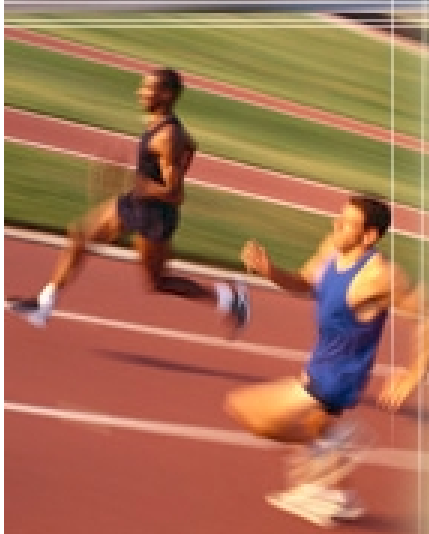
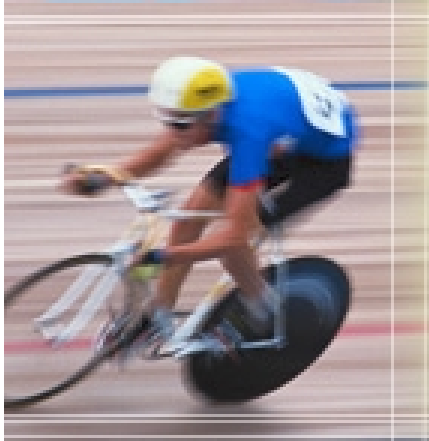


“The Marketing Plan”

(Your Game Plan for Success!)

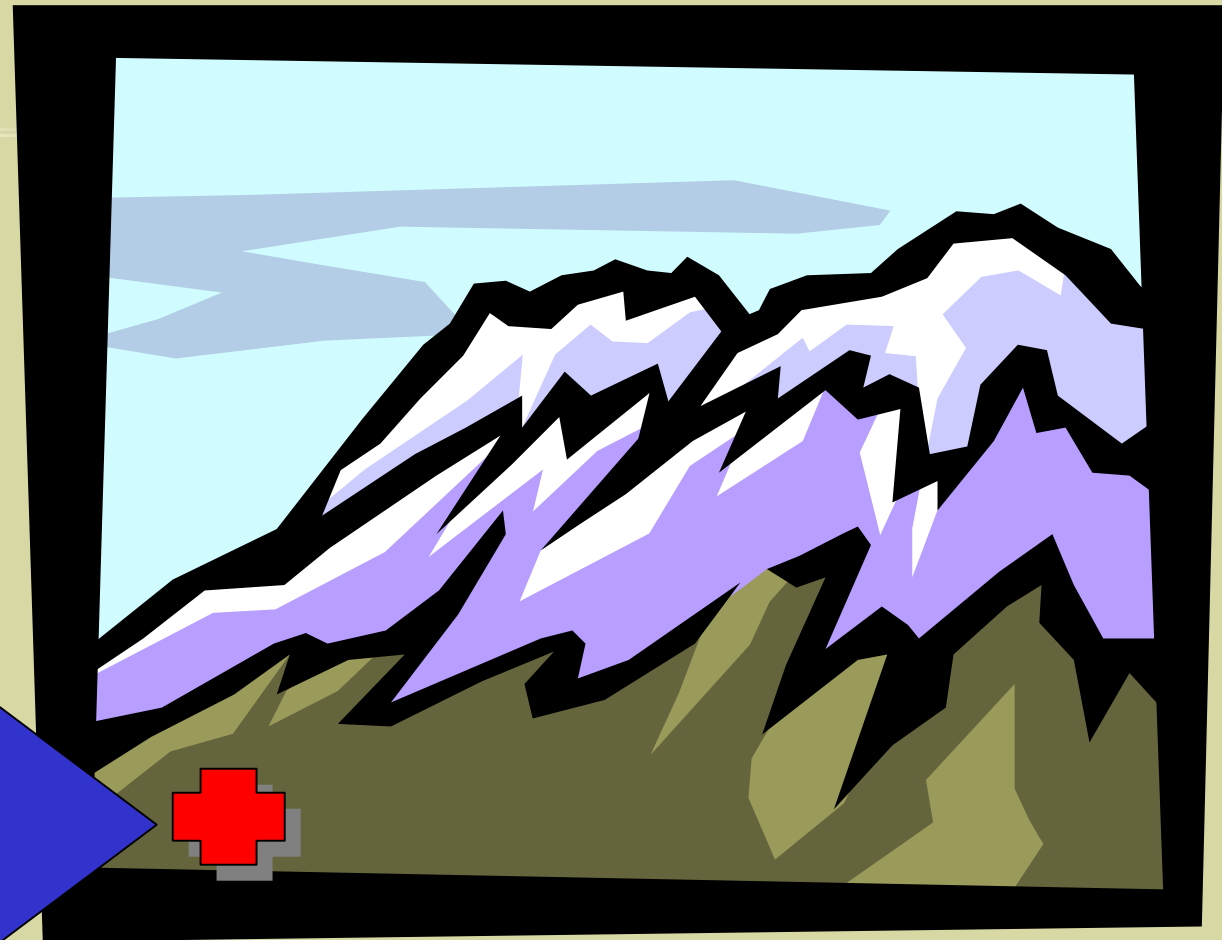
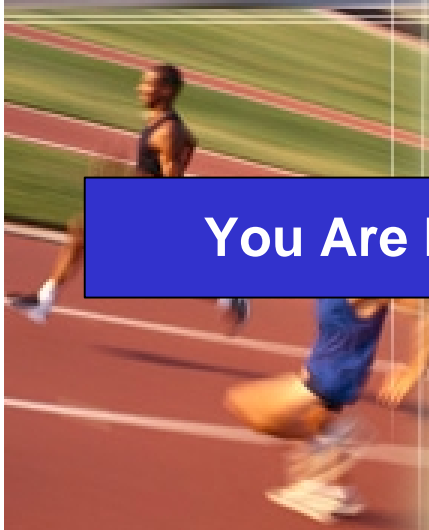
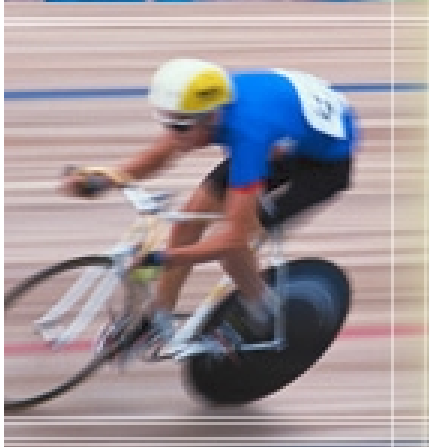
Barbara Fuente, MPA
Manager, Product Marketing
WiTel Communications
barbara.fuente@wcg.com



Why a Marketing Plan?

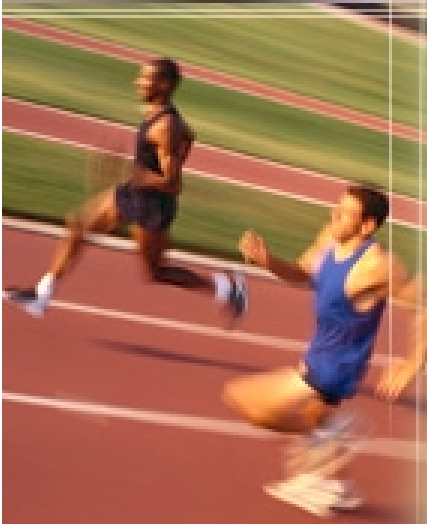
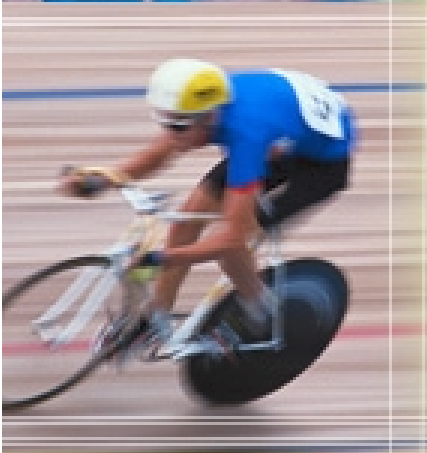
- Because from a survival standpoint, you have to have one; all of your competitors do
- Pulls all pieces of marketing together in one place
- Forces strategic thinking; provides focus and clarifies organizational mission and goals
- Helps to build the case for scarce resources
- Provides the play-by-play; a guideline for days/weeks/months to come
- Helps you accomplish your product/service goals and...
- It enables **SUCCESS!**

However...



