services.
8. Emphasize and market graphic design, marketing and consultation services.
9. Establish and maintain professional photographic library.
10. Renovate reception area in line with company image and brand.

Implementing these strategies, and meeting the stated objectives, will assist Westmount to grow its market share by between 10% and 20%.

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1.0 INTRODUCTION

Westmount Signs and Printing is a sign maker and digital printer in Waterloo Region. President Tim Bezner purchased 'Westmount Signs' over eight years ago, and more recently introduced printing to their portfolio. Westmount is doing well as a business. Westmount's range of high-quality products and services in conjunction with their strong community presence and great staff, has contributed to the success of the business.

For this reason, this Integrated Marketing Communications plan does not address a crisis or suggest major changes to Westmount and their list of products and services. Instead the plan aims to strengthen Westmount's brand recognition and reputation within Waterloo Region, ultimately providing Westmount Signs and Printing with a solid foundation from which to launch future growth.

This Integrated Marketing Communications plan will help Westmount meet the following objectives:

1. Increase number of medium sized business customers by 10%.
2. Increase repeat customers from 35% to 45%.
3. Increase traffic to website by 25%.
4. Increased conversations on social media (Twitter & LinkedIn).
5. Engage community partners in sponsorship relationships that result in new business.
6. Grow non-traditional aspects of Westmount Signs and Printing's business (specifically their marketing, communications and graphic design services).

Westmount Signs and Printing:

- Employs 12 full-time staff.
- Attracts loyal customers (35% of clients are repeat clients).
- Generates \$1.6 million in sales each year.
- Offers a variety of products and services. The following are listed on their website:
 - Exterior Signs and Interior Signs
 - Digital Printing
 - Vehicle Graphics
 - Service and Installation (Westmount Signs and Printing, 2014).

Not mentioned in this list, is the consulting and design work that Westmount also provides their customers.

<p>WESTMOUNT'S STRENGTHS</p> <ul style="list-style-type: none"> • Expertise • Customer service • Versatility • Community connections 	<p>WESTMOUNT'S WEAKNESSES</p> <ul style="list-style-type: none"> • Unsure of market position (competition, pricing) • Weak web presence • No strategic planning • Long-term brand identity
<p>WESTMOUNT'S OPPORTUNITIES</p> <p>Increase brand awareness without breaking the bank through social media, sponsorship relationships and a newsletter.</p> <p>Expansion into new products and services, such as branding, marketing and communications</p>	<p>WESTMOUNT'S THREATS</p> <ul style="list-style-type: none"> • Competition (Signs Galore, Abracadabra, Sign Depot, M&T Printing) • Digital signage