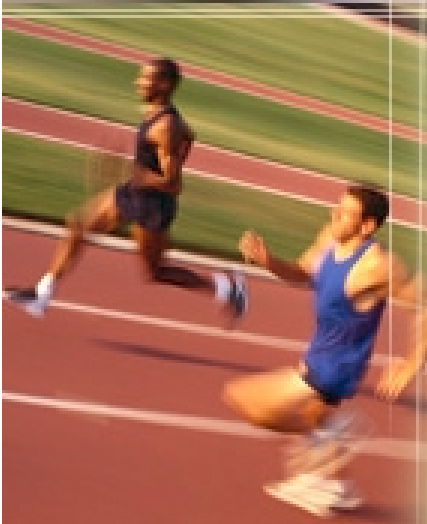
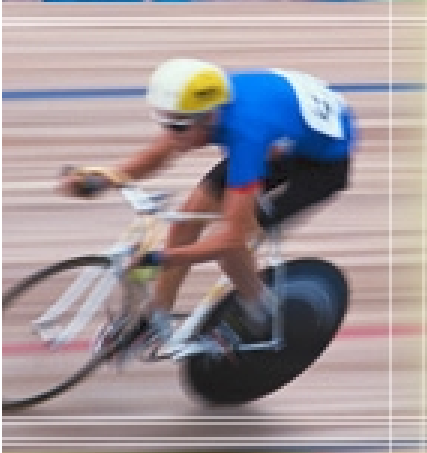
You Are Here





Who writes it?

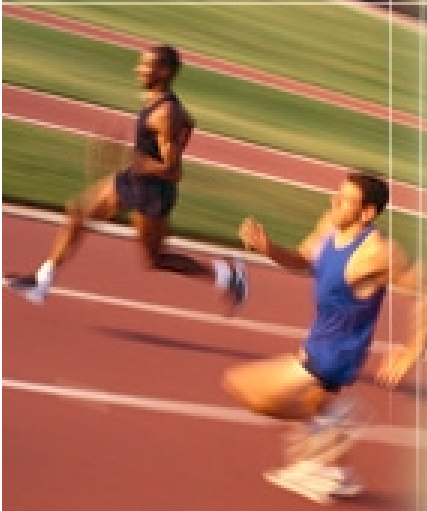
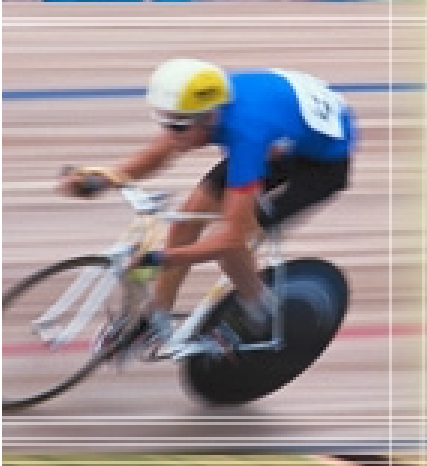
- Stakeholders
 - Product Manager/Program Director
 - Key Internal Players
 - Program Staffers
 - Finance/Accounting
 - Customer Care
 - Marketing
 - Key External Players
 - Affiliates/Partners
 - Board Members
 - Others?



How often?

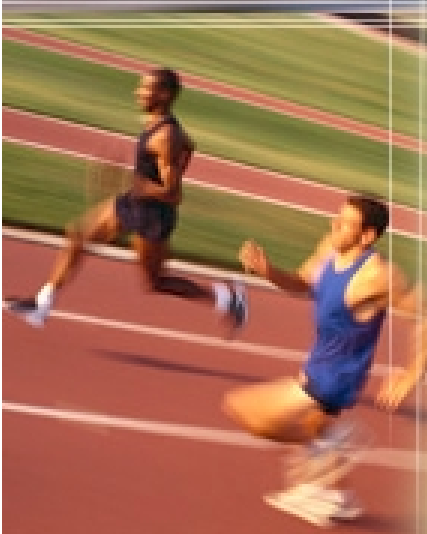
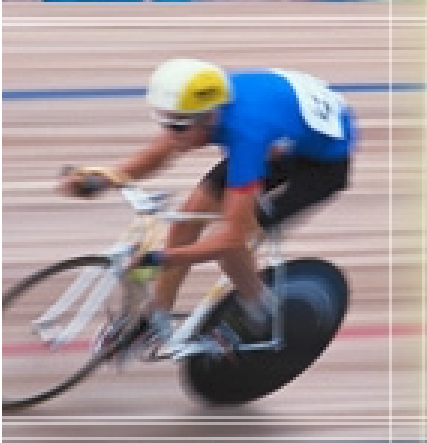
- Once upon a time...
a five-year plan was the norm
- Today?
 - 3 year
 - 1 year
 - 6-month





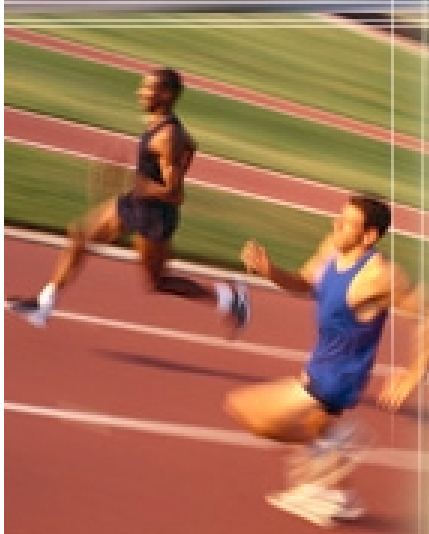
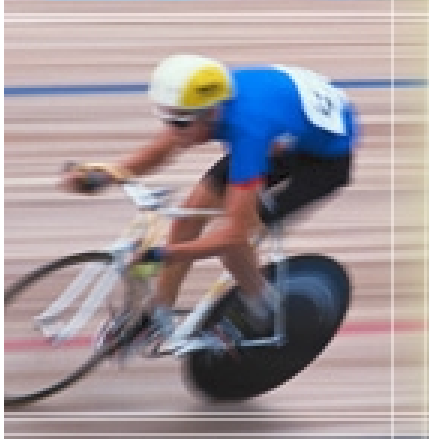
Elements of the Plan

- Executive Summary
 - Usually a one-page summary of the full marketing plan – like an abstract of an article – that provides your plan readers of an outline of what is provided in detail in the body of the plan.
 - States the goals the marketing plan has been designed to achieve and the major highlights of the plan
 - Written AFTER the plan has been completed

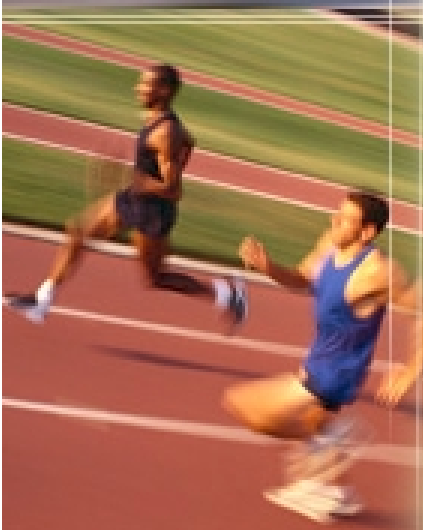
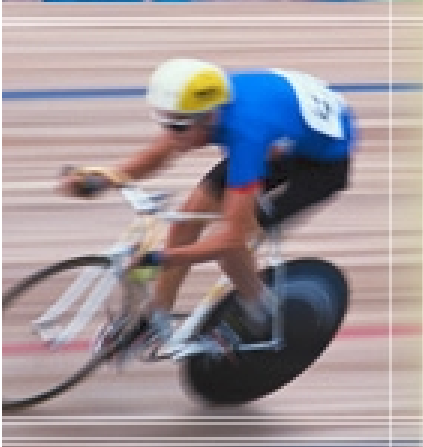


Three Major Sections

- Situational Analysis
 - Groundwork
 - Definitions
 - Research
 - Fundamentals
- Tactical Plan
 - Primary Activities
 - Their Goals & Objectives
 - Audience
 - Evaluation
 - Priority Level
- Appendices
 - Supporting Budgets, Schedules, etc.



Situational Analysis



Market Environment

- Environmental Issues
 - Political and Legal Environment
 - Economic Environment
 - Social and Cultural Issues
 - Technological Environment

Better known as...

The **PEST** Analysis!





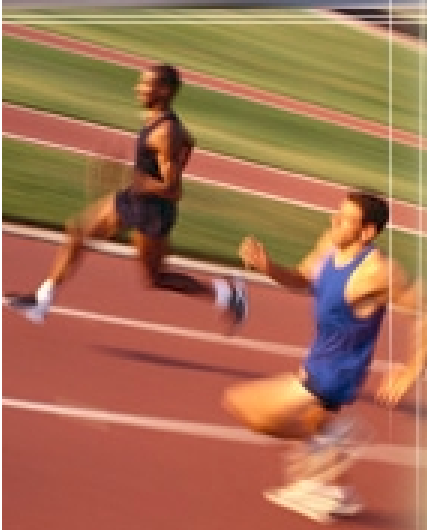
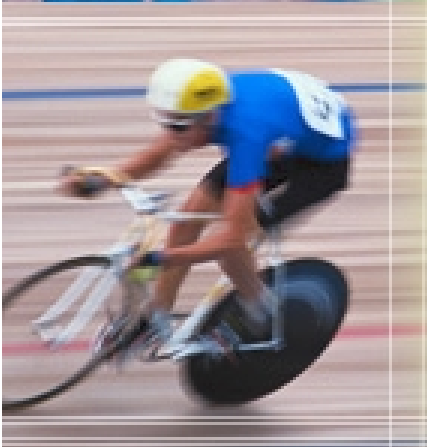
Market Environment

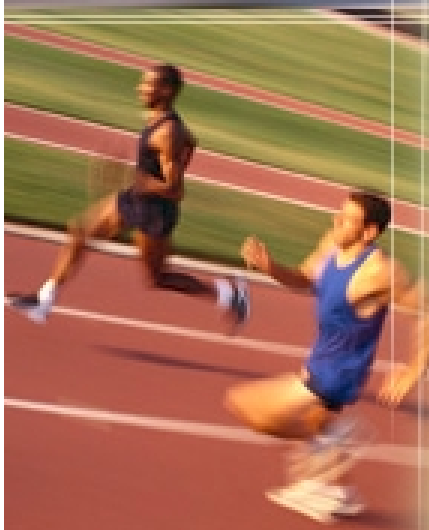
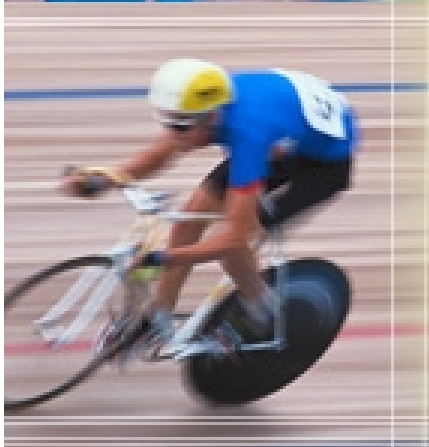
- Competitive Environment
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats



Better known as...

The **SWOT** Analysis!





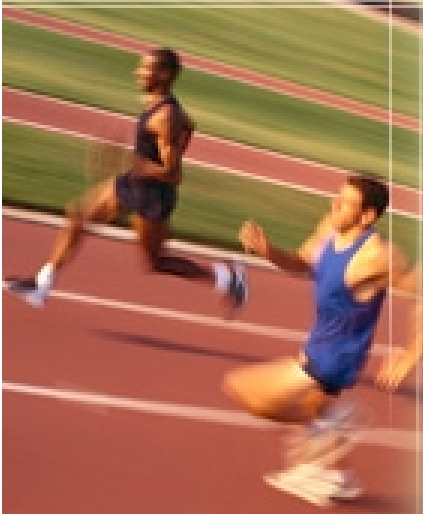
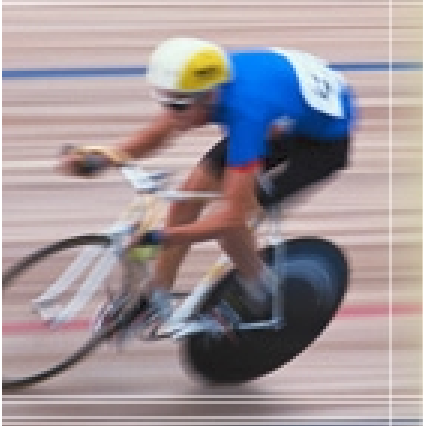
Basics of SWOT

Strengths

Weaknesses

Opportunities

Threats



SWOT Example

Small, newly-formed environmental consulting group performs a SWOT

Strengths

- No red tape
- Great customer care
- Lead consultant-great reputation
- Change direction quickly
- Small overhead – greater value

Weaknesses

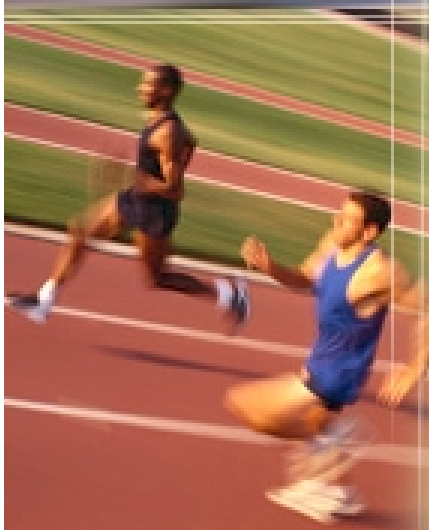
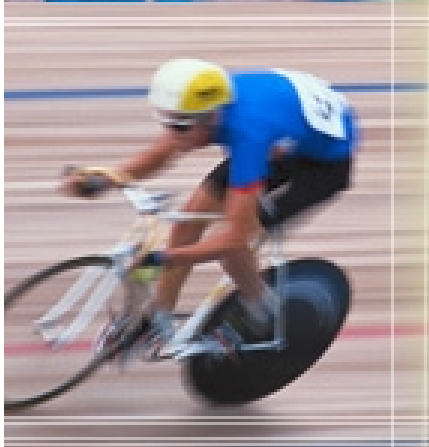
- No market presence
- Small staff – limited skillset
- Vulnerable to staff being out
- Cash flow currently unreliable

Opportunities

- Business sector is expanding
- Local govt. supports our efforts
- Competitors are not quick to adapt

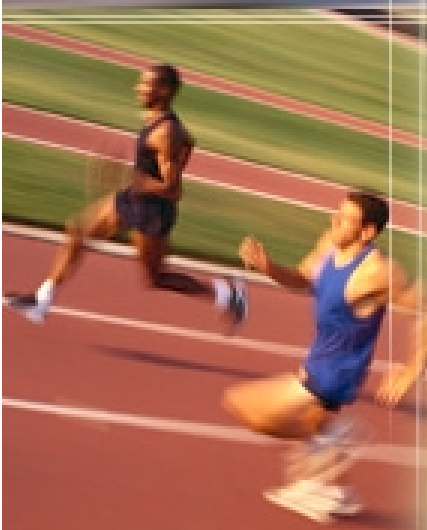
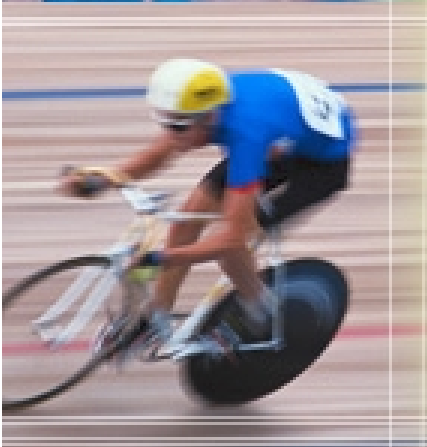
Threats

- New, easier testing technology
- Changes in law negating testing



Market Segments

- Identify potential market segments
- Profile each segment, considering the following:
 - Description
 - Percentage of sales
 - Needs and wants
 - How or when do they use the service
 - Support requirements
 - How to reach them
 - Price sensitivity
- Prioritize segments



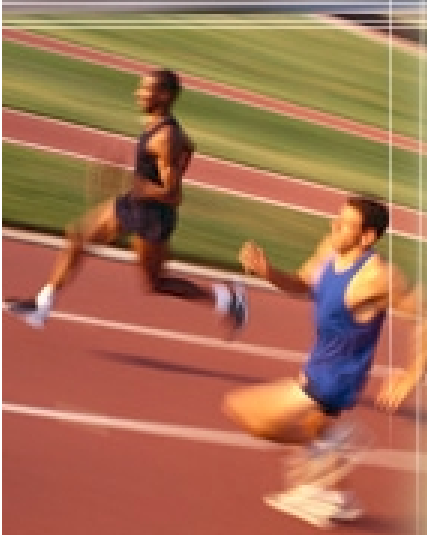
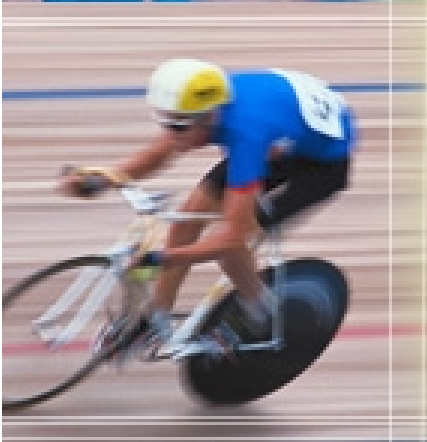
Product Offering

- Overview and Definition
 - What it is (and what it is not!)
 - Who it serves
 - What it includes
 - Where it is offered
- Organizational Strategy
 - Product Life Cycle
 - Two general ways to analyze
 - Each provides insight



Product Life Cycle

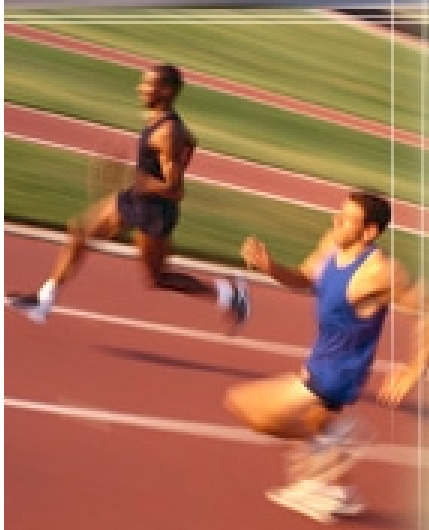
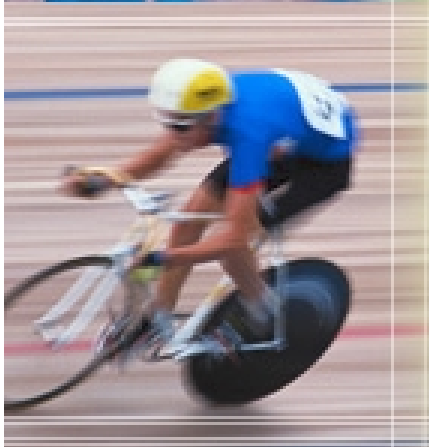
Introduction	Growth	Maturity	End-of-Life
Slow sales growth as product is introduced. Promotions, market education.	Rapid market acceptance leading to peak sales volume, increased profits and market expansion	Slowdown in sales growth since product has achieved acceptance by most potential buyers. Defend product against competition.	Sales fall off, decide to maintain, harvest or prune the product line.
Goals: Ramp up product awareness; educate the market; build customer reference accounts.	Goals: Establish sales momentum; capture dominant market position; plan upgrades; prolong rapid sales growth.	Goals: Maintain <u>margins</u> , modify pricing to differentiate; re-segment user base to find new niche opportunities.	Goals: Develop exit strategy; transition customer base to next generation of the product.



Product Offering

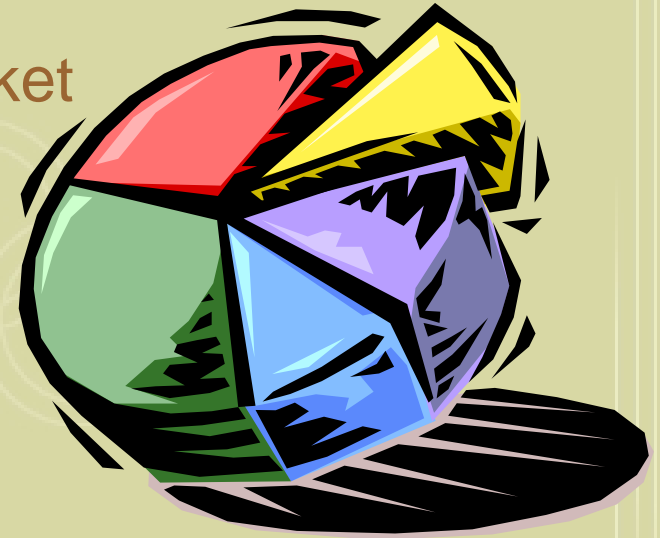
- Organizational Strategy
 - Growth
 - Market Penetration
 - Product Development
 - Market Development
 - Diversification
 - Consolidation
 - Harvesting
 - Pruning
 - Retrenchment
 - Divestment

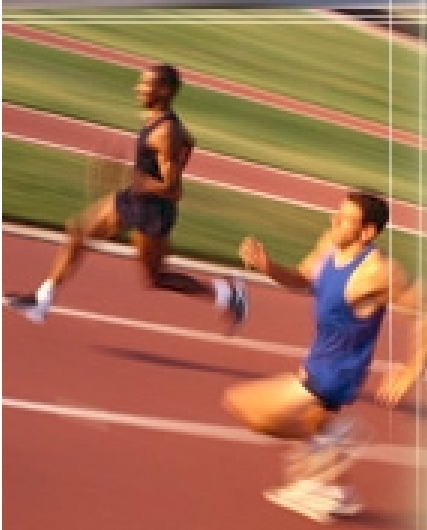
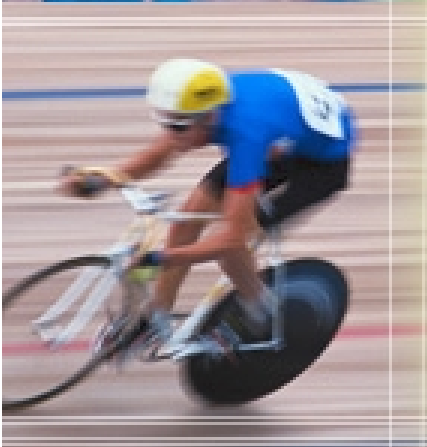




Product Offering

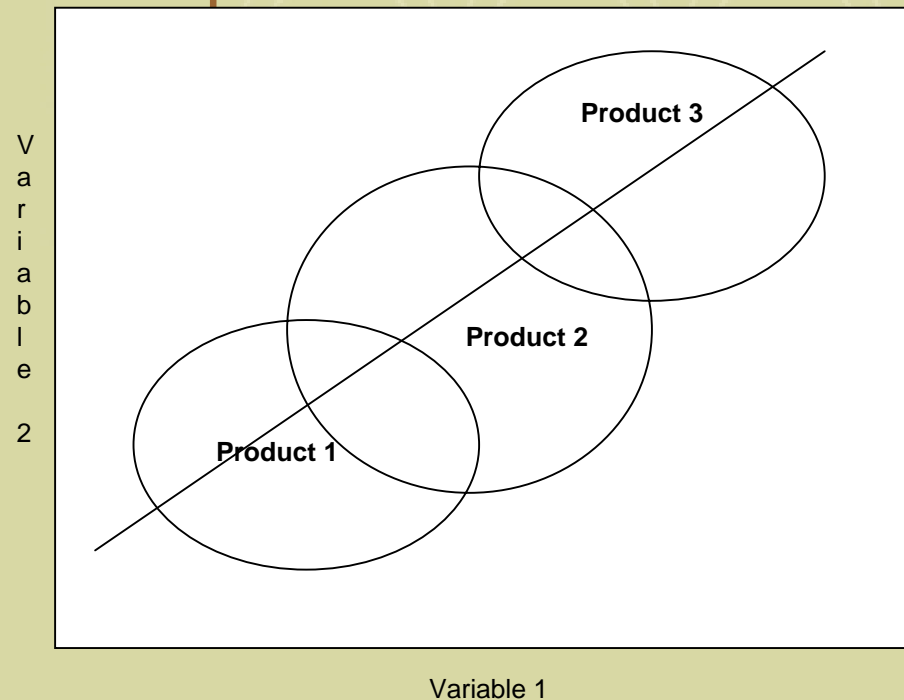
- Market Size
 - Target customers
 - Total potential market
 - Market reach
- Market Share
 - Current
 - Expected
- Sales Forecast
 - Revenue by units and \$
- Growth Potential
- Keys for Gaining Market Share

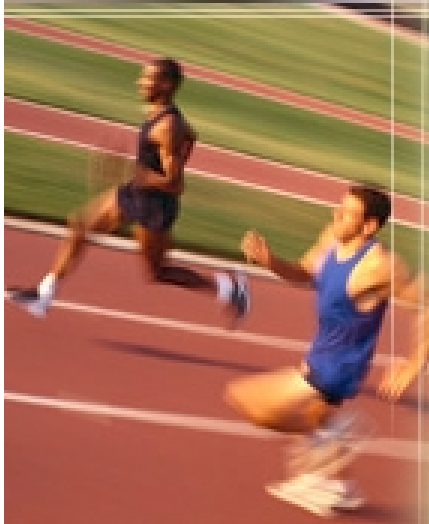
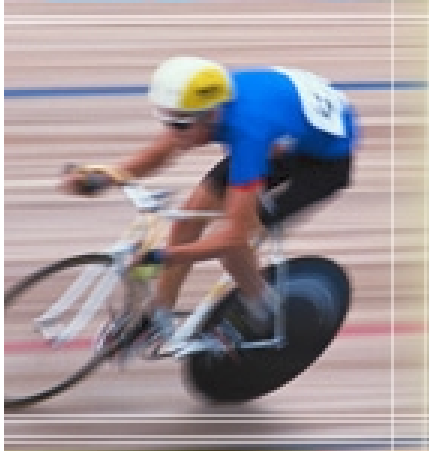




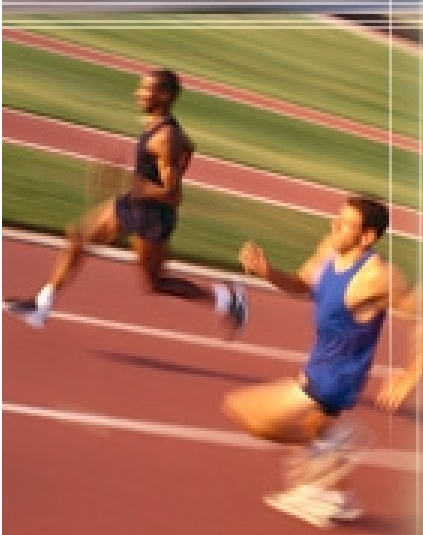
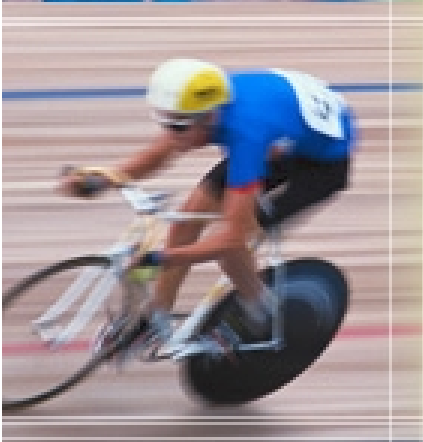
Product Offering

- Product Positioning
 - Segmentation Positioning
 - Competitive Market Positioning

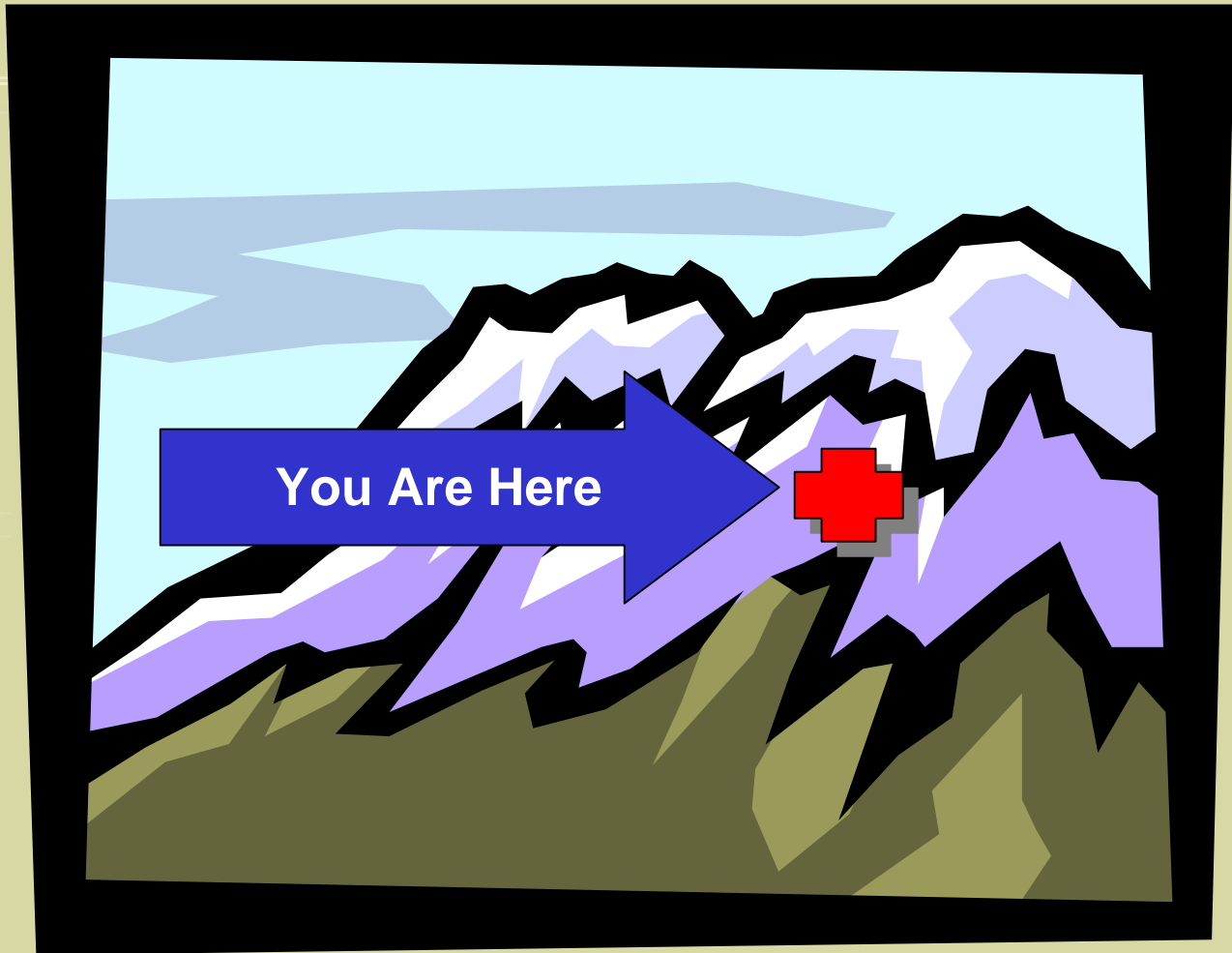




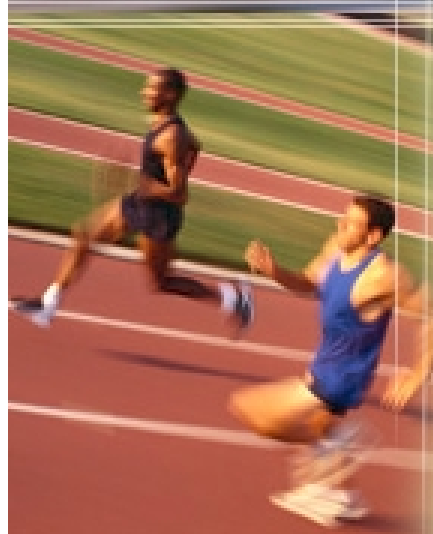
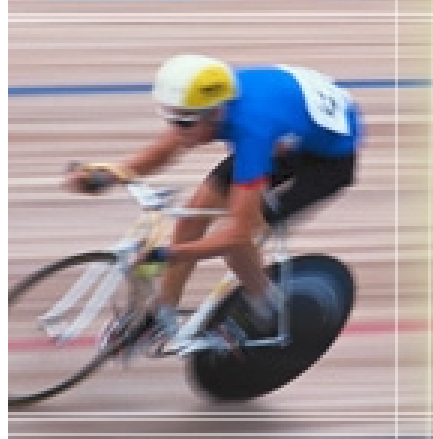
A lot of work – but...
guess what?



Making Progress...



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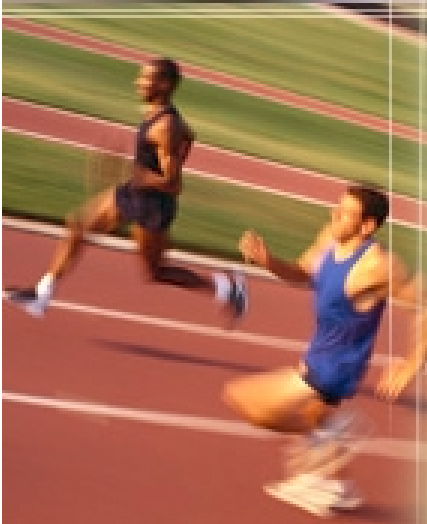
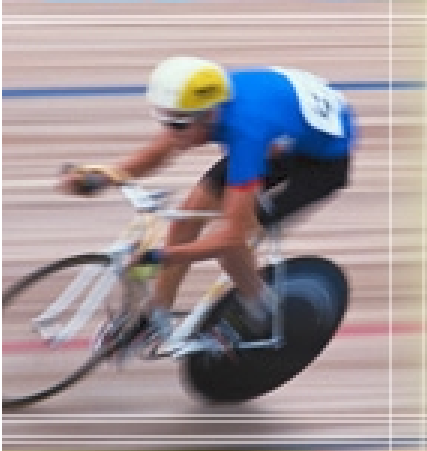


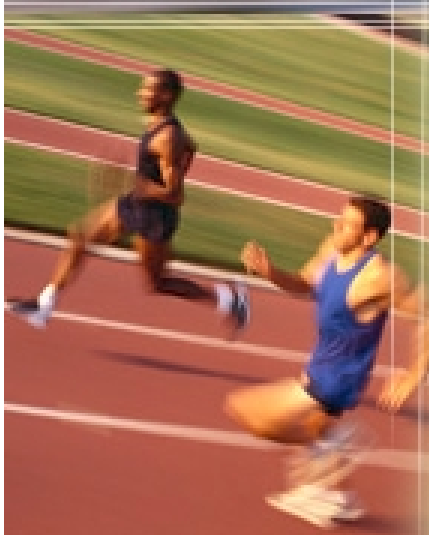
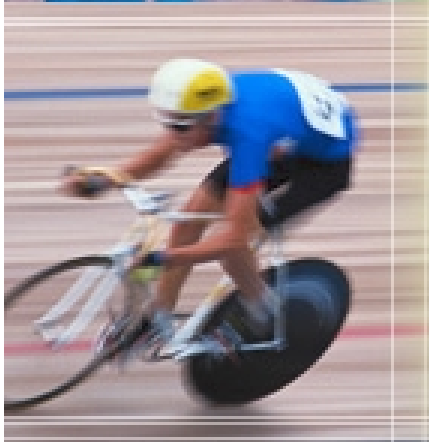
Tactical Plan



Tactical Plan

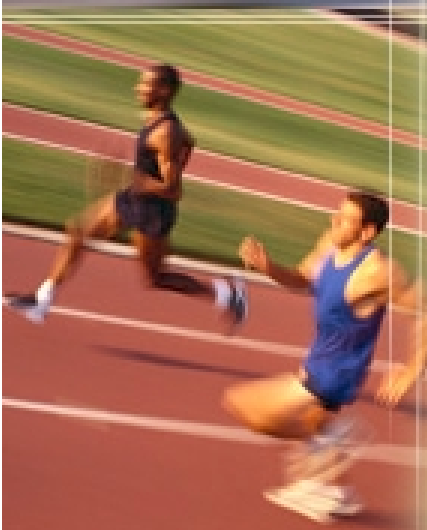
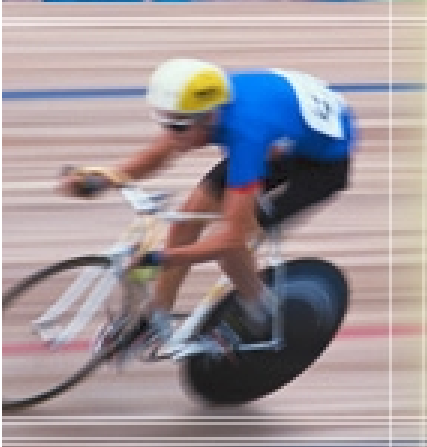
- Overview of Objectives
 - Examples:
 - Increase number of clients served
 - Increase size of donor base/total donations
 - Double instances of exposure in media





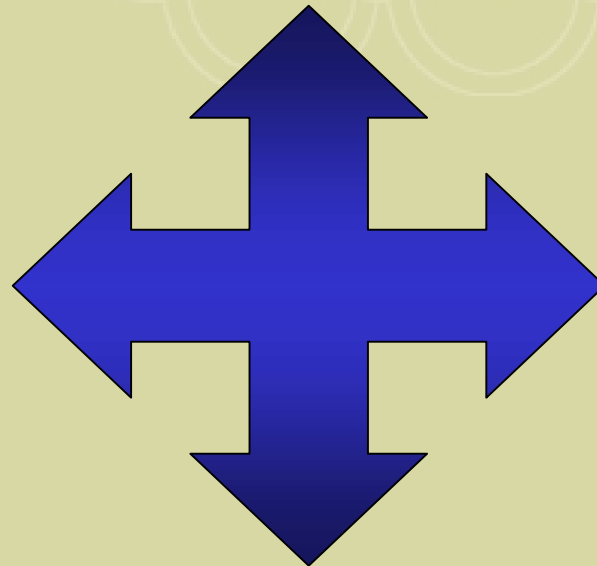
Marketing Mix

- Product
 - Description of product or service
 - Top 5 sales points
 - Positioning statements
 - Packaging
- Price
 - Strategy and approach
 - Pricing Elements
 - Discounts
 - Bundling
 - Payment Options
 - Gratis



Marketing Mix

- Placement (Distribution)
 - Channels for distribution
 - Channel motivation
 - Criteria for membership
 - Program development





Marketing Mix

- Promotions
 - Overview

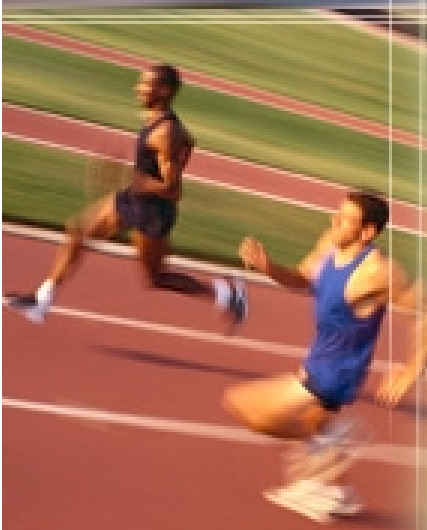
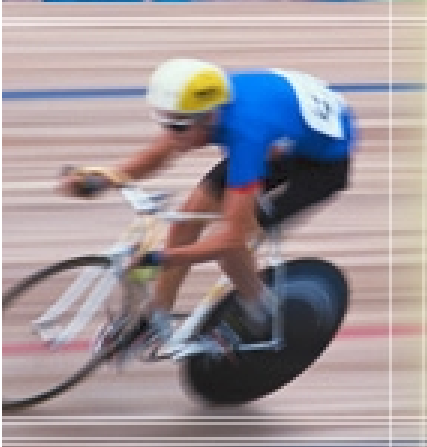
For each subheading – be sure to include:

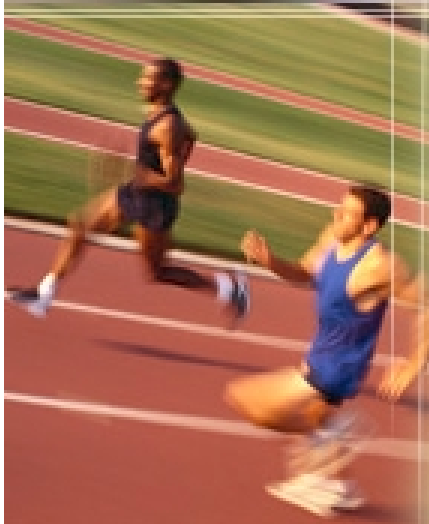
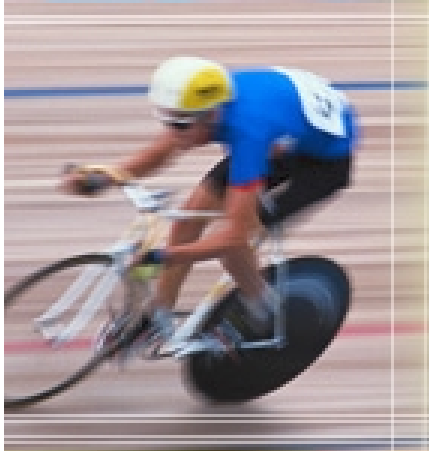
- Objectives and rationale
- Tracking methodology
- Expected ROI

– Advertising

- Mass Media (Display, Radio, TV)
- Direct Mail/Fax Blast
- Electronic Mail
- Banner Ads (Online)
- Website Linking
- Other (Including “Free”)

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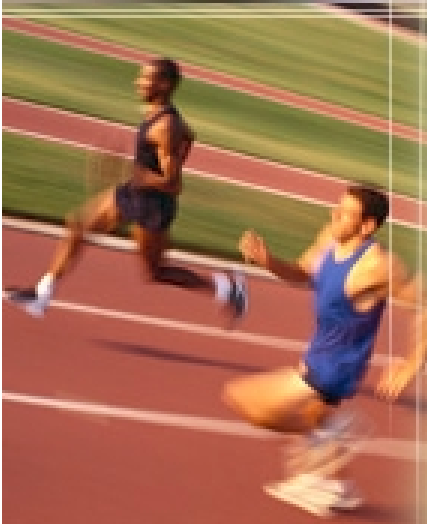
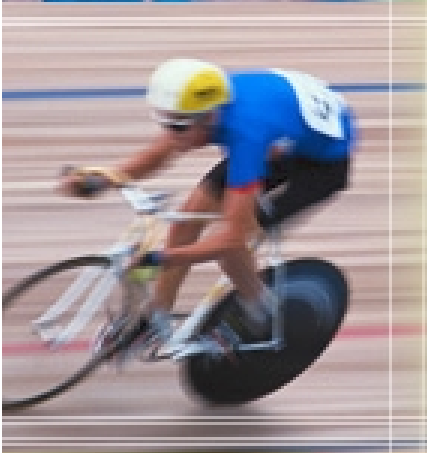


Marketing Mix

- Promotions – cont.
 - Event Marketing
 - Trade Shows
 - Channel activities
 - Seminars/Webinars
 - Workshops/Taskforces
 - Pilot Program
 - Sales Training
 - Promotions by event

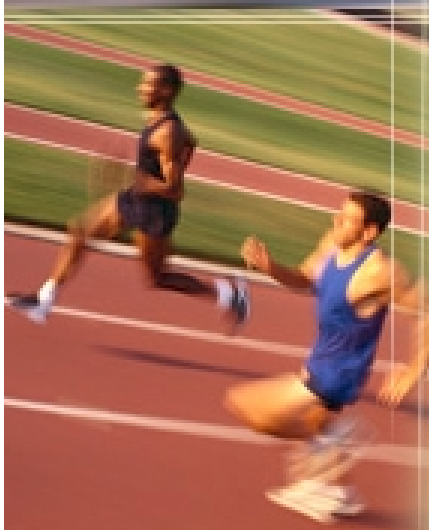
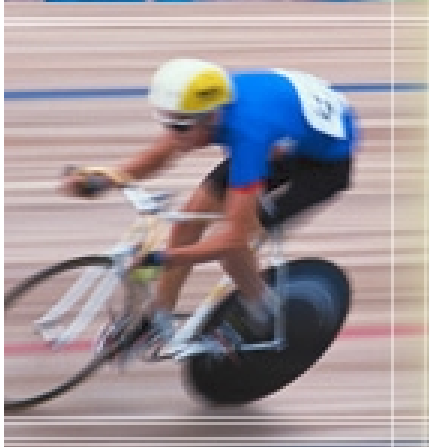
For each event – be sure to include:

- Themes, Ads, Direct Mail (before & after), Special Events, Bag Stuffers, Sponsorship Activities, Round Tables, Focus Groups



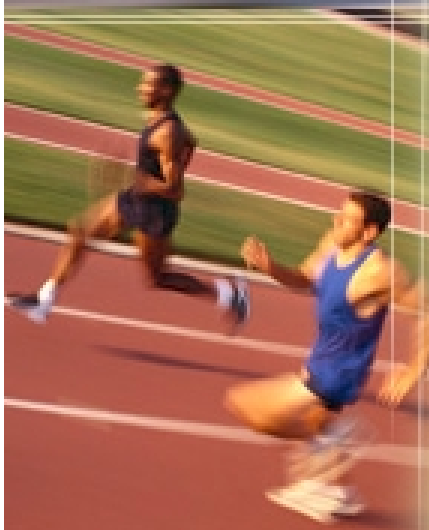
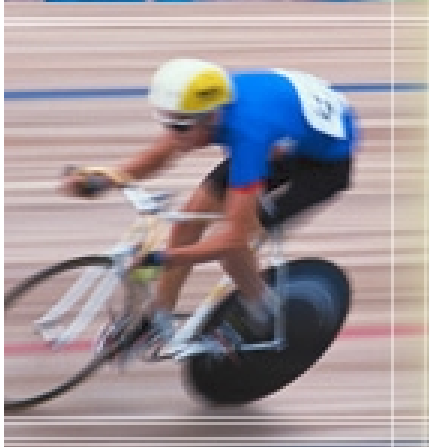
Marketing Mix

- Promotions
 - Public Relations
 - Proactive campaigns
 - Editorial targets and schedule
 - Product/service reviews
 - Press tours
 - Case studies and white papers
 - Testimonial retrieval and usage
 - On-line Marketing
 - Website
 - Service Descriptions
 - Newsletters, Awards, Testimonials
 - Online Promotions
 - Site introduction campaigns
 - Monthly and seasonal promotions
 - Event promotions



Collateral Materials

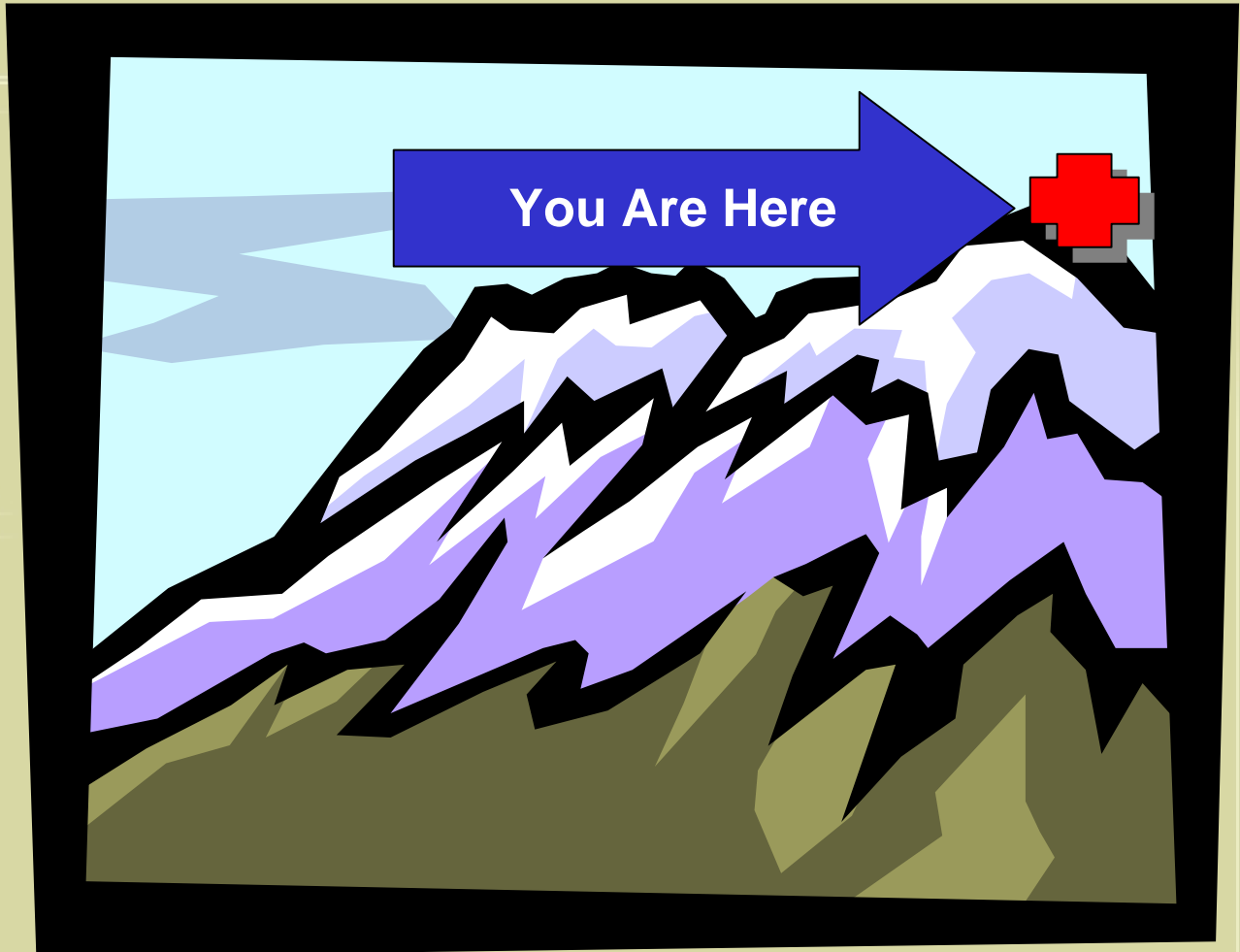
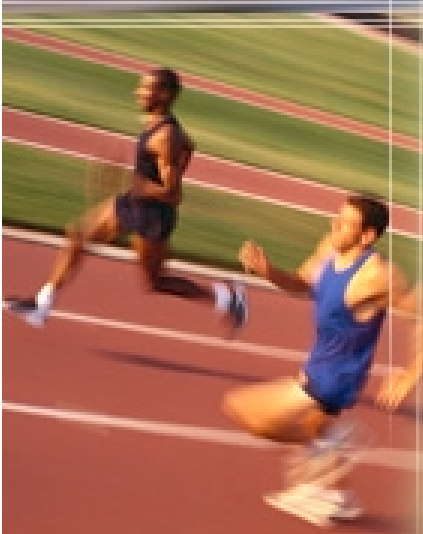
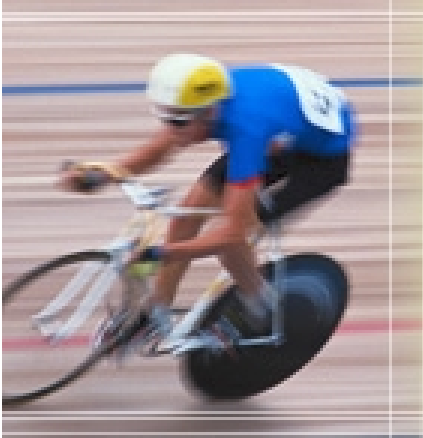
- Product Services Brochure
- Case Studies/White Papers
- Promotional Letters/Information
- Posters/Flyers
- Slide Shows
- Infomercials
- Postcards
- Other?



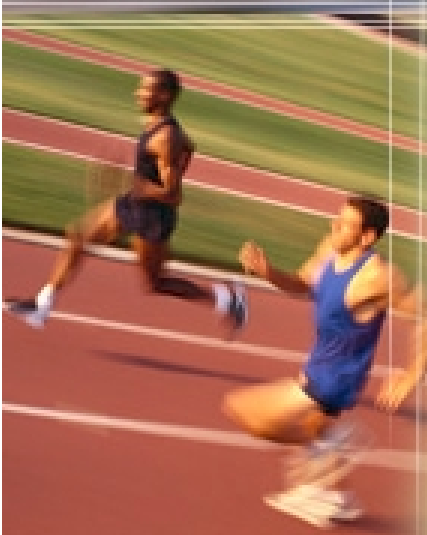
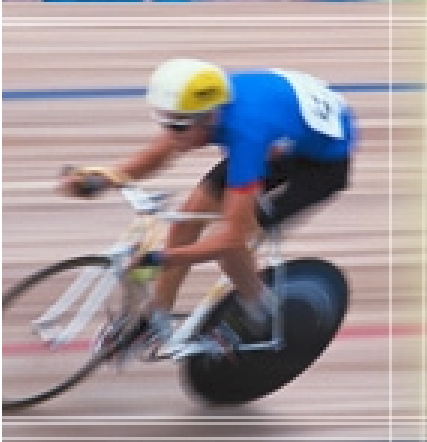
Appendices

- Media Schedule
- Event Schedule
- Detailed Timelines by Project
- Competitive Matrix
- Pricing Schedules
- Resource Commitments
- Budgets
- Contact Lists

Get Ready, Get Set... Execute!

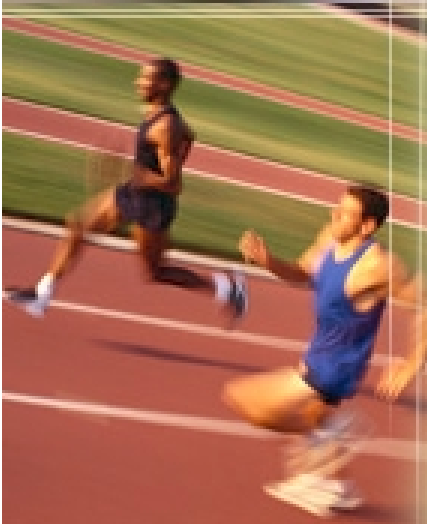
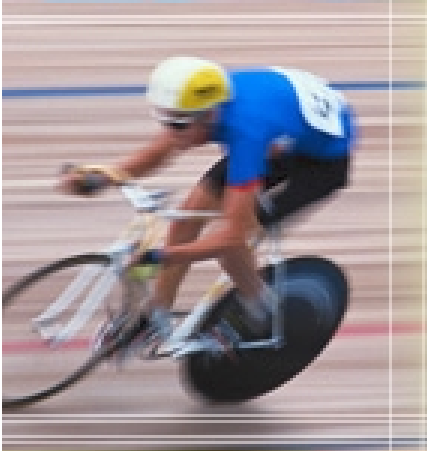


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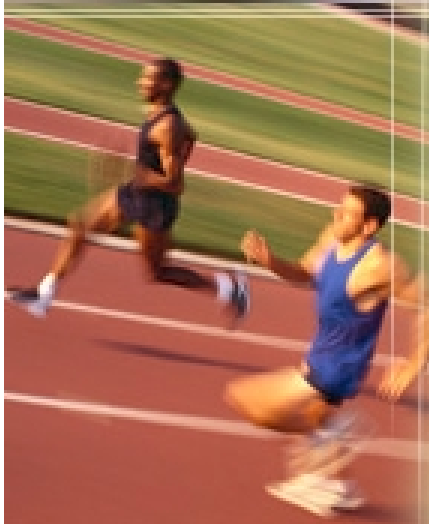
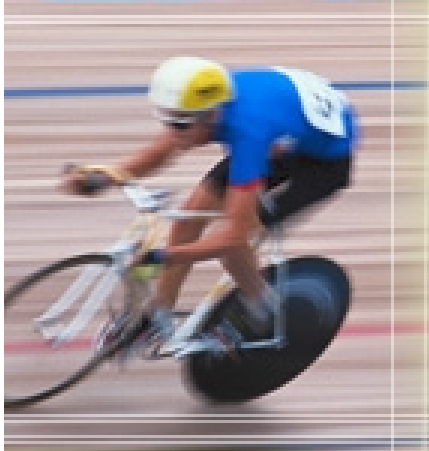
Resources

- MindTools:
www.mindtools.com/index.html
 - Myriad management and planning tools to help with writing your marketing plan.
- Coyote Communications:
www.coyotecom.com/tips2.html
 - Technology tip sheet for non-profit organizations.
- Micro eMBA for Non-Profits:
www.managementhelp.org/np_progs/mkt_mod/market.htm
 - Online MBA (MPA) level marketing program for non-profits, including a library of marketing, communications, advertising, fundraising (and more) information.



Resources

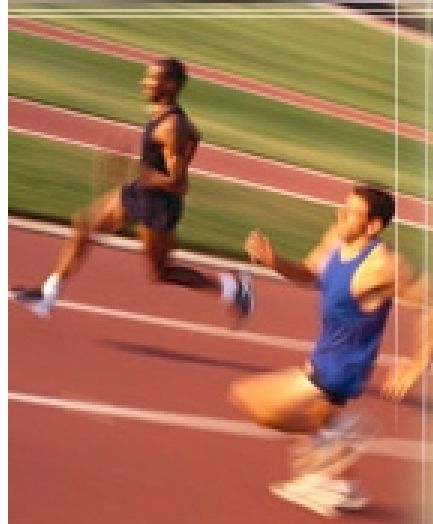
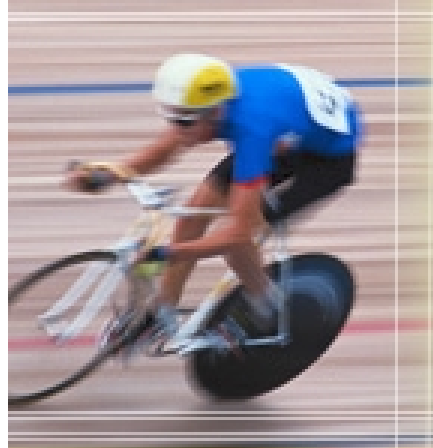
- USA FreedomCorps:
www.usafreedomcorps.gov/for_organizations/non_profits/resources.asp
 - Government sponsored resource for non-profit organizations, featuring online forums and discussions among the non-profit community for sharing of best practices.
- Network for Good:
<http://www.networkforgood.org/npo/>
 - Nonprofit collaboration to help nonprofit organizations increase capacity, reach new audiences, and build Internet strategies.
- Frugal Marketing:
www.frugalmarketing.com
 - Marketing articles, cheap marketing ideas, etc.



Resources

- Marketing Profs:
www.marketingprofs.com
 - Website run by marketing “professors and professionals providing great insight on many, many topics





It's been fun!

**Thank you for
allowing us to join
you as you
strive to
Go Beyond the Gold!**